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## News



### “Come to China with me”!

Brunello di Montalcino is one of the "gods" of the world wine pantheon, and James Suckling is a candidate to become its "prophet" in Asia. He is inviting producers to bet with him on the markets in China and the surrounding areas, as he did in the past in the USA. In a nutshell, here is the message the critic and former signature for "Wine Spectator", launched. Today, he is a "free swinger", especially in the East, as well as a new "honorary citizen" in Montalcino. "It was my intuition to introduce you to the USA, now China. Today Italian wine is worth only 6% of the import market, in China, but I am convinced that, in 5 years, we will reach 20%" (<https://goo.gl/cdAFI>) ...

## First Page

### Qualivita-Ismea: in ten years Pdo-Pgi value up 70%

Italy bet on the quality of its food production, linking it to the territory and it seems to have paid off. In 10 years, Italy's 818 PDO and PGI food and wine products have grown 40% in number (from 584 of 2006), but more importantly, value has increased 70% (to 14.8 billion euros in 2016), and exports 143% (8.4 billion euros), revealed the Ismea-Qualivita Report, presented in Rome. The report confirms the economic vitality of a sector "that knows no crisis", commented the CEO of Ismea agency, Raffaele Borriello. "This growth has been recorded in almost all the Italian territories", noted Mauro Rosati, CEO of the Qualivita Foundation, "but particularly in the districts where Consortiums had a leading role in developing projects and clear paths that brought about, for instance, reversing the relationship between the PDO-PGI system and the food industry, which today shows a strong interest in an increasingly strategic sector". The numbers of Qualivita and Ismea confirm, "we have done a great job of team work", said the Minister of Agriculture, Maurizio Martina. We have jumped up in structural quality, considering our excellent products are the most advanced frontier for the world". At the local level, the province of Parma is ever more the leader in the agri-food sector, pushing Emilia Romagna to the top of the top food Regions (with 43 PDO and PGI and production value 2.7 billion euros), while Verona is driving the wine-growing sector with Treviso and the "Prosecco System". Veneto dominates the regional wine ranking, at 53 PDO and PGI and 1.2 billion euros in value. The denomination food sector, which in 2016 counted 83.695 employees (+ 5% on 2015), is worth 6.6 billion euros in production and 13.6 billion in consumption, thanks to 295 PDO and PGI products, 3% increase on 2015 and exports continuing to grow (+ 4.4%). The denomination wine sector, 523 PDO and PGI for over 3 billion bottles, is worth 8.2 billion euros in production + 7.8% and nearly 5 billion in value for exports. Grana Padano is the most exported food product, while in wine the n. 1 is Prosecco (more information on <https://goo.gl/vnTVbe>).



### SMS Liv-ex starting with a bang

The saying goes, one swallow does not make a summer, but Italian fine wines on the secondary market have never lived such an incredible beginning of the year as this one. In the second week of 2018 (January 12-18), the Italian wine share, according to Liv-ex data, has reached 28.2%; Bordeaux is at 43.2%, while Burgundy is confirmed at 17.1%. Essentially, the attention of the market has shifted from the Bordeaux Premiers Crus to the new Brunello di Montalcino 2013 vintage going on the market, and the 2016 Burgundy. Average prices are stable, while Sassicaia 2014 confirms it is the most traded wine, at 1.101 Sterling Pounds, together with two other Italians, Giacomo Conterno Barolo Riserva Monfortino 2010 (12.300 pounds) and the Castello di Rampolla d'Alceo 2013 (1.188 pounds).

## Focus

### Italians and food & wine tourism

Why do Italians travel? Today, one in three travels because of their passion for food or wine. 30% say food and wine is not an "accessory", but a reason that influences (and often determines) the choice of the destination, according to the report on Italian food and wine tourism, conducted by the University of Bergamo and the World Food Travel Association and presented in Milan at the Italian Touring Club. The report reveals that 63% of Italian tourists choose the destination of their trip first of all, based on the food and wine offer or themed experiences. The most popular, following eating typical dishes in a local restaurant (say 73% of tourists), are visiting a market with local products (70%) and buying food from a food truck (59%). But there are other "interests" related to food and beverage that are not met - there is a gap between the desire for and available experiences. Among these, Italians indicate going with a food expert to discover foods (40%) and taking part in a multi-day food and wine tour organized by a travel agency or tour operator (36%). The Region most desired by Italian tourists is Tuscany, and there is a strong interest for the South, above all Sicily and Puglia.



## Report

### Wine & fraud, 9 to trial

Nine people, all involved in the super fraud of adulterated wine passed off for high quality Tuscan DOCs such as Brunello, Chianti Classico and Sassicaia, have been ordered to stand trial by Prosecutor Giulio Monferini, of the Court of Florence, almost three years after the Carabinieri of the Health Protection Group of Rome and the Nas of Florence investigation that started with a company in Empoli and arrived at formulating various charges, from criminal association for fraud in commerce to trademark counterfeiting.

## Wine & Food

### “Best Countries 2018”, Italy number 1 for food (mark 10)

Italy is number one in the world in the "heritage" category (number 15 out of 80 countries in the ranking) that includes, among other criteria, the quality and the historicity of food. This is the verdict of the "Best Countries 2018" report prepared by US News & World Report, (<https://goo.gl/hNS5sj>), presented in Davos. "Its regional cuisines inspire chefs all over the world," explained the editors of the study. "Italy", underlined the Italian farmers' association Coldiretti, "is first in cultural heritage as it received the highest marks for food tradition (10) ahead of Spain (9.7), Mexico (8.6) and Greece (9.4)".



### For the record

#### Goodbye Bruno Giacosa

Bruno Giacosa, one of the noble fathers of Piedmont wine, has died. He was the founder of Falletto and owner of the winery that bears his name, today led by his daughter Bruna, that produces such legendary wines as Barbaresco Asili or Barolo Falletto. In 2012, he was the first to receive an honorary degree from the University of Pollenzo.