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## News



### A step towards Unesco

The Italian government has decided to directly endorse a wine territory in its candidacy as World Heritage, acknowledging the role of wine not only as a contribution to the Italian economy but also as a cultural value. This has been the case for Langhe, Roero and Monferrato, home of Barolo among others, which was already on the tentative list of Italian territories seeking to become World Heritage through the added value of wine, but whose candidacy the Government has now formally endorsed. The candidacy has been approved by the Directive Council of the Italian Commission for Unesco, and will soon be evaluated by the World Heritage Committee.



**SMS** The “chalice of deliverance”  
Historical wine producing countries like Italy, France and Spain, are seeing an inexorable drop in domestic consumption. Especially in bars and restaurants. Wine by the glass, on the other hand, is not only a growing trend, but a possible saving grace: all of its great success stories are Italian, from Enomatic to Winefit, two different concepts of serving wine by the glass, with different technologies, which have conquered the world. It is another achievement of Italian wine that innovates and refreshes the ancient “rite” of serving, which is mirroring a qualitative evolution in wine consumption, since many otherwise “unreachable” labels can now be enjoyed by the glass. And it is a phenomenon that will definitely help the success of great Italian wines.

## First Page

### Italian wine supply chain “at risk”, says UIV

Exports of Italian wine are definitely going up, thus keeping the balance sheets of many a firm afloat - and especially those of the the big names. But the domestic market is gasping, and the lack of liquidity for many protagonists on the supply chain, paired with the difficulties created by new laws like the dreaded “article 62” on payment deadlines and the difficult task of carrying over the new and higher prices of grapes created by the 2012 harvest that was particularly scarce, is putting many wine businesses in a very tough spot. UIV, Unione Italiana Vini, has sounded the alarm bell in the leading article of their “Il Corriere Vinicolo” magazine, written by its editor-in-chief Carlo Flamini together with Paolo Ferrante and ominously titled “We’re creaking”. The article states that the sector, overall, has been following the general trend of the Italian economy - inflation has been slowing down over the last few months, but with difficulties aplenty. “For wines in particular, 2012 closed with an average inflation rate of 3%, a modest increase compared to 2011’s 2.8%. This of course starkly contrasts with the massive weakening of Italian families’ purchasing power. The higher costs must be carried over. But how? The real topic is: will these slight rises in wine prices be confirmed in 2013 and if so, will they be enough to even out the higher costs of production?” The answer to these questions is crucial for many businesses on the Italian wine supply chain. One of the main topics is how to sink the higher costs of grapes at the production site - that according to “Corriere Vinicolo” “have skyrocketed by 42%, on average” - on consumers, which mass retail is of course not really thrilled about: not to mention the fact that the supply chain, which is made of everyone from grape growers to cork and bottle makers, is in some cases “hundreds of thousands of Euros short, and finding a lot of trouble getting paid within the deadlines”. Furthermore, the Italian VAT tax will go up one point more, to 22%, next July, and article 62 might further complicate payments, and therefore everyone’s liquidity: a very difficult situation indeed.

## Focus

### Prosecco keeps on growing worldwide

Prosecco has had a record 2012, with important numbers coming from the American market and Vitaly International, where - according to Nielsen data - sales went up 37.9% in value, bringing the market share of the Venetian sparkling wine in the U.S. from 6.1% to 8%, with an overall growth of 4.6%. The peak of consumption was in the last three weeks of the year, in the first week of the new one and during Thanksgiving, while the “normal” weekly average hovers around 12-21 million bottles. Italian sparkling wines, direct competitors with French ones, have many opponents in the American market: first and foremost sparkling wines from California, which grew 17% and have very competitive prices, then Spanish wines (+14% year-over-year) and South African ones (+68%). According to a survey by the Wine Market Council among regular wine consumers, which make up 91% of the market, 33.6% chose an American sparkling wine and 28% a French one, but 12.2% chose a bottle from Veneto, and the number has been going up. Furthermore, the average consumers of Prosecco are mostly between 21 and 35 years old (34%) and between 48 and 66 years old (34%).



## Report

### The Obamas love Italy

It was an Italian-style Happy Birthday party for the American First Lady: President Obama recently chose the fashionable “Cafè Milano” in Washington to celebrate his wife’s birthday. And between a best wishes and a happy birthday, the “Made in Italy”-loving couple had buffalo mozzarella, marinated peppers, Genoa-style fusilli with Roman goat cheese (which Michelle apparently loved), stone bass with turnips and fennel purée, black-salted beef fillet and ricotta cheese with pears.



## Wine & Food

### Eataly sets sail on MSC Crociere ships

The idea of eating “slow food” produced by small and local firms seems to have finally grown wings - or rather, sails: MSC Crociere has just signed an agreement with Eataly. Oscar Farinetti, founder of the Italian food concept store, created a partnership with the Italian cruise company for the realization of the first “Eataly” restaurant on the company’s flagship vessel, the “Preziosa”, with two separate venues: “Ristorante Italia” and “Ristorante Eataly”. Both ship and restaurant will be baptized on March 23rd in the Port of Genoa.

## For the record

### China slowing down for everyone

The latest data regarding wine imports in China in 2012 might worry more than one producer worldwide as well as Italian ones. 266 million litres were imported in 2012, a “mere” +9.4% over 2011, compared to the eye-popping +39.4% in 2011 over 2010. Spain and Chile are growing: France, Italy and the U.S. are losing a little ground.

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