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# Italian Weekly Wine News.it

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## News



### The wine tastes of big spenders

They speak Portuguese, Chinese and Russian: they're the big spenders of international wines, who can spend 70.000 Euros a bottle, according to the Italian website for collectors [www.italianwineboutique.it](http://www.italianwineboutique.it), which boasts the most prestigious wine brands in the world in its catalogue. And while in the Far East it's mostly an investment, in Russia and South America, especially in Venezuela and Brazil, where widespread poverty clashes with ostentatious wealth, they buy wine to drink it. Favourite wines include the French Château Lafite and Petrus and the Italian Masseto in Asia and South America, and the Czar's favourite Champagne, Cristal, in Russia.



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### Slow Food's bookkeeping

2.35 million Euros is the value of the "Taste Salon" brand, Slow Food Italy's main event (one third each owned by the Piedmont Region and Turin's Municipality), which is held every two years in Turin (October 25-29th, 2012). A survey by ICM Research and IP Finance Institute says it has an economical fallout of 65 million euros, including investments (8.7 million in 2010), visitors' expenses (over 30 million), and visibility (25 million, certified as reputation values). "An exceptional asset", Turin's mayor Piero Fassino said. And one that, according to Roberto Burdese, Slow Food Italy's President, "abundantly repays public investment, which amounts to 1.9 million Euros every two years for Region and Municipality both", he told Winenews. The Salon, then, is staying right in Turin for the moment...

## Report

### Italian wine-tech exports soar

With a 1.7 billion Euros credit balance in exports in 2010, up 20% in 2011, technological know-how applied to winemaking is confirmed as a strategic asset for the Italian economy, together with wine, which is expected to export products for more than 4.2 billion Euros in 2011. So says Uiv, Italy's Wine Union, from the halls of "Simeit" and "Enovitis", the main trade shows dedicated to winemaking and wine-bottling machinery, at Rho's Milan Fair, until November 26th.

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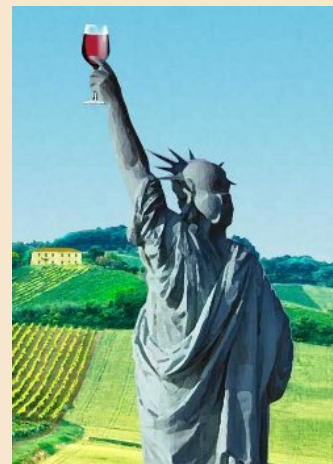
### Export to remain Italian wine's main driver, says Mps Bank's second "Forum on Italian Wines"

Export remains the main driver of Italian wine. 2011 is set to become a record year, thanks to a robust activity on foreign markets, but 2012 might not be as good. This is what awaits Italian winemakers according to the Siene Mps Bank, which analyzed strengths and weaknesses of the field in its second "Montepaschi Forum on Italian Wines" that was held yesterday in Siena. After 2010's rebound, Italy's production dropped to 42 million hectolitres in 2011, the lowest in 10 years. National consumption is still dropping: in 30 years per capita consumption has dropped more than 50%. Exports, therefore, remain the main driver of demand for Italian wines and 2011 is confirmed as being a great year on that front, with 13% more sales in value and 8% more in volume in the first half. Italy is still the single biggest exporter in the world, with an average volume of 19.2 million hectolitres in the last five years, but is still behind France as far as earnings are concerned. In the last two years Italian wine companies held their positions in mature markets like Germany and the U.S., which absorb 47% of the volume and 43% of value of exported Italian wines, but also grew in emerging markets like Russia and China. In Russia, Italy is in the lead for exports in value. In China, even if imports of Italian wines are on a steady rise, Italy is struggling to find its place on the market: only 6% of all Chinese imports are Italian, while 46% are French. This is due to, marketing aside, the lack of knowledge about high-tier wines, which have a hard time compared to the French counterparts, while middle-tier wines are struggling to keep up with their Chilean and Australian competitors. 2011, overall, is set to be a good year: the drop in production and a great demand on foreign markets had noticeable effects on prices, which rose steeply. 2012, though, might not bring the same good news: the predicted cooldown of the global economy, and therefore of global trade, might dampen demand for all Italian exports, wine included.

## Focus

### 20 Italians on Wine Spectator's "Top 100"

Two in the Top Ten and 20 of the 100 best wines in the world: one out of every five in Wine Spectator's 2011 "Top 100", confirming Brunello and Barolo as the most illustrious wine symbols of Italian quality. Here are the twenty "standard-bearers": Campogiovanni's Brunello 2006 (4), Domenico Clerico's Barolo Ciabot Mentin Ginestra 2006 (8), Rivetto's Barolo Serralunga 2006 (16), Tenuta Carlina's Brunello La Togata 2006 (17), La Serena's Brunello 2006 (24), Castello di Monsanto's Chianti Classico Riserva 2007 (31), Terrabianca's Campaccio 2007 (36), Moccagatta's Barbaresco Bric Balin 2007 (44), Argiano's Non Confunditur 2009 (46), Zenato's Valpolicella Superiore Ripassa 2007 (48), Fonterutoli's Chianti Classico 2009 (49), Casanova di Neri's Brunello Tenuta Nuova 2006 (56), Fratelli Revello's Barolo 2006 (57), Allegrini's Palazzo della Torre 2008 (60), Tormaresca (Antinori's) Torcicoda 2008 (61), Rocca di Frassinello's Le Sughere di Frassinello 2009 (69), Fratelli Oddero's Barbera d'Alba 2007 (73), Poggio al Tesoro (Allegrini's) Bolgheri Sondaia 2008 (79), Terredora's Greco di Tufo Loggia della Serra 2009 (87) and Nicolis' Amarone Classico Ambrosan 2004 (88).



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## Wine & Food

### The Institute of Masters of Wine is on the prowl in Italy

For the first time, the Institute of Masters of Wine is scouting for talents in Italy with its "Master Class", preparatory for the study program of the Masters of Wine diploma, created with Piero Antinori's "Istituto Grandi Marchi", which groups Italy's top wine brands, and supervised by International Exhibition Management. The class will take place in a location that needs no introduction - Tignanello - and aspiring students will need to have 5 years of experience in the field, a degree in oenology, viticulture or wine business and a Wset Diploma or a sommelier certification.

## For the record

### When wine embodies fair trade and solidarity

Father Luigi Ciotti, President of the anti-mafia association "Libera", called it a "project of democracy", even if it's only a wine. Christened "Asylon", the Umbrian Grechetto di

Todi from central Italy will make five-year training courses for refugees possible. Another great facet of wine: its capacity to be an instrument for solidarity.

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