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## News



### The wine windows of Florence

What are those little windows on the Renaissance buildings in Florence? They are called "Buchette del vino", or wine windows, where Florentine families sold their wines from their country estates. The dimensions are exactly the size of a fiasco of wine and over the centuries millions in various currencies have passed through them, from producer to consumer, as one of the first examples of direct sales, invented in Florence. "It is one of those traditions that make Florence unique", said Marquis Piero Antinori, who has one in his family's 500 year old Palace, which since yesterday, is the first of the 167 "wine windows" the Buchette del Vino Cultural Association has indicated.



### US: Italy slows, France runs

Not only has France overtaken Italy in the US in value of exports, but the growth of Italian wines has almost stopped on the number one foreign market for Italian wineries in the first 10 months of 2017, revealed the Observatory of the Third Countries of Business Strategies - Nomisma from customs figures. Year over year, Italy has grown only +1.4% in value, compared to France's +16.4%. The number one market in global demand, which is (+6.4%) the market leader, France, reached 1.39 billion Euros in October against Italy's 1.35 billion, thanks to the drop in Italian stills (0.1%) against the new wave of French ones (+18.3%). The difference is in the average price: about 10 Euros per litre for French, 4.9 Euros for Italian.

## Report

### A dispute on hectares in Barolo

In Barolo territory, where the price of a hectare of vineyard ranges between 1 and 1.5 million Euros, there is a dispute about enlarging the production area, reported the newspaper, "La Stampa". The Consortium has asked the Region for another 30 hectares (including new permits and reconversions) over the current 2.100 - a little over 1% of the total area, which however CIA farmers and producers such as Altare and Mascarello are against because they say it would damage those who produce quality wines.



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## First Page

### Italian sparklings: trends and markets

Sparkling wines are now consumed all year round the world over, and have become a daily beverage at the table for all meals for many a consumer. Of course, they peak at holidays, especially at the end of the year. Overall, the category (especially thanks to the global storm of Prosecco) saved the Italian wine "trade balance" in 2016, putting a positive sign on the final exports figure, and according to the most recent estimates, the same will go for 2017 as well. In Italy, the sparkling wines observatory, OVSE stated that 68 million bottles will be consumed in the holiday month alone. The most passionate consumers in the world of this category are, unsurprisingly, in the United Kingdom, and in 2017 are confirmed again the world number one market for Italian sparkling wines. The Kingdom boasts a 13% increase, way ahead of the United States of America, where, however, there is a +16%, while Germany is in a lower position at 14% growth of bottles sold. "Sparkling wines are definitely the category of wines enjoying the greatest success for Italy", explained Emanuele Di Faustino of Nomisma during the recent Wine2Wine b2b forum in Verona, "in a market where there is a structural decline in wine consumption from the quantity perspective. Sparklings, unlike still wines, have proven to be more versatile and less demanding, adapting better to new consumption needs, especially those of Millennials. Prosecco is one of the principal Italian sparkling wines and has the highest penetration rate on the markets, equal to 70%. This means that 70% of Italians in the last year had at least one occasion to drink Prosecco, followed by Franciacorta and Asti at 60% stake, and then Trentodoc and Durello". Additionally, the mountain wines of Trentodoc is more widespread among younger generations, while Franciacorta and Asti are more appealing to the so-called "Generation X" and "Baby Boomers". Moreover, the research revealed that no less than 93% of Italians are willing to drink alternative sparkling wines produced with native grape varieties, better if they are DOC, and 76% are also ready to spend more for these products.

## Focus

### Sustainability, the Montepulciano "case"

Sustainability pays on the market, and producers increasing feel it is an ethical commitment. Many territories have invested in this sense, but one can be taken as a model: Vino Nobile di Montepulciano. It will be the first to be certified (by April 2018) as sustainable, at zero impact, according to the Equalitas protocol (Federdoc, Unione Italiana Vini, CSQA-Valoritalia group, 3A Vino and Gambero Rosso). Thanks for all of this goes to the work of the "Soste-Noble-age" platform designed by the Marconi University of Rome, in a project that has seen the supply chain, the Consortium of Vino Nobile, and institutions come together with the Municipality. The platform will allow wineries to share information and monitor their level of sustainability, following the key points of the Equalitas protocol in terms of environment, good agricultural practices, wineries. The project's pilot companies are Vecchia Cantina, Fattoria del Cerro and Salcheto (the first off-grid winery in Europe), and in order for the certification to be valid for everyone, the protocol must be respected by 60% of the area of the denomination, where in 10 years, the wineries have already invested 8 million Euros in such projects.



ARNALDO CAPRAI  
Viticoltore in Montepulciano

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## Wine & Food

### The art of pizza is now a UNESCO world heritage

When one eats a pizza, one will be eating a piece of world culture, which is not so much just the product, but also the skills and history of those who make it. UNESCO has recognized "The Art of Neapolitan Pizza Makers" as "Intangible Cultural Heritage of Humanity". This recognition of Italian agri-food culture joins in the Mediterranean Diet, the "Alberello Vine of Pantelleria", the "Landscapes of Langhe, Roero and Monferrato", and the "Unesco Creative Cities for Gastronomy", Parma and Alba. The next nomination will be "The Hills of Prosecco in Conegliano and Valdobbiadene".

## For the record

### Record stocks in Italian cellars

The stocks of wine and must in Italian cellars reached 47 million hectolitres during the 2016/2017 harvest, the highest figure since 2010. Total production is 44.8

million hectolitres (+ 12%), with a peak of + 20% for common wines (11 million) and + 14% for PDOs (21 million hectolitres), revealed data from UIV's "Corriere Vinicolo".



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