



Issue 319 - June 25th-27th, 2017 (Vinexpo Special Issue) - Expressly for wine lovers, professionals and opinion leaders the world over  
Registration number 709, Courthouse of Siena, March 31st, 2001 - Editor-in-chief: Alessandro Regoli

## News



### Bellavista in Bordeaux

According to Mattia Vezzola, oenologist and wine consultant of prestigious Franciacorta winery Bellavista, owned by the Terra Moretti group, the undeniable success of the brand comes from "not only quality, but the perseverance of quality, the interpretation of the firm's style in its territory, and genuinity. All this, tied to Italian style and value". Bellavista was the main protagonist of a tasting at Vinexpo, in Bordeaux, together with Gambero Rosso, with large format bottles only (Riserva Vittorio Moretti 2002 magnums and double magnums, Riserva Vittorio Moretti 2008 salmanazars, and Meraviglioso, a blend of 6 great vintages from 1984 to 2002).



### China, what next?

According to Richard Halstead, co-founder of "Wine Intelligence", ten things, above all else, will characterize the Chinese wine market in the near future: demography is making wine consumers grow, as well as drinking as a personal pleasure, and wine is now within reach of a lot more people than it used to be. The average Chinese palate likes wines rich in taste and aromas, which in turn explains the runaway growth of reds, especially full-bodied ones. Drinking cold beverages is an alien concept for Chinese culture, and that explains the difficult position of whites, but sparklings will grow, thanks to their lifestyle allure. Regional cuisines, tastes and spice usage are also a factor, as well the fact that wine is a commodity for an ever-growing amount of people. Finally, e-commerce is a main sales channel in China.

## Report

### Torres homaged by the MW

Spain was the guest of honor of Vinexpo, and a Spanish name was chosen for the Institute of Masters of Wine's and "The Drinks Business"'s Lifetime Award: after names like Robert Mondavi (2005), Piero Antinori (2007) and Jean-Michel Cazes (2011), they chose Miguel A. Torres, President of the winery that has become a symbol of Spanish wine, crowning a career that spans 5 decades and in which Torres, after writing important books, has turned its familyodega into a global brand.



A CAMPAIGN FINANCING IN ACCORDING TO REG. EC. N. 1308/2013

## First Page

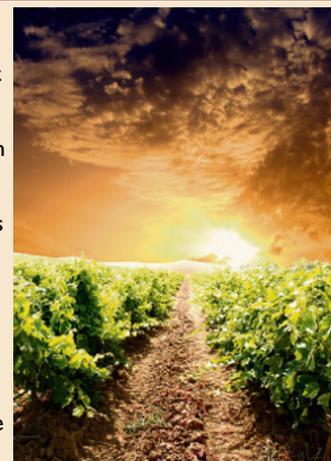
### Brexit fuels fears, hopes at Vinexpo

Brexit has been one of the main talking points among wine professionals for some time now, and it has been so at Vinexpo as well: the topic of what will happen to the UK as a wine market was tackled during a conference organized by "Wine Spectator" magazine, and, in a nutshell, one can only hope that it's going to be a short process, and that as little as possible will change. Still, everything will be decided in Brussels, during the negotiations process, and the wine world will be impacted not only directly (through duties and tariffs) but also through the fallout of Brexit on the British economy - and all this in a situation where nothing is predictable. Some effects have already taken place: average wine prices in the UK have gone up 3% in Q1 2017, to 5.56 Pounds, mainly due to currency fluctuations. For Jean Marie Barillère, of the Comité Champagne, "the hope is that nothing will change. I want to be optimistic: at the end of the negotiations, I hope that a free trade deal between the UK and the EU will be created, with zero tariffs both ways". For Miles Beale, Chief Executive of the British Wine and Spirits Trade Association, "whatever happens, the Pound will be weak for some time, then inflation will kick in, but the main issue will be duties and tariffs. The UK is the world's second largest importing country, and it will endure this too, but not without problems". Mass retail, though, is less worried, as pointed out by Andrew Snow, Group Buying Director of Conviviality: "we're more used to fluctuations of price and currency". Finally, WineNews asked some Italian wine representatives their opinion on the matter: for Luca Giavi (General Director of the Consortium of Prosecco DOC) "the market's holding, and our price point allows us to deal with a weaker Pound", while Massimo Tuzzi, CEO of Zonin1821, said that "the only short-term effects will be on retail prices". For Luca Sabatini, Export Director of Cantina di Soave, "it's going to be harder, but the consumer will always be king, even if he might have to pay a bit more for what he wants", and for Mario Piccini, of Tuscan winemaker Tenute Piccini, "Italian products will suffer a lot less than others".

## Focus

### The wine world tackles climate change

The impact of climate change on winemaking has been one of the hot topics of Vinexpo, and was discussed during a conference with John P. Holdren, Senior Advisor on science for President Obama, Miguel A. Torres, at the helm of Spain's biggest winery, Gaia Gaja, of the fifth generation of the Barbaresco lineage, and Napa winemaker Kathryn Hall. For Holdren, "greenhouse gases have been the main cause of the rise of temperatures, and this caused the many destructive events that we've witnessed, like frosts, hailstorms and wildfires". Wineries, then, should "cut their carbon footprint and become testimonials of the dangers of global warming". For Torres, cutting emissions is key, by "switching from oil to clean energy. If governments taxed gas more, we could do this, it's a necessary revolution". In Italy, Gaja has been doing so for years, as Gaia Gaja pointed out: "we've bet on alternatives to chemical treatments, safeguarding biodiversity and all lifeforms in the vineyards, and we hope that big wine firms will do the same". In California, "the green revolution began 15 years ago", Hall added, "and today, 45% of wineries are Certified California Sustainable Winegrowing firms".



CAMPAIGN FINANCED ACCORDING TO EC REGULATION N.1308/13

## Report

## Wine & Food

### Alibaba and Vinexpo sign a 4-year partnership

After Italy, France is the next country chosen by Chinese e-commerce giant Alibaba (Tmall group) for its partnerships. Last year, the firm founded by Jack Ma signed a partnership with Vinitaly, and now, it has signed one with Vinexpo as well: it will last four years, and will focus on commerce, marketing and communication strategies. The deal was signed by, on one side, Guillaume Deglise, General Director of Vinexpo (who pointed out that "by 2020, China will represent 72% of global wine commerce growth") and President Christophe Navarre, and Daniel Zhang, CEO of Alibaba, on the other.

## For the record

### The best Grands Crus of Bordeaux

Here are the best tastings of the 2016 vintage of the Grands Crus de Bordeaux from Vinexpo by WineNews: Domaine de Chevalier, Château Malartic Lagravière, Gruaud

Larose, Château Lagrange, Château Giscours, Dauzac, Troplong Mondot, Pichon-Longueville Comtesse de Lalande, Léoville Barton, Lynch Bages, Talbot, Léoville Poyferré.



ISTITUTO PROMOSAGGIO DI TREVISO

CAMPAIGN FINANCED ACCORDING TO EC REGULATION NO. 1308/2013