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News



Sardinia, a land in a glass

A territory to be savoured, read, watched and listened to: this is the Sardinia that will be narrated in one single occasion by four different and excellent names. Turrigas wine of the Argiolas winery, a symbol of Sardinian wine, has married the tastes and perfumes of Sardinia it narrates through its wines with music selected by the world-class jazz player Paolo Fresu, a short story by writer Marcello Fous and the design of artist and stylist Antonio Marras of the French brand Kenzo (pictured above) for its label. These are the ingredients of the limited edition (2.000 pieces): not only a good marketing idea, but also an intelligent way to communicate a territory.



SMS

Selling wine ain't easy

Selling wine is definitely not easy in Italy, even for producers and distributors, and not only for wine shops or small businesses, which have less leeway with margins and less flexible managing costs. Modern mass retail is finding it hard as well, even if it sells 70% of all bottles sold in Italy. Its volumes have dropped 4%, and its value has grown 2%, also because of very steep discounts: according to Symphony Iri, a leading firm for market research in Italy, which monitored over 8.000 retail businesses around the country, wine enjoys an average discount of 34% over the usual mass retail price. It is one of those product categories where discounts are vital: what would happen, should those discounts stop being applicable?

First Page

A Russian tale from Russia to Winenews

Russia features prominently among the growing economies that will surely bring good tidings for Italian wines: businesses concur, and the sentiment is also confirmed by those who have been living there for years and have been observing the country from a vantage point, like Sabina Zanardi Landi, wife of Italian Ambassador to Russia Antonio Zanardi Landi. Speaking during the presentation of "Gusto Cortina" 2013 (Cortina d'Ampezzo, June 16th-17h), Zanardi Landi told WineNews that "Italian wine is very much loved in Russia, just like Italian food: at the highest levels, quality food is synonymous with Italy, and not France". And as far as wine is concerned, "the knowledge and culture of Italian wine is growing fast among Russians, especially in the higher tiers of the market". There are great opportunities, then, for our country's finest wines there. The bad news, as is often the case, is promotion. "Italians have been acting individually and without a concerted effort on that front. On one side, because there is a lack of structures to support and coordinate those efforts and on the other, because sometimes there is no drive for collaboration: everyone wants to play first violin". Could embassies then fill the void in promotion for Italian wine firms? "Potentially, yes, and that is what we're trying to do in Russia, like pairing tastings or presentations of great wines with art showings and so on, by merging in one occasion all the things Russians are drawn to when they think of Italy, and that oftentimes they don't have. The problem is that there's an acute lack of proportion between our structures and those of our main competitors. The Italian embassy in Moscow has only a handful of officials for such a strategic country" - from which a lot of our gas and oil arrives - "while the French embassy has over 30, and the German one has over 40. And it's a real pity, since the potential is huge, and tourism data confirms it. For Russians, especially those with a lot of disposable income, Italy is the most beloved destination in the entire world". And "the year of Russian tourism in Italy" will be starting, from September 2013 to Fall 2014...

Focus

Exports & "Wine Club" at Vinality 2013

Internationalization and technology can help Italian wine compete in exports, the only possible driver for growth: this is the objective of the 2013 edition of Vinality and Veronafiore (April 7th-10th, Verona: www.vinality.com). And the "Vinality Wine Club" will feature prominently in that effort: "it is a platform for promotion and online sales", Giovanni Mantovani, CEO of Veronafiore (pictured right, first from right), explains, "to offer Italian producers the possibility of reaching out to new customers. We plan to be ready for China in late 2013, with 190 million possible customers". The project will debut on April 7th, and the first 100 wine firms to participate will be selected by Wine Spectator magazine for the second edition of the "Opera Wine" grand tasting, which will take place on April 6th. "But we also want to grow", Mantovani underlines, "as there are over 4.000 firms at Vinality". Together with Mantovani, President Ettore Riello is asking for a regulatory intervention, since many strategic countries for Italian wine are redefining their rules for wine commerce. And China will feature prominently: the Minister of Foreign Commerce of the PRC will be a guest at this year's Vinality.



Report

Good news for Franciacorta

While sparkling wines are suffering from mass domestic consumption drops - sales went down 0.8% in volume in 2012, but grew 0.2% in value - the producers of Prosecco have good reasons to toast: 33 million bottles were sold (+3.1% in volume and +6.4% in value), confirming Italy's love for the Venetian Charmat method. Moreover, Franciacorta alone sold 13.85 million bottles, with a staggering +25% in value and only 8% of production going abroad: a success made of both innovation and tradition.



Wine & Food

Franchises a promising future for the Italian food industry

How is the Italian catering industry doing? Not too badly, judging by its numbers, since venues have grown in 2012 - mainly bars, then cafeterias, ice cream shops and pastry shops - for a sector that has more than 160.000 restaurants, 141.000 bars and public venues and a total turnover of 28 billion Euros. And franchising is growing fast within the industry, with this kind of business growing 4.6% and their franchisees growing 6.8%, according to data from Assofranchising Italia. The trend was discussed at "Tirreno Ct Ospitalità Italia" in Carrara (www.tirrenoct.it).

For the record

A real-time Observatory for Italian wine

The "Italia del Vino" Consortium, which counts 12 of the main Italian winemaking firms as its members, representing over 10% of national exports, has recently sponsored an

"Observatory of Wine" together with Unione Italiana Vini, which will receive sales data from over 500 firms and use it to create a market report every 15 days.

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