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## News



### “Wine Advocate” vs. Galloni

The parting of ways between The Wine Advocate magazine and Italian critic Antonio Galloni has hardly been a gentleman's affair. The new Asian property of the magazine founded by Robert Parker has decided to sue Galloni for breach of contract: the journalist, according to The Wine Cellar Insider magazine, has allegedly not given its old publisher the last two reports he was assigned (and paid for in advance - 300.000 U.S. dollars - by the world's most prestigious wine magazine), the first about Sonoma Valley wines, and the other on the 2012 previews of the great Bordeaux wines. Galloni now aims to publish the two reports on his own electronic publication.



SMS

### More than cheese

Following its artistic masterpieces, its luxury brands, its high-level sports, the warm welcome given to children and its fast and inexpensive rail connections, cheese is the sixth reason why British citizens love visiting Italy, according to the English daily The Guardian, one of the U.K.'s most important newspapers, which uncovers a peculiar passion indeed - but one that fits well with the larger love that the U.K. has felt for “Made in Italy” for quite some time. Not only is London the fourth biggest market for cheese, but it is Italy's first partner for wine production: a story that has its roots in the 18th century, when an English merchant, John Woodhouse, discovered Marsala and started importing the Sicilian wine to the Queen's kingdom...

## Report

### Pandolfini's latest top lots

The latest auction by wine auction house Pandolfini has seen more than a few Italian top lots, like the eight bottles of Sassicaia Tenuta San Guido (vintages 1968, 1980 and 1981) sold for 3.240 Euros, a magnum bottle of Sassicaia 1985 sold for 2.520 Euros and six bottles of Ornellaia 2009 for 2.520 Euros. But France dominated with a bottle of Romanée-Conti Grand Cru Domaine de la Romanée-Conti 1982 going for 4.320 Euros and a lot of 12 Château Lafite Rothschild 1986 sold for 11.400 Euros.



## First Page

### Wine e-commerce in Italy still a tough sell

Between bureaucratic difficulties, shipping hazards and a missing emotional bond, wine e-commerce in Italy just can't seem to get off the ground. The total turnover is hard to estimate, both because there are no official statistics nor are there any big players on the market (Vitaly is poised to become one with the launch of Vitaly Wine Club on April 7th, www.vitaly.com) and also because many firms, when probed by WineNews, chose not to disclose any figures on their turnovers. Still, it is a fair assumption to say that the turnover of the sector (excluding direct sales by winemakers on their websites, which is probably an even smaller affair) does not exceed 30 million Euros. A drop in the sea of wine commerce in Italy, since production value alone hovers around 4 billion Euros and is a fraction of the total turnover of e-commerce in Italy, that has grown 32% over 2010, according to 2011 data from the consulting firm Casaleggio Associati, reaching 19 billion Euros, mainly thanks to gambling and tourism. There are very few firms that filed turnovers of over a million Euros and in most cases the sum is below 100.000 Euros. Still, there's no lack of original offers: from the classic online wine shop to sites specialized in flash sales with big discounts, and those who focus on premium wines to those who only sell big formats. But the business, in general, is not growing. And one of the reasons is that it's very difficult to intercept the real driver of growth for Italian winemakers through e-commerce: even if the domestic market is dropping and the crisis is biting, exports are keeping the sector up, and e-commerce has more than one problem with it, due to bureaucracy. In the European Market, where the common trade area should make it easy, according to Giuseppe Carlucci, founder of the wine sales site “Vinix” and of www.saporedeisassi.it, he had to recently cancel an order of 72 bottles of wine made by a French private individual because he couldn't send it by courier, since it is forbidden to send more than 90 litres of wine to individuals, and the heap of documents to fill out in order to shift the order through a wine shop or a restaurant would have been prohibitive.

## Focus

### Nomisma to launch “Wine Monitor”

The new observatory on the Italian wine market authored by consulting firm Nomisma, christened “Wine Monitor”, will be presented in Bologna on April 3rd, and the data will be available on www.winemonitor.it. The tool will cover production, trading, consumption trends, pricing variations, a monthly monitoring of foreign markets, a periodic polling of a permanent panel of international commercial players - like buyers, importers and opinion leaders - and medium-term forecasts of wine consumption on the main world markets. It is the second tool of its kind, after the “Observatory on Italian Wine” which was recently launched by the “Italia del Vino” consortium (www.consorzioitaliadelvino.it, which is made of 12 first-tier Italian winemaking firms: Castello Banfi, Ferrari, Sartori, Zonin, Gancia, Gruppo Italiano Vini, Marchesi di Barolo, Medici Ermete, Santa Margherita, Drei Donà, Terredora and Cantina Lunae, for a respectable 10% of national exports), Symphony Iri and Unione Italiana Vini. The tools confirm just how important it is for Italian firms to have their collective hand on the pulse of markets, in times where they are essential for the well being of balances.



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



A CAMPAIGN FINANCED ACCORDING TO EC REGULATION N. 1234/07

## Wine & Food

### “Agriculture can't do it alone”, says job expert De Masi

Even if agriculture and wine & food are the only two sectors of Italian manufacturing that are still hanging in there, to consider them the cornerstone of an economic Renaissance for Italy is probably not a good idea, according to job and occupation expert Domenico De Masi. “Not only the number of people employed is only 4% of the total workforce, but they are very unstable sectors, prone to unpredictable events, like the weather. It is still a market with wide margins for growth”, De Masi added, “but it needs a lot of different expertise, and a lot of investments”.

## For the record

### Winemaker's estate seized for mafia ties

The estate of San Domenico Vini, a winemaking firm in Palermo, was recently seized by local law enforcement because its property is allegedly ascribable to the Vitale

mafia family. For the same reasons, the Courthouse of Palermo also seized the Valle dello Jato agricultural cooperative, a competitor of San Domenico.

