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News



The Pope "of Grignolino"

Cardinal Jorge Mario Bergoglio chose Pope Francis, "sibi nomen imposuit", a name that for many recalls Saint Francis of Assisi, who composed one of the most splendid odes to nature ever to be written. A bond with nature, and wine, that Bergoglio embodies to perfection: Argentinian-born, his family comes from Portacomaro, near Asti, in Piedmont. And his grandfather had a vineyard where he used to make Grignolino, which Bergoglio tasted in Buenos Aires, during his visit to the "Piedmontese in the World" association. And wine and the vine, which are symbols of Christianity, were both present in Bergoglio's coat of arms as Cardinal.



Sustainability on the label

The environmental sustainability of production cycles is not optional and the wine world has realized this before many others. Furthermore, this fact can now be told on the wine bottle's label: next April 7th, during this year's Vinality, the label that the Italian Ministry for the Environment approved to trace environmental quality of the production and to encourage sustainability in the Italian wine world will be officially presented. The label is the embodiment of the "VIVA Sustainable Wine" project, through which institutions supported the initiative of nine leading Italian wine firms (Gancia, Masi, Antinori, Mastroberardino, Michele Chiarlo, Castello Monte Vibiano Vecchio, Planeta, Tasca d'Almerita and Venica & Venica), which have been on the frontline of sustainability for a long time. We like it!

Report

Italy is 38% of "PDO Europe"

"Italy, with a turnover of 6 billion Euros, represents 38% of the whole European value of PDO and PGI productions, twice the quota of France. A fact that on one hand makes both producers and the Consortiums that represent them proud, and on the other makes one feel some bitterness for how institutions still tend to give this sector the cold shoulder". The statement comes from Stefano Berni, Vice President of Italian Consortiums Association AICIG. Another record for Italian wine & food.



First Page

The enormous role of wine in economy & jobs

It is hard to say how much wine impacts the Italian economy in terms of turnover and jobs, but it is the single most important product of the wine & food sector, economically speaking. Some say that the number of people employed, whether in vineyards, winemaking facilities or distribution, is close to 1.2 million, for a total value of 10 billion Euros. Other data speak of 340.000 facilities involved in production (winemakers, vinegar makers, distilleries and so on) for a total of 800.000 workers, and a turnover, including all subsidiary productions, of over 50 billion Euros. It is just as hard to calculate its "value multiplier", but in some territories, which are particularly tied to wine, every Euro spent on wine generates 7 Euros to the economy. These are all estimates to take with a grain of salt, but they surely paint a tell tale picture of wine's dimension as an economic, social, cultural and environmental phenomenon in Italy. Just think about how many professions are created and prosper through wine: sommeliers, restaurateurs and waiters, but also printing firms and designers for labels and packaging, glassmakers for bottles, producers of corks, analysis laboratories, the whole industrial sector of machineries and materials for vineyards and winemakers, construction, legal offices, accountants, distributors, salesmen and the list goes on and on. Not to mention the entire sector of fairs and events (hotels, fair builders, hostesses, interpreters, and so on) and the media (journalists, video operators, technicians, directors, actors for commercials). A huge world. And if the many existing economic commentators (from ISTAT to ISMEA, among others) gave not only numbers, but also analysis and evaluations, the product could more easily lobby the Italian institutions and give Italy, the first wine producing country in the world, more useful tools to fight the crisis. Especially in a market, like the beverage market, which is one of the very few that is growing nowadays: rating agency Moody's recently changed its outlook on the sector from "stable" to "positive", and projected an over 6% increase in profits for producers in the years 2013 and 2014.

Focus

Wine & mass retail in Italy and in the world

Mass retail is responsible for 70% of all sales of Italian wine. And, according to research conducted by SymphonyIri for Veronafiere on the 2012 market, the complete version of which will be presented at Vinality on April 8th (www.vinality.com), the national consumption trends point to less wine consumed, but a higher price tag per bottle. Sales of bottled and denomination wines over 6 Euros have grown 3.3%, while packaged wine sales dropped 3.6% over 2011. 2012 has seen prices go up: +5.5% for packaged wine, +4.5% per litre for 75 cl. denomination bottles and +10.1% for non-bottled wines. Market shares reflect this change: denomination wines under 2 Euros (which are 25.2% of all sales) lost 18.3 percentage points in volume, precisely because many products have shifted to the price tier above that, the one between 2 and 4 Euros, which is almost 50% of all sales. And regarding global sales, denomination wines are 56.1% of all sales in mass retail, with an average price of 4.28 Euros per litre for bottled denomination wines. Lambrusco is the bestselling wine in Italian supermarkets, with more than 14 million litres sold, followed by Chianti, Montepulciano d'Abruzzo, Barbera and Bonarda.



A CAMPAIGN FINANCED ACCORDING TO EC REGULATION N. 1234/2007



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Wine & Food

Italy, top of the class in Europe and the world for food safety

Italy is the safest country, in Europe and in the world, when it comes to food safety: the number of wine & food products which contain chemical residues above statutory levels is only 0.3% in Italy, while the European average is 1.3% and the global average is 7.9%. These are the result of Coldiretti's analysis of data from the European Food Safety Agency EFSA, based on over 77.000 samples of over 582 food products and published in the latest annual Report on pesticide residues in food products. This is very good news indeed, in times when food scandals are an everyday matter the world over.

For the record

The most admired wine brands in the world

The value of a brand is a powerful tool for a firm in changing markets, and according to the 2013 edition of the "Most Admired Wine Brands" ranking by Drinks Business magazine,

Antinori is the only Italian name on the list, at number 32. The Chilean Concha y Toro tops the ranking, with Spain's Torres and Australia's Penfolds also on the podium.

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