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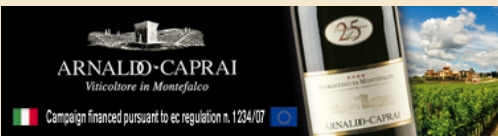
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News



After Galloni, Larner at "The Wine Advocate", rumours say

Will the future of Italy on the pages of "The Wine Advocate" magazine, while the ruckus between Galloni and the new Asiatic property of Robert Parker's symbol is still ongoing, be feminine? According to rumours Monica Larner, prestigious writer and correspondent from Italy of "Wine Enthusiast" magazine and one of the most experienced journalists in the world on Italian wine, could be the one selected to inherit the job of the Italo-American critic as part of the staff of Parker's magazine, one of the most influential publications on wine.



Wine "is hiring"

While people are losing their jobs on a daily basis in Italy, the wine sector is hiring. According to the WineNews-Vinality survey on 27 of the most important wine firms in Italy (which was also mentioned by Italian newspaper "Corriere della Sera"), 70% of the firms hired 6 new units of personnel on average in 2012: 49% as temp workers, 38% as regular employees, 10% as seasonal workers and 3% as temporary collaboration. A positive scenario indeed, with a 2012 balance of stability and growth and the number of people hired stable for 52% of the sample and 48% growing over 2011, with an average increase of 12%. And, with a sentiment on the evolution of the job market in the wine world that looks stable for 48% of firms, positive for 40% and negative for a "mere" 12%.

Report

Mediobanca on Italian wine

87% of Italian winemakers are not expecting a drop in sales in 2013 and 14.5% are optimistic, while only 1.4% is expecting their business to decrease (5% less, on average): the figures come from the latest survey on 108 wine companies with a turnover of over 25 million Euros, by Italian investment bank Mediobanca. The number of "optimist" firms is shrinking from 43.8% in 2012, and the growth in turnover of Italian wine (+6.9% in 2012) is due to exports (+9.4%) rather than domestic performances (+4.5%).



First Page

The leaders of Italian wine: "Il Mondo" magazine

Cantine Riunite & Civ is the number one firm for turnover in 2012 (with 514 million Euros and a growth of 3.2% over 2011); Marchesi Antinori, with 2.540 hectares, is the one with the largest vineyards; Tenuta San Guido (Sassicaia), is first in profitability, with a 46% ratio between gross operating margin and turnover (followed by Marchesi Antinori, with a 39.7% ratio); Cantine Sgarzi and Botter Carlo are the most export oriented firms, with a staggering 96% of their business abroad. These are some highlights of the 2012 ranking of the biggest Italian wine firms (over 10 million Euros in turnover), by Anna di Martino for the latest issue of Italian magazine "Il Mondo", which was published yesterday: its sample is made of over 86 businesses, with a total turnover of over 4.5 billion Euros - roughly 45% of the 10 billion Euros of the sector - and 2.5 billion Euros in exports, almost 50% of the grand total. The ranking confirms that Italian wine, bureaucratic problems and a shrinking domestic market notwithstanding, is the healthiest sector of Italian wine & food. Cantine Riunite & Civ is still at the top spot, with 514 million in turnover (+3.2% over 2011), followed by Caviro with 197 million (+19.4%), and Fratelli Martini, with 162.2 million (+8.1%). Then comes Mezzacorona at number 4, with 160 million (+7.39% over 2011), Cavit, with 153.1 million (+1%) and Marchesi Antinori at number 6, with 150 million Euros (+3.45% over 2011). Casa Viticola Zonin, with 140 million Euros (+13%), the Campari Group, with 138.9% (+4.2%), Enoitalia, with 113 million (+18.61%) and Giordano Vini, with 110.2 million Euros (7.4% less over 2011) close the "Top 10" ranking. Tenuta San Guido, which creates the famous Sassicaia, is a new entry in the ranking at number 54, with 22.9 million Euros in turnover, but it is the most profitable firm, with a 46% ratio between gross operating margin and turnover. Then come Marchesi Antinori (39.7%), Cantine Ferrari (33%), Masi Agricola (30.5%) and Santa Margherita (27.4%). Marchesi Antinori owns the largest vineyards, with 2.540 hectares, followed by Zonin (1.840) and Frescobaldi (1.200 hectares).

Focus

Wine is 20% of a restaurant's budget

Even though wine is becoming a rare thing for restaurant clients in Italy, it is still an important percentage of the budget: 20% for a grand total of 7 billion Euros, according to trade organization Fipe-Confcommercio. The same amount set aside for fish (20.9%), meat and cold cuts (20.7%) and a lot more than for vegetables (11.9%). These are the first findings coming from the report by Fipe in collaboration with Ismea on a sample of "starred" restaurants, which will be presented next Monday at Vinality (Verona, April 7th-10th, www.vinality.com) during a round table discussion. Restaurants have always been an important distribution channel, to be studied and understood, since even in mass retail (which is responsible for 70% of all wine sales in Italy) sales in volume in 2012 have dipped 4% over 2011 for the first time, according to data coming from Symphony Iri - even though they grew 2% in value. The Fipe meeting will feature researchers and analysts, but also personalities of the restaurant business like Antonio Santini of the "Dal Pescatore" restaurant in Canneto sull'Oglio in Mantova, which was awarded the prestigious "three stars" by the Michelin guide.



Wine & Food

"Cantine in Web" 2013: Italian wine is growing online

According to the latest iteration of "Cantine in Web", the yearly survey of Italian wine online conducted by WineNews on a sample of over 2.500 websites which has reached its twelfth edition, Internet is becoming an essential tool for marketing and sales in a world where 34% of the planet's population routinely uses it, and where 538 million Chinese citizens do so. According to Var Group's Lara Catinari and Juri Borgianni, creators of the website of Frescobaldi, the survey winner, the key terms to keep in mind are "emotions, simplicity, adaptability, interaction and territory".

For the record

Frescobaldi, S. Margherita win "Cantine in Web"

Frescobaldi (www.frescobaldi.it) is the king of the hill, thanks to its focus on social networking. Then come Santa Margherita (www.santamargherita.it), Antinori

(www.antinori.it), Planeta, Tasca d'Almerita, Donnafugata, Duca di Salaparuta, Allegrini, Argiolas, Gruppo Italiano Vini, Cusumano and Cantine Settesoli.

