

News



Italian wine & Italy

Italian native varieties in the areas of Marche hit by the quake as a means to start over, with farmers union CIA, and the law proposal on wine tourism with Città del Vino (Apr. 9th); wine sales in mass retail with Vinitaly and IRI (including the UK post-Brexit) and the answer to the question "How do Italians drink?" thanks to the research made by Tannico.it (Apr. 10th); wine and climate change with "L'Informatore Agrario" and sustainability with Confagricoltura and Andrea Scanzi (Apr. 11th); finally, the Ministry of Agriculture will tackle education with LUJSS university (Apr. 12th). These are the themes about Italy that will be discussed at Vinitaly.



SMS

"Face to face" with the EU

"Vinitaly is the chance to listen to the needs of the productive sector of Italian wine and evaluate what we've done in the last years", said Italian Minister of Agriculture Maurizio Martina. And the sector is mobilitating to face, over all else, one vital issue: the new Common Agricultural Policy of the EU - courtesy of the official meeting with EU Commissioner Hogan, who will be in Verona, but also thanks to the meeting titled "Productive strategies together for competitiveness. The challenges of Italian wine towards 2020", with the Ministry and the representatives of Confagricoltura, Cia-Confederazione Italiana Agricoltori, Alleanza cooperative Agroalimentari, Unione Italiana Vini, Federvini, Federdoc, Assoenologi and the members of the Parliament's Agriculture commissions (Apr. 10th).

Report

The role of women

For the first time in Italy, Women of the Vine and Spirits, the most important organization for the development of the role of women in the sector of wine and spirits, will be at Vinitaly to inaugurate its European chapter (Apr. 11th), with its founder and President Deborah Brenner. The Donne del Vino organization will also present wines from indigenous varieties (Apr. 9th), while Donne della Vite will analyze the "emotions of the brain" (Apr. 14th); that wines and landscapes can generate (Apr. 11th).



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Vinitaly 2017: Trump, Brexit, China, CMO, Italy

Exporting more, and in a better way, since Italy did indeed reach a new exports record in 2016 - 5.6 billion Euros in value, up 4.3% over 2015 and 20.6 million hectoliters (+2.8%) - but it did so thanks to sparklings: without those, that sign would've been a minus. Evaluating the effects of Trump's "America First" policy on the one hand (with the U.S. still being the number one market, with 3.2 million hectoliters for 1.3 billion Euros, and wine lovers young and old showing no sign of stopping), and of Brexit on the other (up 2.3% in 2016 in value, to 763.8 million Euros, but down 7.4% in volume, to 2.9 million hectoliters), without forgetting the need to understand China. Then, solving the issues of CMO promotion funds, after the still unresolved chaos on the 2016-2017 measures and the question mark hovering over next year's, thanks to a "face to face" with EU Commissioner for Agriculture Phil Hogan, in Verona, 60 years after the Treaties of Rome, and Italy's Agriculture Minister Maurizio Martina (the two will be together for the inauguration on Apr. 9th), who will confirm the target of reaching 7.5 billion Euros in exports by 2020, update the public on the new digital registries for wineries and present the first decrees to make the new Unified Law on Wine an active reality. Lastly, finding new confirmations of the slight uptake of wine consumption in Italy, with good signs coming from mass retail (sales of denomination wines have gone up 4.9% since 2017 began) and wine shops (up to 5% more year over year), and the growth of e-commerce. The entire world of wine will congregate in Verona, and it will do so for the Italian market, for sure, but also looking towards Europe, where Italy is doing well in the main markets (with 14 million hectoliters of wine and close to 3.3 billion Euros in value in 2016). This is what Italian wine will do at Vinitaly (Apr. 9th-12th), in Veronafiere, which, as a stock company, has 94 million Euros in investments, pointing towards internationalization and digital transformation, with a new outlook tool, created with ISMEA, on the evolution of different wine markets.

Focus

"The Silk Road" in Verona

After a marvelous 2016 for Italian wine exports in China (up 11.4% in volume, to 299.000 hectoliters, and 13.8% in value, to 101 million Euros), the same, according to data from the China Association of Imports & Exports Association for Wine & Spirits, cannot be said for 2017. Still, forecasts say it'll become the first market by 2020, and it has always shown its ups and downs. But the interest in Italian wines is confirmed by the arrival at Vinitaly, in Verona on Apr. 10th, of some key players. Like Cofco, to create a 2020 outlook for the global wine market, with Agriculture Minister Martina, the General Directors of Veronafiere and ISMEA, Giovanni Mantovani and Raffaele Borriello, and Alibaba. Which, with "The roads of wine in China", updates the situation after the 2016 visit of Jack Ma. But, the Hong Kong Trade Development Council and 1919, the biggest distributor of wine in China (which has signed a partnership with Vinitaly International and VIA-Vinitaly International Academy) will also attend - as well as the Suning Group. Tomorrow, "Opera Wine", the preview-tasting of Vinitaly, will prepare the 104 top Italian wineries for their trip "On The Silk Road"...



ARNALDO CAPRAI
Viticoltore in Montefalco
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Wine & Food

Wine & Food

Italian wine in the world: institutions, brand protection, organic

The U.S. and China are front & center in the Italian government's Plan for Made in Italy, with trade agency ICE in partnership with Veronafiere-Vinitaly for the promotion of Italian wine, but focus and events for incoming buyers will be dedicated to markets such as the UK, Russia, Japan, Canada, Germany, North and East Europe, Switzerland, Belgium, South America and more. The Chambers of Commerce abroad will focus on the States, Canada and Mexico, the Consortium of Chianti Classico on brand protection, and Federbio, CCPB and Certiquality on the success of organic abroad.

For the record

Vinitaly, a "political capital" of wine

Foreign markets, Italy, great tastings, unmissable events like "Opera Wine" tomorrow: this Vinitaly is going to be, with an ever greater number of buyers and participants, the "political capital" of European Wine. The event of Verona according to Giovanni Mantovani, General Director of Veronafiere (<https://goo.gl/Uiajr7>).

