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News



Bastianich and the Millennials

“Millennials are polite, social, they drink quality and authentic products, and this is what one must target. They are young people passionately interested in knowing details, and discovering things for what they really are. They are still difficult to understand, but thanks to them we can look to the future confidently. Wine on TV, just like cooking shows? I’ve been looking for the key to do this for years, but wine has different rhythms than cooking. In the vineyard everything happens once a year, and it’s not easy to make it attractive on TV”, Joe Bastianich, the restaurateur, wine producer, TV star and singer told WineNews, between a song and a glass of wine.



Bulgheroni & wine

The 32nd richest man in the world has invested 119 million for 330 hectares of vineyards in the three main denominations in Tuscany, Chianti Classico (Dievole), Brunello di Montalcino (Podere Brizio and Poggio Landi) and Bolgheri (Tenuta le Colonne and Tenuta Meraviglia). This is the viticultural kingdom of oilman Alejandro Bulgheroni, who met with WineNews at Vinality, confirming the central location, in his rich galaxy of entrepreneurial activities: Alejandro Bulgheroni Family Vineyards. It will now concentrate its efforts on Bolgheri, a relatively young name with great growth opportunities, where the Argentine magnate, after having purchased 97 hectares of vineyards, is ready to invest again, for a new winery, never forgetting hospitality and sustainability.

Report

Stocks in cellars are down

The effects of the scarce harvest in 2017 are beginning to be felt, as stocks in Italian cellars are dwindling. There has been a substantial decrease, 8% less between January and mid-March 2018, or from 61.5 million hectoliters of wine and must, to 56.8 million hectoliters. According to SIAN data on 18.100 winery records analyzed by the Agrarian Informant, bulk wine stocks for Prosecco (DOC and DOCG), Valpolicella, Montepulciano d’Abruzzo, and for the new PDO Delle Venezie (Pinot Grigio) are also down.



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Green, premium and sparkling: the future of wine

Rosés in the US, white wines in Germany, reds in China, Russia and Japan, and sparkling wines, now, but also in the near future, are expected to grow especially among consumers in the United Kingdom, Japan and Russia, followed by those in Germany and the United States. First and foremost, though, the commercial success of wine in the next 5 years will be determined mainly by green brand products (organic or sustainable), which is the true lever of tomorrow’s market according to the Vinality-Nomisma Wine Monitor survey on the managers of the 12 major Italian wine groups (GIV-Italian Group of Wines, Caviro, Zonin 1821, Marchesi Antinori, Mezzacorona, Santa Margherita, Cantina di Soave, Cevico Group, Marchesi Frescobaldi, Mondodelvino Group, Gruppo Lunelli - Ferrari and Bertani Domains), which totaling 2 billion euros in turnover, on short-term trends (5 years) in the top markets like the USA, United Kingdom, China, Germany, Japan and Russia, where the creators of success of wine around the world will be organic and premium products. The green trend will be predominant on the historical markets (Germany, USA, United Kingdom and Japan), and the premium segment (over 20 dollars per bottle) will further affect the US and the emerging Russia and China. There is good sentiment also on the local wines, especially in Japan, Russia and the United States, while - surprisingly - there is a flashback for red wines, in addition to sparkling. The 12 top companies polled say that Italy will see its market shares grow, especially in Russia and the Far East, and there will be good recovery in sales in Germany as well. Expectations for an increase in Italian market shares in the United States are a bit timid (although they are expected to grow as well in the next five years), and French as well as Italian producers will be taking advantage of it. China will follow Australia that will grow more than everyone, and Chile and Italy will take advantage of the slowdown of the market leader, France. What are the top denominations? Besides Prosecco, at the top just about everywhere except China, you can bet on Pinot Grigio in the US, Primitivo in Germany and Amarone in China.

Focus

Usa, still a young market

Mature consumers in a market that is not yet mature. This is the dichotomy that emerges from the Vinality-Nomisma Wine Monitor survey based on consumption patterns, key purchasing factors, preferences, Italian perception and future trends in wine for 3.000 participating consumers in 5 States (New York, California, Illinois, Minnesota, Wisconsin) and presented today at Vinality. Wine consumption is increasing in America - 65% drank it at least once in the last year, thanks to Millennials (69%), the young people between 21 and 35 who represent the top target among consumers, and metropolises (in New York, 71% are wine fans) but the margins of growth are still enormous. “This is demonstrated”, said the general manager of Veronafiere, Giovanni Mantovani, “in the analysis on the emerging “Mid West” regions, like for instance, Minnesota that in 10 years has increased imports of Made in Italy wine 277%, or Illinois that “stopped” at + 98%”. What should we be targeting, to grow? According to consumers, food-wine pairing (29%) but also Italian style (18%) and narrating wine (18%) as well as the territory (14%, read more here, [https://goo. gl/fMzG3j](https://goo.gl/fMzG3j)).



Wine & Food

1978-2018: Castello Banfi’s first 40 years

WineNews interviewed Cristina Mariani-May, who at Vinality celebrated the first 40 years of one of the most important “ex novo” wine projects in the history of Italian wine: “the first time I came to Castello Banfi, I was impressed by the beauty of the uncontaminated territory that surrounded the castle. It is amazing what my father managed to accomplish, following his vision in which research and sustainability have always had equal dignity, relying on technology to support Montalcino in its growth, which has led it to be one of the most important wine territories in Italy, today”.

For the record

The future of Vinality

“We are ready to invest 16 million euros in the infrastructure for Vinality in Verona. Vinality & the City will continue on its own steam. We are also looking abroad, with ICE”, remarked Maurizio Danese, president of Veronafiere, at the closing of the better than ever before Vinality International (+6% foreign buyers over 2017).

