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**News**



**Ita-wines tourists love the most**

According to a survey by Klaus Davi, the “top 10” wines tourists prefer to drink in Italian restaurants are Chianti Classico di San Giusto in Rentennano, Brunello di Montalcino Case Basse di Soldera and Prosecco di Bianca Vigna. Then follow Passito di Bukkuram of De Bartoli, Franciacorta di Cà del Bosco, Barolo Monfortino by Conterno, Barbaresco di Bruno Giacosa, Ornellaia, Aglianico Radici Taurasi di Mastroberardino and Sagrantino di Montefalco by Caprai. These are the favorite wines out of the 73 million bottles that tourists from around the world will buy in Italy, where, in fact, 62 million visitors are expected in 2018 (<https://goo.gl/6FGZYD>).



**SMS Usa: Italy is doing well**

Italian wine in the US, the number one foreign market for Italian wineries, started out well in 2018, at least in terms of value. According to Italian Wine & Food Institute, in the first 3 months of 2018, the US imported 594.850 hectoliters of still wines from Italy, a slight drop (1%) compared to the same period in 2017, but there was an increase in value, +11.3%, for a share of 341 million dollars. So, Italian still wines maintain leadership as a market share, both in quantity (24.9%) and in value (30.5%). This figure is better than the American average, as in the first quarter of the year imports decreased 4.4% in volume and increased + 11.1% in value (1.1 billion dollars). France, however, did better than Italy both in terms of value (+ 26.5%), 308 million euros, and volume (+ 14.5%), 333.810 hectoliters.

**Report**

**“Well-being” on the shelves**

Well-being is the concept that is driving both the growth and change in Italians' food choices on supermarket shelves. Their choices are for pleasure, but also food security, encouraging the desire to experiment with new tastes and flavors, as the growth of ethnic specialties (+7.5%) demonstrates. Among the new products that have been put on the shelves of Italian retail stores in 2017, the ones that are growing the most are mainly frozen foods and fresh packaged products, revealed the IRI study at Cibus.



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**Sicily en Primeur: history, research and chalices**

Sicilian wine has to absolutely focus on its “roots and its wings”, or rather, its history and scientific research open to the future, to prepare for “the jump upwards” to Italian winemaking and beyond, to be able to consolidate the success it has built over the years on world markets. The wine revival in Sicily has led the island to become one of the most successful Italian wine producing regions, but it still has a long way to go before it can really say it has fully accomplished its goals. This was precisely the issue under the spotlight of the “wine continent” from Marsala to Milazzo, and Etna to Pantelleria at the 15th edition of Sicily en Primeur, held in Palermo. Further, in the Italian Capital of Culture 2018, the stars were also science and research. This is, “an opportunity to take stock of the situation”, stressed Alessio Planeta, president of Assovin Sicilia, “on studies and research in the scientific field, areas that are increasingly essential to be competitive on world markets, and additionally, they are signs of the willingness to respect the environment and enhance our traditions”. Some studies were presented at the “Sicily Wine Science Show”. For example, a study on the yeast populations in Sicily and the selection of new strains, the genetic variability of the Sicilian vineyard, a study on Marsala Vergine DOC, and also on the prehistoric casks that were found on Mount Kronio, in Sciacca, which could backdate the history of viticulture in the Mediterranean basin at least two thousand years (<https://goo.gl/tG582M>). Sicily has been able to create a team that wins on the markets, as the numbers of the young DOC Sicilia narrate, “the only Italian denomination that embraces an entire Region”, explained Antonio Rallo, president of Sicily DOC, which in 2017 counted 7.295 winemakers that produced 30 million bottles of wine”. In the chalices, the 15 Designations tasted were a quite positive surprise, starting from a 2017 vintage that did not hide its exceptional characteristics, compared to the overall trend of the collection throughout the rest of Italy, showing excellent peaks of quality, especially among the whites, with Etna at the top (our best tastings here, <https://goo.gl/AqKfFB>).

**Focus**

**Altagama: top wines market**

The global wine market, as a whole, is worth 239 billion euros at consumer prices, while an important share equal to 10%, for 24 billion euros in value, is at the high end; that is, the top wines, which in Italy is worth 1.4 billion euros. These are the results of the Altagama Top Wines Study, the first in-depth study on world consumption and on the growth dynamics of high-end wines, carried out by Altagama. Its analysis focuses on the relationship between wine and high end catering, that is, on those 2.700 Michelin starred restaurants around the world where, in 54% of the cases, a bottle of wine costs more than 100 euros. These are the places where wine plays a predominant role, especially in terms of turnover. 70% of restaurateurs are expecting significant growth over the next 2-3 years, and a third is linked to wine sales, driven, in 50% of the cases, by bottles costing more than 100 euros. At the tables of starred restaurants, however, France is still perceived as the country of wine quality, while 33% of restaurant owners indicate Italy. The strength of Italian wine, instead, is its versatility, a distinctive attribute of Italian wine and leverage for focusing on marketing and communication.



**Wine & Food**

**Zonin 1821 capital increase and new shareholder (rumors)**

One way even for solid companies to grow is by opening their capital to investors. This is true also for the most important Italian wine companies, like Zonin 1821, number 4 among Italian wineries for turnover, reaching 201 million euros in 2017. It is now under the leadership of the brothers Domenico, Francesco and Michele, who hold over 85% of the shares, while a new member seems ready to join, with a capital increase and a share that would keep the control of the company in the hands of its current ownership, according to rumors in “Corriere della Sera” and “Il Sole 24 Ore”.

**For the record**

**Olmi: “The film director of the earth”**

Ermanno Olmi, film director, passed away at the age of 87. He dedicated his life to original and never ordinary cinema. He always had a passion for the agriculture and wine world, and he narrated its beauty and value, in films like “The hoof tree” and “The wine cliffs”. In 2009, he made “Terra Madre”, with the founder of Slow Food, Carlo Petrini.

