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News



Italy's best in the "Power 100"

Italian fine wines have enjoyed a great 2017 on global markets, with the country now boasting a 6.3% market share, but three brands have done most of all, as stated in the Liv-Ex's "Power 100" ranking for 2017. Masseto, which has climbed all the way to spot number 20, is the tenth most expensive wine brand, with a 5,136 Pounds per case price tag (up 23.26% over 2016). Sassicaia, at number 33, has the second best price/quality ratio and is the most sold in volume, with a 7.3% market share (roughly 1.11 million Pounds). Finally, Brunello di Montalcino winery Casanova di Neri is the only Italian new entry, at spot number 97, with a 1,203 Pounds per case price tag.



Farewell, Maestro

Gualtiero Marchesi, the true godfather of "new Italian cuisine", passed away this week. His undeniable genius led to a culinary revolution, by building upon the heritage preserved by Pellegrino Artusi and then honing his craft through a first-hand knowledge of French nouvelle cuisine. He opened his Milan restaurant in 1977, and immediately received his first Michelin star: the second came in 1978 and the third in 1985, making him the first Italian chef to ever receive them. He raised a generation of Italian chefs, like Andrea Berton, Pietro Leeman and Davide Oldani, and never shied away from controversy: he refused his stars in 2008, in order to beseech Italian chefs not to be overly influenced by French critics, and was an outspoken critic of programmes such as "MasterChef".

Report

A law for wine tourism

With the approval of the yearly budget by the Italian Senate, wine tourism finally received its first recognition: from now on, wineries will be able to invoice tastings, visits and events just like farming entrepreneurs have been able to do for agritourism activities. The law is going to be a fundamental building block to finally give wine tourism its due: for Senator Dario Stefàno, "the objective was to discipline the activities of hundreds of firms for over 15 million winelovers per year and a 2.5 billion Euros economy".



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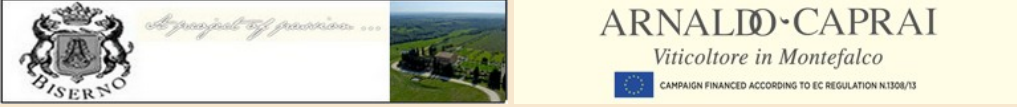
Burgundy rules, Italy grows in Liv-Ex's 2017

France dominated the global fine wines market in 2017, thanks to the performance of Burgundy, and Italy, thanks to Sassicaia, has the most traded brand of the entire market, with a 7.3% share: the data comes from the yearly recap of the market as monitored by Liv-Ex, the most authoritative benchmark of the fine wines market, as stated in its "Power 100" ranking, which described the performances of the most traded wine brands at a global level and organized them by average price, reviews and so on. For the first time ever, Brunello di Montalcino is represented in the ranking with Casanova di Neri (at spot number 97), the same producer that was featured at spot number 4 of this year's "Top 100" ranking of American magazine Wine Spectator. Still, Burgundy is the undisputed star, since its market share in value was 12% in 2017 (up 4.3% y-o-y), a growth spurred by a high demand among Asian investors, and 22 brands out of the top 50: Romanée-Conti is at 4, after the predictable Bordeaux triplet of Lafite Rothschild, Margaux and Mouton Rothschild. Still, the latter region is losing ground, and reached its lowest market share ever in value this year (68.6%), while 2017 has been a very good year for Italian fine wines, with a 6.3% market share in value (up 0.7% y-o-y) - but still 0.8% short of 2015's 7.1% share. Even though Sassicaia has scored the very best performance, volume-wise, this has not been enough to make it the king of Italian wines in 2017: that honor has gone to Masseto, at spot number 20 (it was at 51 in 2016), while Sassicaia is at spot 33 (from last year's number 55). Additionally, in the second half of the ranking, some brands have lost ground: Gaja has gone from spot 47 to 56, Solaia has gone from 86 to 80, Ornellaia went from spot 73 to 86, and Tignanello slipped from number 84 to 88. The other Piedmontese name in the ranking, on the other hand, has lost the most, since Giacomo Conterno has gone from 2016's spot 59 to this year's 96, right next to Montalcino's new entry. Finally, both Bruno Giacosa (at spot 87 last year, as a new entry) and Petrolo, at 91 last year, are not in the ranking anymore.

Focus

Top distributors opine on wine's 2018

According to a survey conducted by WineNews of some of Italy's most important wine distributors (namely firms like Meregalli, Cuzziol, Sarzi Amadè, Les Caves de Pyrene and Proposta Vini), there is not going to be any earth-shattering revolution when it comes to wine in 2018, but some of the trends that have taken hold in 2017 will solidify and become more pronounced, like more sparkling wines - particularly if they are made from indigenous grape varieties - and a higher popularity for niche products, doubly so if made by small wineries. Younger consumers will become more important, and all wine lovers will become more informed, with a soft spot for organic wines and consumption by the glass, which is fast becoming a common sight, and a welcome phenomenon, in restaurants as well. One thing, though, might change, namely rosées: 2018 might well be the year when this new consumption trend takes hold in Italy too, after taking several foreign countries by storm. Finally, prices: the most important price range of them all is probably going to be the one from 10 Euros to the distributor per bottle and up (therefore not counting VAT and the surcharge of restaurants or wine shops).



Wine & Food

After Taittinger deal Illy looks towards Barolo, Burgundy

On the heels of the recent partnership with renowned Champagne maison Taittinger that led it to become its distributor in Italy, the Illy group is openly looking to do the same with further heavyweight names from wine regions such as Barolo and Burgundy, as stated by Riccardo Illy himself: "We want those wines that I like to call universal wines, with an important past, long-lasting and already distributed at a global level. And we don't want to simply distribute them", he added, "but make them as well, by investing the cash flow of the other firms of the group in the winemaking sector".

For the record

Wine start-up Tannico is Italy's most profitable

Wine ecommerce is still marginal in Italy, but according to a research by several Observatories of the Polytechnic University of Milan, wine e-shop Tannico is the most profitable Italian start-up of them all: its turnover in 2016 was 8.6 million Euros, and it will be close to 12 by this year, founder Marco Magnocavallo stated.

