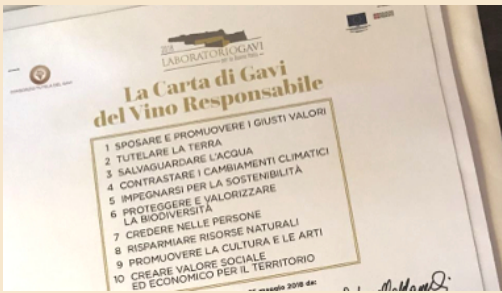


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News



Gavi & responsibility

The winners of "La Buona Italia", the contest that rewards the best practices of the relationship between wine and social responsibility, awarded by Gavi Consortium at the Gavi Laboratory (28 protagonists of wine & food, institutions, communication, culture and tourism, including WineNews director Alessandro Regoli) are Banfi, the leading winery in Montalcino, the winery that relaunched Sagrantino di Montefalco, Caprai, and the Consortium of Franciacorta. Gavi also launched the 2018 Responsible Wine Card, a "manifesto" that goes beyond the concept of environmental sustainability, defining it an economic, social and ethical issue, basing it on 10 parameters.



CMO promotion is coming

The national call for proposals for 2018-2019 CMO Wine promotion in third countries should arrive in the next few days. The draft circulating, of which WineNews has a copy, states the resources available for the national quota amount to 27.599 million euros (about 101.9 million for Italy, mostly managed by the Regions), and deadlines have been set. The deadline for sending applications to the Ministry starts June 25th (3:00 pm), on August 8th, rankings of the projects (regional and national) admitted will be revealed, and November 15th is the last date for stipulation of contracts by AGEA. But there are still some unresolved issues, like the possibility or not of proposing projects for Third Countries by those who have already implemented promotional actions in these countries in the last 3 years.

Report

Masseto "en Primeur"

"En primeur" in crisi? Di certo non per il Masseto. All'asta di Christie's a Hong Kong, sotto il martello sono finiti sei lotti del "Premier Preview Masseto 2015", un'anteprima in esclusiva mondiale dell'annata 2015 di una delle più prestigiose griffe dell'enologia italiana, Masseto, considerata una delle più grandi vendemmie di sempre, sul mercato il prossimo autunno, per una cifra complessiva di 63.177 euro, pari a 1.036 euro a bottiglia: un risultato a dir poco eccezionale (<https://goo.gl/QCnCL6>).



First Page

CAP, everyone against cuts that affect wine, too

The budget the EU Commission proposed for the next Community Agricultural Policy - and the first post Brexit one - amounts to 365 billion euros for 2021-2027 (30% of the EU budget), compared to the over 400 billion euros distributed in the previous programming period. The reform proposal was officially presented yesterday, marking the green light for the reform. The Commission indicated a 5% cut, which according to Parliament would however actually be a real impact of 15-20% less for each country, especially in direct payments. The Ministries of Agriculture of Spain, France, Ireland and Portugal, together with representatives of Finland and Greece have immediately opposed the cuts, today, inviting others to do so as well, which the EU Parliament had rejected yesterday. The cut for Italy would be 2.7 billion euros at current prices, i.e., 6.9% less than the programming period ending in 2020. Italy would be assigned 36.3 billion euros, between 2021 and 2027, of which 24.9 billion euros in direct payments, 8.9 billion for rural development and 2.5 billion for market measures. Other points in the CAP reform, which many do not like, include the return of some specific competences to individual Member States, another point on which the European Parliament yesterday (whose approval, together with that of the Council, is fundamental to launch the reform) was totally contrary. In this situation, the good news for the wine world, according to the recent rumors WineNews has gathered, is the maintenance of the specifics of the CMO, as the vine-growing sector is the only one remaining in the EU to have it. Obviously, the overall budget cut will also affect the European producers to some extent, and in this case, the estimate is in the order of 5% less (since the expected cuts are horizontal, by country and by agricultural sector), but the real impact has yet to be revealed. And even though there is general satisfaction with the maintenance of specific measures for wine, including National Support Plans, attention is quite high, both from international organizations, such as the Comité Européen des Entreprises Vins, and the Italian ones, like Federvini and Unione Italiana Vini.

Focus

45 million hectoliters in "Cantina Italia"

Following a very poor 2017 harvest, the Italian wine world is beginning preparations for the 2018 harvest and hoping for a more abundant production than the past one. In the meantime, though, Italian cellars basically have a whole year's worth of production in their "safes". According to the bulletin "Cantina Italia n. 9" dated May 15th and published by the fraud control center, ICQRF, on data from the electronic register on the website of the Ministry of Agriculture, stocks amounted to 45.1 million hectoliters in total, of which 32.1 PDO wines, 11.7 PGI wines, and 9.5 million hectoliters of common wine. In particular, red wine "stocks" are the most abundant ever, at 19.7 million hectoliters in total (12.9 PDO and 6.8 PGI), while whites are at 14.4 million hectoliters (9.5 PDO and 4.4 PGI). Regarding rosés, however, Italian cellars are storing 821.609 hectoliters (of which 367.811 of PDO wines, and 453.798 PGI). Almost half of all Italian wine is housed in the Veneto, Tuscany and Emilia-Romagna region cellars. In Veneto, in general, 10.7 million hectoliters of wine are stored, in Emilia Romagna 5.7 million hectoliters, in Tuscany 5.1 million hectoliters (<https://goo.gl/EWT7uX>)



Wine & Food

Italian wines close to hitting record sales in China

Sales of Italian wines in the first quarter of 2018 in China ended up at 45 million euros, and the market share rose to 7%, thanks to the performances of bottled still wines (+41%), which represent 87% of imports. The Third Countries Observatory of Business Strategies, in collaboration with Nomisma Wine-Monitor, points out that if Italy were to maintain this trend, by the end of 2018 it could exceed, for the first time, 200 million euros in sales on the Chinese market. Silvana Ballotta said, "attack Hong Kong and focus on the digital channel" (<https://goo.gl/QmNz2t>).

For the record

Assoenologists Conference

The Assoenologi Conference will take place on July 5-8th in Trieste. The markets of China, USA, Germany, UK, Switzerland and Italy will be in the spotlight, and the technology and culture of wine & food, including names like Angelo Gaja, Carlo Petrini, Senator Dario Stefano, Paolo Marchi, Bruno Vespa, Oliviero Toscani and Riccardo Illy.

