



Issue 358 - March 12th-17th, 2018 - Expressly for wine lovers, professionals and opinion leaders the world over
Registration number 709, Courthouse of Siena, March 31st, 2001 - Editor-in-chief: Alessandro Regoli

News



Women “who count”
Women manage 28% of the wineries with vineyards in Italy, and are becoming more and more influential in the wine world. For instance, Albiera Antinori, at the helm of Antinori, one of the most important Italian wine companies, owning properties for over 2.700 hectares, who “The Drinks Business” has included as one of “The world’s most influential women in wine”. But that’s not all. The widely followed “Food & Wine” magazine has named three Italian winemakers among the “15 Women in Wine to Watch”: Chiara Pepe, of the Abruzzi winery Emidio Pepe, Elena Fucci, leading the successful company in Basilicata, and Chiara Vigo, of the Sicilian Fattorie Romeo del Castello.



Winemaker: Italians’ dream
The top ten jobs that young Italians dream about are not astronauts, dancers or reality show stars but the ones in the Made in Italy sector, like winemakers and stylists, revealed the communication agency Klaus Davi & Co study. 17% of the 18 to 30 year olds interviewed want to work in the wine industry, which, as we know, is very popular due to the success Italian production continues to reap abroad thanks to its excellent products. As far as the rest of the jobs were concerned, stylist (41%), eyewear designer (36%), tailor (34%), goldsmith (30%), shoemaker (27%), interior designer (24%), project manager (22%), contact lens technician (18%) and ceramist (15%). Why Made in Italy? Because “we are number one in the world” (45%) and “it offers the opportunity of long-term employment” (36%).

Report

Bottura’s Social Club
Chef Massimo Bottura is continuing his “mission” linked to the Food For Soul project, created to reuse abandoned spaces and make them into cafeterias serving hot meals to the needy, thanks also to the collaboration of famous chefs from all over the world. After the ones in Milan, Brazil and London, he has now opened Refettorio Paris, in the French capital, Le Foyer de la Madeleine, where Massimo Bottura’s chef friends will take turns in the kitchen to cook and serve 100 meals a day.



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The “geopolitics” of Italian wine exports
In 2017 Italian wine reached another new record in exports: 5.9 billion euros for over 2.1 billion litres of wine. The performances of still wines, though, (overall 3.9 billion euros for 1.4 billion litres) and sparkling wines (2 billion euros for 695 million litres) are definitely different in the various destination countries, according to the Italian Statistics Institute data, that WineNews analysed. As far as still wines are concerned, the US is confirmed at the absolute top, in value, at 1 billion euros and 225 million litres, followed by Germany at 728 million euros for 447 million litres, and the UK at 360 million euros for 176 million litres. In fourth position, there is Canada, at 287 million euros for 66 million litres, and in fifth place, Switzerland, at 270 million euros for 50 million litres of wine. The “top 10” of the countries importing still Italian wines continues with a quintet that is a mix of Asia and Northern Europe. At number 6, Japan, worth 122 million euros for 33 million litres of wine, followed by Denmark at 119 million euros and 28 million litres of wine, the Netherlands at 106 million euros and 33 million litres, Sweden at 103 million euros and 28 million litres of wine, and the same quantity for China, which closes the top ten at 100 million euros of still wines imported from Italy in 2017. The list of the top 10 importers of Italian sparkling wines, however, is quite different and much more “Euro centred”. Position number one goes to the United Kingdom, at 450 million euros for a volume of 141 million litres of wine, followed by the States, at 405 million euros for 108 million litres, and then Germany at 256 million euros for 120 million litres. The fourth market for Italian sparkling wines was Switzerland, which brought 89 million euros to the coffers of Italian wineries for 25 million litres of sparkling wines, followed by France, at 70 million euros for 34 million litres of wine. Closing the “top 10” sparkling wines was Sweden, at 61 million euros for 24 million litres of wine, Russia, at 48 million euros for 19 million litres, Austria, at 47 million euros for 17 millions of litres of wine, Canada, at 45 million euros for 13 million litres, and Belgium, at 44 million euros for 11 million litres of wine.

Focus

Italy, the world’s most “organic” vineyard
It is well known that the phenomenon of organic wine is growing, like it is also well known that Italy is among the world leaders in this sector. Data from the American Association of Wine Economist also confirmed this fact, revealing that Italy’s organic viticulture area has the greatest impact on the total. In 2016, it was 15.5% of the total vine area of 690.000 hectares (data from the international organization of wines and vines, OIV, including vineyards for table grapes). Next, strangely enough, is Bulgaria, at 14% of the country’s 67.000 hectares of vineyards, and then Spain, at 11% of its 975.000 hectares. France is in fourth place at 9.3% of its 785.000 total vineyard hectares, behind Austria, whose “organic” area is 10.9% of its 46.000 hectares of vineyards, but ahead of Germany, since 7.8% of its 102.000 hectares are “organic”. Among the data that really stands out, and is quite surprising, are the more than 2.4% organic vineyards in China, of its 847.000 hectares (a large majority of table grapes). However, the scarce 2.7% of the USA (443 hectares of vineyards) stands out negatively in a country where consumers are particularly sensitive to issues related to “organic” and “bio dynamic”.



Wine & Food

From pasta to wine: Adolfo De Cecco buys vineyards in Abruzzi
A dish of excellent pasta and a glass of excellent wine is the combination that perfectly sums up Italy at the table. And, today, it seems that the De Cecco family, heading the historic Italian pasta brand in Fara San Martino, will be its ambassador. According to WineNews rumors, Adolfo De Cecco, the family heir, would have bought, on a personal level, (without the involvement of the De Cecco Group, ed.) about ten hectares of vineyards as well as a winery in Ofena (L’Aquila), for a high level wine project, including the support and know-how of important Italian and French wine experts.

For the record

Wine & e-commerce: 200 million euros in 2023
In 2023, wine e-commerce will be worth 200 million euros in Italy, according to the Centre for Wine and Vine Research Studies. The Region that sells the most is Tuscany, at 28% of the market, while the most popular PDOs are Brunello di Montalcino, Amarone, Valpolicella, Bolgheri, Chianti, Barolo, Barbera, Barbaresco and Franciacorta.

