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News



“New vineyards” in Italy
The Ministry of Agriculture has received approximately 63.500 hectares requests of authorization from wine entrepreneurs for new vine plants. This is a historical minimum, following the 77.000 requests in 2016 and 163.000 in 2017. However, it is still ten times higher than the 6.522 hectares available, equal to 1% of the planted areas in Italy, which was the limit the authorization system imposed and that went into effect in 2016. So, the corrective measures and restrictions the Ministry of Agriculture and the Regions indicated are beginning to work, as Felice Assenza, Director General of International Policies of the Ministry explained to “Il Corriere Vinicolo”.



SMS 337 million for CMO 2019
The CMO Wine allocations amount to 337 million euros for the year 2019: 101.97 million euros for promotion on foreign markets, 150 million euros for restructuring and conversion of vineyards, 5 million euros for green harvest, 60 million for investments and 20 million for distillation. The Ministry of Agricultural, Food and Forestry Policies made the announcement following the go-ahead at the State-Regions Conference on May 10th, which also included a 10 million euro increase for Restructuring vineyards and 15 million euros for Investments, against the elimination of crop insurance and the green harvest reduction. The Region that will receive the highest amount of the 286 million euros to be distributed is Sicily (55 million), then Veneto (38 million) and Tuscany (29.4 million).

Report

The price of success
In 2017, the “price of success” in order to defend oneself from fakes in the markets of the Valpolicella Denomination, like Vinocella or Gran Marone, amounted to 1.9 million euros (equal to 86% of the Consortium’s budget, including promotion), which results from data of the 2017 Annual Report of the Consorzio Tutela Vini Valpolicella. From the EU to China, Denmark to Sweden, France to the UK, 17 denominations have been prosecuted because they are false or because of improper or illegal use.



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Prices of “bulk” wine in Italy are growing

The combination of markets that are fortunately doing well, together with the scarce harvest in 2017, are making their weight felt on wine prices. The snapshot the Italian institution of services for agri-food, ISMEA has taken of price increases, which WineNews analyzed, considers average prices of past years on the market that may differ from actual market negotiations, net of VAT and ex-winery. As far as table wines are concerned, there is talk of +120% compared to April 2017 data for whites between 12-13% alcohol content, quoted at 5.5 euros per hectograde, and +74.7% for those from 9 -11%, at 5.94 euros. Reds have also increased: +52.2% for those between 12-13 % alcohol content, 5.28 euros per hectograde, +73.4% for those between 9 and 11%, and 5.69 euros. There are substantial increases even among the most important PDO wines. The highest quotations (the wines of Alto Adige are missing from the surveys, ed.), all averaging 290 euros per quintal, are Prosecco of Conegliano Valdobbiadene DOCG (+11.5% compared to April 2017), Gavi and Cortese di Gavi (both at +5.5%). The quotations of Trento Pinot Nero for sparkling base wines were 265 euros per quintal (+12.8%), while those of Oltrepò Pavese Chardonnay, were 230 euros per quintal (+79.6%), and the price of Prosecco DOC is growing rapidly, at 220 euros per quintal (+18.9%). There has been significant growth also for PDO red wines, although prices do not refer, for many of the most important denominations, obviously, to the most recent harvest. In any case, the leader in the price ranking is, as usual, Brunello di Montalcino, at an estimated value of 1.065 euros per quintal, up +5.4%. Amarone, according to the Merchandise Exchange of Verona, hovers between 800 and 900 euros per quintal. Barolo is at 800 euros per quintal, according to ISMEA, and among the few great Italian reds that has shown a slight drop in prices (2.4% less). Barbaresco’s prices rose sharply, to 580 euros a quintal (+20.8%), the prices of Nebbiolo d’Alba were high as well, at 310 euros (+8.8%) and Chianti Classico, around 280 euros (+24.4%, in-depth <https://goo.gl/ckr9xw>).

Focus

Prosecco is good for the territory

The most relevant results that emerged from the SDA Bocconi School of Management study, “Economic, social and cultural wellbeing: objectives achieved and future prospects. Presentation of the economic model of success of Conegliano Valdobbiadene” were: increase in income, higher incidence of women in the workplace, more young people with a University education. Considering the wealth generated for local residents, in terms of income and capital goods, the economy of Prosecco Superiore DOCG has guaranteed the population of the 15 Municipalities a significant increase in their average income level, which rose from 15.159 euros in 2000, to 21.380 euros in 2015. This trend is in line with the rest of the Veneto region, however, the municipalities of Prosecco Superiore DOCG registered greater wealth accumulated in capital goods, demonstrated by the amount of bank deposits for each municipality. The average per Municipality in 2000 was 160 million euros while the average in 2012 was 280 million euros. Further, in 2000, each municipality was granted credit for 312 million euros a year while in 2012 the figure reached 471 million euros.



Wine & Food

Couponation: the bill at a Michelin starred restaurant in Italy

Eating in a starred restaurant is an experience that everyone who loves cooking should indulge in, at least once. It is more accessible than you think, though among the 306 restaurants in Italy with a Michelin star, there are great differences. The analysis of the portal Couponation, dedicated to saving, reveals that in Piedmont a starred dinner costs, on average, 60 euros, excluding wine - the range is from 40 to 100 euros, while in Veneto and Tuscany the average is 100 euros. In Campania, Sardinia and Sicily it is around 70 euros, while in Abruzzi the average is only 50 euros.

For the record

It’s official: Zonin has opened to a new partner

According to rumors going around recently, and as WineNews has reported, Zonin 1821 will have a new partner, at a minority share. The official note from the winery led by the brothers Domenico, Francesco and Michele Zonin has confirmed the operation. “No sale of company shares, the shareholder will come in with a capital increase”.

