



Issue 361 - April 2nd-6th, 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**



**First Page**

**Vinitaly: "We promote Italian wine in the world"**

"Italian wines coming to Vinitaly are healthy; exports are growing, but are concentrated on few markets, and since the USA, Germany and the UK account for more than half the total, we have a lot of work to do to change this situation. This is one of the reasons Vinitaly is investing more and more not only in foreign events, but also in visitors to the trade fair, where more than 1.000 buyers from 60 countries will be participating this year. Looking especially at our number one market, the United States, we lost our leadership that returned to France in 2017, and we want to get it back as soon as possible", Giovanni Mantovani, CEO of VeronaFiere (<https://goo.gl/qnWSMZ>) told WineNews today in Rome, at the presentation of the 52nd edition of Vinitaly, the most important Italian Wine Fair, to be held in Verona April 15th to 18th. The Fair venue is focusing more and more on business, while the fan world is in the city of Verona, including an "out of salon" event, "Vinitaly in the City", extending to Soave, Valeggio sul Mincio and Bardolino. The spaces the Fair dedicates to foreign wines, the International Wine Hall, as well as the one to organic wines, VinitalyBio, are growing rapidly, "because as a Fair, we must be capable of understanding and anticipating world trends", like the sustainability of wine, on which Vinitaly will dedicate several conferences. "We have considered all the markets in the world", explained Mantovani, "but as mentioned, this edition will focus more on the US, including several in-depth discussions at "Opera Wine", at the inauguration of Vinitaly on April 15th, and more". We will also talk about the American mass market compared to the Italian one at the traditional conference organized by IRI. The true mission of Vinitaly, though, is the internationalization of Italian wine. "We have to date successfully carried out our mission, strengthening our organization in the recent past, thanks to the Minister of Economic Development, Carlo Calenda's investment through his plan on the internationalization of Made in Italy. We want to continue doing better in the future, and collaborate more with ICE, because Vinitaly is the true platform to promote Italian wine in the world".

**"Opera Wine" celebrates USA**

"Opera Wine is the only great partnership we have with a great wine fair, Vinitaly", the editor-in-chief of the prestigious US magazine "Wine Spectator" told WineNews, just a few days before the next edition of the now consolidated, historic and prestigious preview of Vinitaly, to be held on April 14, 2018 at the Granguardia in Verona. This edition will be dedicated to the United States, the number one market for Italian wineries, celebrating this bond as well as the work of the street art artist Shepard Fairey, one of the top interpreters of the genre who signed the 2008 Obama election campaign. The stars in the glass are the great wines of 107 top producers from all over Italy.

**Focus**

**Italian wine, future markets**

Italian wine has grown a lot in the last 10 years, thanks to the outstanding boost from Italian sparkling wines, which have increased + 240%, compared to the world average for sparkling wines of + 50%, and in 2017 the record in exports: 5.9 billion euros. There has been an overall growth of 69% in value during the decade, which has led Italian wineries to be absolute leaders on 16 markets around the world, in structured markets, even though France is ahead in market share in 29 countries from China to the Southern part of the world, where Italy still has marginal weight, and a market share, almost everywhere, under 10%. So, there is a lot more to do, but on the whole, prospects are positive, thanks to the phenomenon of "premiumization" and the growth of millennials on the wine scene. Even though between now and 2022 markets like the UK and Germany will remain substantially stable, but there will be an important growth for Italian wine in the US (+ 22.5%), in Russia (+ 27.5%) and China (+38.5%). This, in a nutshell, is the picture that emerges from the study, "The future of markets, the markets of the future", that Nomisma Wine Monitor carried out for Vinitaly.



**SMS ICE narrates Italian wine**

For years, the Italian wine world has been asking for a global promotion campaign, linking high quality Italian wines to other aspects of the Italian life style, which the whole world loves, as well as to landscape, history, design, and so on. The call has finally been answered by the foreign trade institute, ICE, starting in the US (8 million euros will initially be invested, increasing to 20 within three years), but also looking towards China (3 million euros) with "Italian Wine - Taste the Passion". The campaign starts with "the objective of confirming an exclusive and aspirational positioning of Italian wines. Made in Italy wine", said ICE, "is associated to experiences of high symbolic content, linked to cultural and territorial contexts, lifestyle expressing Italian excellence and uniqueness" (<https://goo.gl/M7KYxu>).



**Report**

**Around Vinitaly**

As usual, many events will be dedicated to the wine world around Vinitaly. Summa (April 14th and 15th), the meeting of quality sustainable winemakers will be at Alois Lageder's Estate in Magrè, ViniVeri at La Fabbrica (from April 13th to 15th, in Cerea, Verona), VinNatur at Villa Favorita (from April 14th to 16th in Sarego, Vicenza), and the "Vi.Te" party (April 15th) at the Crown Plaza, one of the many events and meetings at venues and hotels in Verona that wineries have organized.

**Wine & Food**

**Verona: Italy and the world's best in the glass**

There will be many great tastings at Vinitaly: the best of Italy and not only: Gambero Rosso's "I Tre Bicchieri", "A taste of Sicily" by "Wine Enthusiast", "The magic of old vines", including wines from over 80 year old vineyards by the "Women of Wine", comparing Bordeaux and Bolgheri, focus on rosè, sparkling wines and stills, the 50 years of the Verdicchio dei Castelli di Jesi denomination, wines that narrate the 10 years of Independent Winemakers, "The wines of the world followed by Riccardo Cotarella", and the many tastings of wines from everywhere, from Australia to Peru.

**For the record**

**Vinitaly Directory in Italian, English and Chinese**

More than 14.300 wines, from 4.349 wineries and 35 countries, are just a click away in Italian, English and Chinese. This is the Vinitaly Directory, the 4.0 evolution of the traditional Vinitaly online catalog, which is constantly updating these numbers. The portal is a guide for business as well as a permanent promotional web tool.

