

News



Wine, science and the WRT

The Wine Research Team, which is focused on technological and scientific advancements in wine production, closed this year's Vinality with a wine tasting, and its message is twofold: "science is the mother of quality wine, one that is more sustainable", Riccardo Cotarella said, "and it is vital for wineries to join forces for a serious effort on that front, in order to propagate knowledge", Attilio Scienza added, not only "because it becomes an added value on the market", WineBow founder Attilio Lo Cascio pointed out, but because it is an ethical duty for the producers, as VIP winemakers Bruno Vespa and Massimo D'Alema stated (<https://goo.gl/cpGYoL>).



Consumption goes down

Italy is the country of wine: according to the latest report by ISTAT, 52.7% of Italians that have consumed alcohol in 2016 chose that, 47.8% drink beer an 43.2% drink alcoholic aperitifs or liquors. The downward trend in consumption is still strong, in any case: in 2016, daily consumers have been 21.4% of the populace aged 11 and up, and occasional ones (38.8% in 2006, and it reached 43.3% in 2016) and those that drink outside meals (from 26.1% to 29.2%) have gone up. People aged 65 and over (22.8%), those aged 18 to 24 (12.2%) and kids 11 to 17 years old (22.9%) are those that drink too much. Among teenagers, consumption has gone down, from 29% to 20.4%, but binge drinking (17%) is worrisome, even if, generally speaking, moderate consumers are still a majority (48.8%).

Report

Sangiovese academy

During Vinality, Castello Banfi presented "Sanguis Jovis", a research and education center on Sangiovese. Its multidisciplinary model is unprecedented in Italy: it's open to the entire territory of Montalcino, and to all those who work with Italy's most widespread red variety. Its objective, according to project head Attilio Scienza, is that to foster and disseminate the culture of Sangiovese, in order to give Montalcino another unique trait in the world of wine, both nationally and internationally.

First Page

Italy's consumption, vineyards on the rise, OIV says

In 2016, according to the French organization OIV's latest report, global vineyards did not grow, at 7.5 million hectares, with 5 countries hosting more than half (Spain, China, France, Italy and Turkey). Furthermore, since 2000 vineyards surface has gone down in Europe, except Italy (up 8.200 hectares, to 690.000), and China is also growing (up 16.800 hectares, to 850.000), becoming the second largest after Spain (975.000), with France being the third (790.000). The States are stable (443.000 hectares), and the same goes for the southern hemisphere, while Portugal and Turkey have gone down (480.000). In 2016, 267 million hectoliters of wine were produced (down 3% over 2015): Italy (50.9 million, up 2%) is still the world's largest producers, followed by France (43.5 million, down 7%) and Spain (39.3, up 4%), with production still high in the U.S. (23.9 million, up 10%), reaching 13 million in Australia (up 9%) and 11.4 in China (down 1%), while it went down in Latin America and South Africa. 242 million hectoliters were consumed in 2016, a similar figure to 2015's (and a stable one since the financial crisis of 2008 began): with 31.8 million hectoliters (13% of the total), the States are still the world's first consumer (up 2.5%), then come France (27 million, down 0.7%), Italy (22.5, +5.3%), Germany (20.2, down 1.8%) and China (17.3, up 6.9%). Volumes have gone down 1.2% in global wine trade, OIV stated, to 104 million hectoliters, but value has gone up (29 billion Euros, up 2%): bottled wine is stable, bulk wine has gone down 4% and sparklings have grown 7%. Spain (22.3 million hectoliters), Italy (20.6) and France (14.1), taken together, have 55% of global wine trade in volume, and value-wise, France (8.2 billion Euros) and Italy (5.3) dominate, with 28% and 19% of the total, followed by Spain (2.6 billion). The first importer, volume-wise, is Germany (14.5 million hectoliters), followed by the UK (13.5), the U.S. (11.2) and France (7.9), with China growing rapidly (6.4 million, up 45%). Value-wise, the first 5 importing countries are worth more than 50% of the total: the U.S. (5.01 billion Euros), the UK (3.4), Germany (2.4), China (2.1) and Canada (1.6).

Focus

Big brands rule Italian wine e-commerce

Italian e-commerce firm Tannico presented during Vinality a research on the bestselling brands among the top 100 wineries for turnover in Italy, and according to it, Donnafugata, one of the symbols of southern Italy's wine Renaissance (9%), Ferrari, the king of "made in Italy" classic method sparklings (9%) and Cantina Tramin, which enjoys both big numbers with the constant quality output of more artisanal firms (8%) are the top three. According to the research, big brands are considered to be more trustworthy, especially by beginners, beating small producers, while the "clash of titans" between Tuscany and Piedmont sees the former win (58% of online sales to 42%), and, among wines, Brunello wins over Barolo (60% to 40%). When it comes to sparklings, Champagne dominates without a doubt (49%), followed by Franciacorta (26%), Prosecco (19%) and Trentodoc (6%). But, when it comes to choosing a wine, zodiac signs apparently play a role as well: Virgos go for Amarone, Libras for Barolo, Scorpios choose Champagne, Taurus Franciacorta, air signs (Gemini, Libra, Aquarius) go for Tuscany and earth signs (Taurus, Virgo, Capricorn) are more eclectic.



ARNALDO CAPRAI

Viticoltore in Montefalco

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Wine & Food

Prosecco inverts the trend: value outgrows volume

A million bottles of Prosecco Doc are uncorked every day: the figure amply describes its worldwide phenomenon, and, in the first quarter of 2017, it's grown 23% in volume and 24% in value. The 1% difference states officially that the trend has reverted, with value growing as well as volume. Turnover and exports have also gone up, reaching 410 million bottles labeled in 2016, for an estimated 2 billion euros retail value and 70% of them going abroad. The Consortium will now focus on managing productive potential, on value and on the theme of sustainability.

For the record

Vinality 2017, the official figures

More foreign operators from the U.S. (+6%), Germany (+3%), the UK (+4%), China (+12%), Russia (+42%), Japan (+2%), Northern Europe (+2%), Holland and Belgium (+6%)

and Brasil (+29%), 142 countries present, 350.000 wine lovers, and more than 400 different events: these are the official figures for the 2017 edition of Vinality.

