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News



“Woman of the Year”

Cristina Mariani-May has won the “Woman of the Year 2018” award of the famous UK magazine’s “The Drinks Business Awards”, in its 16th edition this year. Cristina Mariani-May is one of the most influential women in the international wine world. She is third generation family and started working in the company in 1993, proceeding to work her way up the ladder and become, at the beginning of this year, CEO of Banfi Vintners, thus she is now one of the few leaders of great wine companies, as well as the owner of Castello Banfi, the winery-symbol of Brunello di Montalcino, one of the most important Italian wine projects, which this year is celebrating its first 40 years.



The Italian “Paradox”

Italy is one of the major wine exporting countries, and has the highest concentration on its first 10 markets. The HH index measures precisely this parameter and Italy leads with 1.108 points, then France at 729 and Spain at 631. There is another interesting aspect, too. On the markets where Italy has a stronger market share, its prices are lower than the others. Therefore, on its first 3 markets (which account for 53.5% of exports), the average price of Italian wine is 3 dollars per liter, increasing to 3.8 dollars on the following 7 markets. This is not the case for France, or even for Spain. It is an aspect that speaks volumes about how much work there is to do on the subject of value, as Gabriele Barbaresco, Head of the Mediobanca Research Area explained at the Federvini assembly, in Rome.

Report

China loves Chianti

It is essential as well as challenging for the Italian wine market to continue to grow in Germany, the UK and the US, but now the future is China. Perhaps so far it has only been a novelty, but now it is becoming a pressing need, and the only way to catch up with France, Australia and Chile is to enter into the hearts of wine lovers. It seems that Chianti has succeeded, or at least has laid the foundations, as it is the best-known Italian name in China, according to the portal “WineITA”.



First Page

Fao and Cru: Soave’s “Retro-Innovation”

The Soave territory, one of the most important white wine territories in Italy, which is celebrating its 50th anniversary of DOC, is creating, what they are calling a “retro-innovation”; that is, looking to the future by learning from the past. The territory counts 7.000 hectares of vineyards, a production of 50 million bottles of which 80% are exported, and originate from the first “Rural Landscape of Historic Interest” that has been recognized by the Ministry of Agriculture and which now aims for recognition as Globally Important Agricultural Heritage Systems Fao of the “Soave hillside vineyards”. The social, cultural, historical and ampelographic heritage must be protected, as well as enhanced, which is what the project on crus is working on, as well as putting the Additional Geographic Mentions on the label (modification of the specification, pending approval from the Ministry, ed.). All of this, while in the glass, at the Soave Preview (May 18-20th), the star was the 2017 harvest which, like all over Italy, was complicated, but showed that the hilly areas were saved from the April frosts (our best tastings here, <https://goo.gl/YQIEHj>). And it is precisely these areas that the MGAS and FAO recognition want to promote. “The recognition does not “freeze” the agricultural system of the territories”, emphasized Endo Yoshihide, coordinator of GIAHS nominations, “rather it dynamically stimulates it, balancing conservation and agricultural, social and economic development. The experiences of the already recognized GIAHS have demonstrated how to generate a virtuous procedure, thanks to the conservation of localities and practices that increase the appeal of the territories and the prices of products enhanced by the GIAHS brand and sold locally”. “We need to involve all parts of the supply chain and raise the bar of quality”, said the new president of the Consortium, Sandro Gini, “it is necessary to remember that organizational determination and efficiency have permitted a very fractional production, composed of 3.000 farms for an average of just over 2 hectares each, to build the virtuous system that has yielded income and satisfaction for producers over the years”.

Focus

Nomisma: exports hang on to sparklings

In the next few years, Italian wine exports will continue to grow in the US and Canada, while the emerging markets, China and Russia (excepting “unforeseen geopolitical events”) should show a positive and significant turnaround. Many opportunities will come from Japan, which will enter the free trade agreement with the EU in 2019. So, it is entirely possible that our wine shipments will set the trend in Germany, where overall consumption has not increased, and they are moving more and more towards local production; and in the UK, which will have to pay for the effects of Brexit and the devaluation of the pound. The sparkling trend will continue even on emerging markets (Eastern Europe and Asia), which are still only marginally involved in this boom. These are some of the prospects Nomisma-Wine Monitor outlined at the Federvini assembly, today in Rome. In the first part of 2018, signs of greater vitality have come from bubbles, registering double-digit growth in the US, UK, China, Japan and Switzerland, while still wines are setting the pace everywhere. This is the chiaroscuro panorama Denis Pantini of Nomisma-Wine Monitor described to WineNews.



Wine & Food

Ornellaia: 10 Vendemmia d’Artista, over 2 million to museums

When great wine meets benefactors, the results are spectacular. The most recent case is that of Ornellaia’s Vendemmia d’Artista 2015, “The Charisma”, which was auctioned at Sotheby’s yesterday in London. There were nine lots, including the bottles created by the South African artist William Kentridge, which raised 140.000 euros and donated to the prestigious Victoria & Albert Museum, one of the world’s leading art museums. In its 10 editions, Ornellaia’s Vendemmia d’Artista project has donated over 2 million euros to museums all over the world (<https://goo.gl/TGvQ98>).

For the record

Italy in Vinexpo Hong Kong (May 29-31)

Italy will be the star at Vinexpo Hong Kong. Valpolicella will celebrate “Valpolicella 50 Anniversary Tour”, James Suckling will lead the “Solaia Masterclass”, and in addition to Gambero Rosso’s “Tre Bicchieri Special Awards Masterclass”, the MoW Debra Meiburg will present “Exploring Prosecco DOC”.

