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News



Wine and soccer in Italy

Andrea Pirlo (pictured above on the left), renowned Italian soccer player for Juventus FC, has been making wine through his family firm, Pratum Coller, for quite some time, but he is not alone in his love for the nectar of Bacchus: Anderson Hernandez, of SS Lazio, is close to finishing his second year-long sommelier course organized by the Italian Sommeliers Association AIS in Rome, and many other football stars, like the Spanish Andrés Iniesta, are becoming more and more acquainted with the wine world, not only as simple consumers, but as winemakers and connoisseurs. The relationship, it seems, is fast becoming a matter of everyday nature...



Italian wine and women

According to rumours heard by WineNews, Kerin O'Keefe, former writer for important journals like "Decanter" might replace Monica Larner for "Wine Enthusiast", since Larner has taken Antonio Galloni's place for "The Wine Advocate". That would be good news, since Kerin, just like Monica, has extensive travel knowledge of Italy, its producers and its territories. And both have a professional attitude that could be beneficial to Italian wine, as it could then enjoy feminine ties with some of the most important magazines in the world. Including "Wine Spectator", which has been organizing "Opera Wine" with VeronaFiere for two years that is keeping a close look on the "Belpaese", thanks also to the efforts of Stevie Kim of Vinality International. The future it seems, belongs to women...

Report

Wine's not the issue

According to Italian farmers' association CIA, the daily consumption of alcohol in Italy is dropping, but occasional consumption is on the rise - and that is where aperitifs and liquors reign uncontested, while wine is relegated to the background, with consumption dropping to 39 litres per capita in 2012. The issue, especially for younger people, is consumption of liquors and cocktails, not to mention binge drinking, which is a problem for 14.8% of all Italians under 24 years of age.



First Page

The global trends of wine, for 10.000 players

Even more in China, Russia and Brazil, each to be conquered through different wines, while mass retail and the Internet are becoming ever more important for wine businesses: these are some of the future trends for wine in the world, according to a study conducted by Gabriele Micozzi, Professor of Marketing at LUISS University and at the Polytechnic Institute in Marche, on over 10.000 players in the wine world (3.333 importers and distributors and 6.000 consumers), which WineNews reveals in advance. The research confirms that the fastest-growing markets for Italian wine are going to be China (+36% year-over-year), Russia (+28%) and Brazil (+24%). Each one, though, will have to be approached with a different style of wine: China will be taken by storm with sweet and organic reds, Russia will enjoy structured whites with a consistent alcoholic component, and Brazil will like both elegant and "fun" wines equally. Overall, the niche market of biodynamic wines in these three countries might grow by an eye-popping 48% each year, and if one adds indigenous wines to the mix, the potential growth for Italian wine in foreign markets over the next three years might come close to 56%. At the same time, mass retail will become 22% more influential in sales of mass-market wines, but e-commerce will grow as well by 42%. Italy's number one competitor is still going to be France, but other countries should be eyed closely, since both importers and distributors are going to give much more attention to wines from Argentina (+24%), Chile (+22%), Africa (+18%) and Australia (+16%) in the next three years. How can purchase decisions be influenced, then? According to Micozzi's research, the influence of traditional wine guides will drop 32%, while bloggers will become more authoritative (+35%). And, generally speaking, the influence of the press will plummet by 63% in the next three years, while the Internet will fill that void. Tools aside, what must be narrated and offered on world markets? According to the research, younger people and women, who are spearheading the growth of consumption everywhere and want both elegant and "fun" wines, all with a story to tell.

Focus

Italian know-how seduces France

France and Italy, be it in soccer, arts, haute cuisine or wine, have always been something more than just rivals. But, some of France's top producers, in their search for excellence, are now looking for talent inside our national borders. This has been the case for Marco Simonit and Pierpaolo Sirch (pictured right), two of Italy's most innovative vine pruners, who are now operating in both Bordeaux and Champagne. "It all started two years ago", Simonit explains, "with a symposium where Denis Dubourdieu, Professor of Oenology at Bordeaux University and at Bordeaux's Institute of Wine Sciences, asked us to work with him, first in his vineyards and then through a series of meetings with students and businesses". And French wine producers found themselves very interested in Simonit's and Sirch's expertise; "we've worked with names like Château Latour Martillac, Château Giscours, Château Pichon Longueville Comtesse de Lalande, Domaine Huet and four other firms of the Roederer group, like Cristal (Champagne) and Ramos Pinto, in Portugal (Douro). We were very surprised by this interest, especially towards the possibility of reducing the mortality rate of the plants".



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



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Wine & Food

13 arrests for the sale of false DOC and IGT wines in the U.K.

Three and a half million bottles of extremely low-quality wines, often with values well below the legal minimum, were offered as DOC and IGT wines by a total of 13 people, which now stand accused of fraud worth more than 10 million Euros that took place in Italy and in the United Kingdom. The scam was discovered by the anti-adulteration squad NAS of the Italian Carabinieri after months of investigations in Pavia, Bergamo, Novara, and London, where the bottles were sold to unsuspecting consumers.

For the record

Chianti now speaks Mandarin as well

Last Tuesday a Chinese entrepreneur, born in Hong Kong but living in France and with significant interests in the pharmaceutical business, became the

new owner of Casa Nova, a small wine firm in Greve in Chianti. The "Black Rooster" is no stranger to foreign investments, but it is a noteworthy precedent nonetheless.

