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News



Vinality "embraces" Hong Kong

Hong Kong is the transition point for all Asian markets, with Italian wine exports growing 40% in 2011 (totaling 21 million Euros), and Veronafiere and Vinality are more and more the best ticket to get there. The latest confirmation comes from Vinality 2012, with an agreement between Veronafiere's general director Mantovani and Benjamin Chau, of the Hong Kong Trade Development Council (which organizes the most important wine event in Asia, the International Wine & Spirits Fair). Therefore, Vinality has become an official partner of the event, not only for the days it is held (Nov. 8th-10th), but as a constant helping hand for every Italian winemaker looking eastward.



Italy and France as allies?

Italy and France have been rivals since forever - especially when good food and wine are concerned. But in this day and age nothing is what it used to be, and Italians and French might sign a wine "friendship treaty" to gain a bigger and firmer foothold in Asia. A likely event, according to French pundit Thierry Desseuve, one of the world's finest experts on wine. "France and Italy are the two main examples of "wine colonization" in the world, and even if the French are a bit ahead in Asia, those markets are a daunting challenge for both countries. And facing it together might make things easier for both". Because, after all, in this day and age good wine is produced the world over. And great Asia would be quite a treat for everyone...

Report

Producers, State to "go green"

When the environment is discussed, producers and institutions go hand in hand, since wine is more virtuous if it is environmentally sustainable. And Corrado Clini, the Italian Minister for the Environment, announced that "we are currently working to calculate the environmental footprint of wine, since it is a flag for "Made in Italy" products". Together with researchers and winemakers such as Tasca d'Almerita, Planeta, Montevibiano, Venica, Masi, Mastroberardino, Antinori, Chiarlo and Gancia.

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First Page

Less Europe, more America: the new map of wine consumption in the world

The world is changing at an ever faster pace, and so do the trends of wine consumption, to the point that in 15 years (from 1995 to 2010) the "map" of consumption has been completely revolutionized: Europe used to drink 72.1% of all wine produced globally, but that percentage has shrunk to 64.9%, while Asia, which used to drink a mere 4.2% of global production, has doubled its consumption to 7.9%. The Americas are growing as well (from 19.4% to 21.6%), and so does Oceania (from 1.6% to 2.7%), while consumption is stable in Africa (2.6% to 2.9%). In Europe, even if a sharp drop in consumption has taken place in traditionally producing countries (such as Italy, France and Spain), the UK has almost doubled its total wine consumption between 1991 and 2010, and Germany's has been growing like clockwork. The future, nonetheless, points towards the world's two biggest economies, the U.S. and China: two very different countries, but with a constant growth in consumption, and two countries where Italy still has ample leeway on the market. In the States, a country that has become one of the world's biggest producers, wine sales have been growing in volume by 2% per year, on average, due to the sales of sparkling wines (+3.4%, not counting Champagne) and still reds (+2.9%). A rate of growth that, according to Italian economic study center Nomisma, will last until 2016 at least, with a more prominent growth for still wines, due to an influx of new consumers on the market, mainly young adults - who are increasingly shifting from beer to wine. China, on the other hand, has enjoyed a true boom in consumption, with a yearly average growth of 12%, with Champagne (+15%) in the lead together with still red wines (+26%), a trend that will go on until 2016. Provided that the right choices can be made, that the inevitable "culture shock" can be overcome and that adulteration and counterfeiting can be kept in check.

Focus

Wine CMO and "free" planting at Vinality

Free planting: yea or nay? The matter seems far from settled. And even if "the European Parliament, with a crushing majority, voted against free planting rights in the wine Common Market Organization, to become law by 2015" after the action of all main European producing countries, as Paolo De Castro, president of the EU Agricultural Committee, stated at Vinality 2012 (with the support of Minister Mario Catania, also present), the EU Commissioner for Agriculture, Dacian Cioloș, has announced that the matter can be discussed further, also through a "high-level" working group (chaired by the vice president of the UE Commission Antonio Tajani), but has yet to announce a cancellation of the law before evaluating all consequences. The debate took place on Monday at Vinality 2012, but De Castro also pointed out that "funds for the promotion of European wine will not be slashed in the CMO, which will also contain new regulations. Moreover, we will try to apply what has been done for wine to other sectors, given the excellent results that Italian and European winemakers have been capable of in the last few years, economic crisis notwithstanding".



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Wine & Food

With no news from Russia, "customs profile" is still a threat

"Both customs offices and ministries are showing reserves", Anatoly Korneyev, vice president of Simple, a Russian importing company with a turnover of 100 million Euros in 2011 (60 of those due to Italian wines), explains, "but nothing new seems to be happening. The problems of "customs profile" (a minimum price for importing wine in Russia) is still a relevant matter. Italian politicians and entrepreneurs should take action against it". Such are the latest news from Russia, one of the most promising markets for Italian wines - and one that grew 50% in 2011 over 2010.

For the record

Wine "not a factor" in youth alcohol abuse

Alcohol abuse among youths is a worrisome phenomenon, but for 80% of Italians wine is not responsible: the main culprits are spirits, according to the results of an

Univerde/lpr Marketing survey shown at Vinality 2012. This begs the question: since both institutions and citizens are against demonizing wine, what will be done about it?

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