

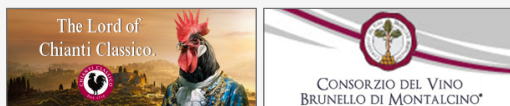
News



The most sought-after Italian wines

Sassicaia di Tenuta San Guido, Tignanello by Marchesi Antinori and Masseto are the most sought-after Italian wines in the world, according to the ranking update of "Wine-Searcher", one of the reference points for consultation of wine prices and quotations. Ornellaia is in third place, followed by another wine produced by Antinori, Solaia. Then follow Barolo Monfortino Riserva by Giacomo Conterno, Barolo by Bartolo Mascarello, Barbaresco by Gaia, Brunello di Montalcino by the Greppo Estate of Biondi Santi, and Brunello di Montalcino Tenuta Nuova of Casanova di Neri.

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SMS

The global catering market

How much is Italian cuisine worth in the world? 209 billion euros in turnover, of which 60 in China and 56 in the US, a market share of 13%, and a higher penetration by number of transactions in the US (15%), the UK (15%), Brazil (13%) and India (13%). These are the results of the Deloitte study for the International School of Italian Cuisine Alma, according to which the world food market has reached a value of 2.210 billion euros in 2016. The Asia-Pacific area covers 46% of the total, and drives growth (+5.6% in 2011-2016) together with North America (+4%), while Europe is stable (+0.4%). Among the various channels, the Full-Service Restaurant (restaurants that have more or less formal service at the table, where the top 10 countries are worth 90% of the market and Italy is number 5 at a 4% share and 42 billion euros), weighs for 52%.

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Report

Enolitech independent fair

Italy is the leader in vineyard and wine technologies, boasting exports for 2 billion euros a year. Now, in the trade shows sector, dominated by Sime, one of the most important events in the world, signed Unione Italiana Vini (November 19-22, 2019, Fiera Milano) another historic brand, Enolitech, of Veronafiere (until now coinciding with Vinitaly) will have its own life, thanks to the new.co VPE (Verona Parma Exhibition) of Veronafiere and Fiere di Parma. The first independent edition in Verona (January 30th - February 1st 2019).

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First Page

WineNews on Istat data: wine is Italians' favorite

In general, fewer and fewer Italians are drinking alcoholic beverages. And, the ones that are drinking less wine (even though it is still number one) are the daily drinkers, especially older people, while occasional drinking is on the increase, especially among younger people. Wine still holds the number one position, together with beer, though they are both being surpassed by other alcoholic beverages. This is the contrasting synthesis extrapolated from the survey "Aspects of everyday life" on a sample of 24.000 Italian families, which WineNews analyzed. Generally speaking, the percentage of those who consumed at least one alcoholic beverage during the year 2017 was 65.4%, which is lower compared to the 2007 figure of 68.2%. The decrease is even more evident for those who drank a glass of wine every day (21.4% against 29.3%), while those who did so occasionally have increased (44% compared to 38.9%), and in particular, outside meals (29.2% over 25.6%). The percentage of those who consume only wine and beer has also gone down (21% against 26.3%), and instead, the percentage of those who consume other alcoholic beverages has increased (43.8% compared to 39.3%). Wine, however, can count on its great appeal, its tradition, its strong presence in all the territories, its production activity, and it is still the most consumed alcoholic beverage: 52.6% of Italians drink it at least once a year (compared to 48% beer and 43.8% other spirits). Further, as far as daily consumption is concerned, the nectar of Bacchus is the absolute star: 19% of Italians drink it every day, against 4.9% beer and barely 0.7% other alcoholic beverages. It is probably thanks to the culture of wine consumption that continues to be handed down in families, partially anyway, that in Italy consumption of alcoholic beverages is moderate, in most cases. 49.5% of the Italian population drinks in moderation; however, about 15.9% of consumers are subject to at least one behavioral risk, linked above all to excessive consumption outside meals (48.2%), while binge drinking is a risk for less than one Italian out of 10 (7.4%).

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Focus

USA: Italy grows, France soars

The US is doing well, Italy is still in the lead at a good pace, but other countries, like France, are running faster. This is the snapshot of wine imports in the United States for the first quarter of 2018 taken by the Italian Wine & Food Institute based on the data from the US Department of Commerce. Overall, the United States imported 3.1 million hectoliters (4.3% less than 2017), for 1.5 billion US dollars (+11.3%). Italy has done better than average, and has a substantial stability in the quantities shipped to the US (+0.7%, for 838.270 hectoliters), as well as a discrete increase in value (+11.7%, for 428.9 million US dollars). As far as its competitors go, however, France stands out as it more than doubled Italy in growth: +14.2% in volume (476.980 hectoliters) and + 26% in value (347.5 million euros), the highest growth ever. Italian sparkling wines did very well at +16.5% in volume (247.330 hectoliters) and +31.3% in value (140.8 million US dollars). In general, these are comforting numbers on a key market for Italian wine, which alone is worth a quarter of our exports. In 2017, 1.86 billion dollars, according to ICE, which has chosen the States to be its first target for the institutional campaign "Italian Wine - Taste the Passion", under way, for an investment of 8 million euros.

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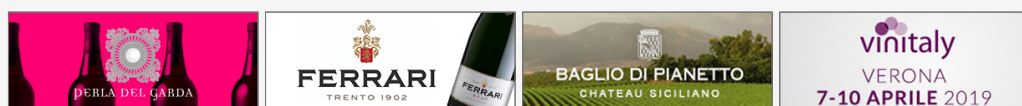


Wine & Food

Ipsos: Nutella and Parmigiano Reggiano are the top Italian food brands

Italians are a population of technomaniacs and gourmets. This is the modern maxim that has replaced "saints and navigators", and which perfectly reflects the ranking of "The Most Influential Brands 2018", curated by IPSOS. At the very top positions Amazon, Google and Whatsapp, while though there are no food products in the "Top 10", there are almost 40 brands related to the table. The first is Nutella, an iconic product of the Italian sweets industry, at number 12, followed by Parmigiano Reggiano at 13, the first brand to be a PDO product, followed by the leader of Italian pasta, Barilla, ahead of number 17 which is another very famous cheese called Grana Padano Dop. Then come, Ferrero, Mulino Bianco, Kinder, and Coca-Cola. And in the first 30 there are even two mass market brands, Lidl and Coop.

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For the record

Alice Waters Honorary degree

She is one of the most influential figures in the world of food and has made a fundamental contribution in defining the cultural, ethical and social value of food and cooking, and particularly two aspects, the diffusion of the culture of organic and seasonal food and promoting food education in schools. She is the also the one that brought an organic vegetable garden to the White House. Alice Waters will receive an Honorary degree from the University of Gastronomic Sciences in Pollenzo, on June 22nd during the event "Cultivate and protect".

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