

News



Barbera d'Asti "2.0": a "sensory map"

Barbera d'Asti is one of the oldest and most characteristic Piedmont wines, and it is now set to become "2.0" focusing on the "sensory map" of Barbera d'Asti DOCG. It is an innovative study to better define the large territory of the denomination (5,300 hectares), specifically linking the Barbera d'Asti wine characteristics to the geological and microclimatic differences that define the area of production. It is sort of a zoning of the sensorial profile of wines, created by the Consorzio Barbera d'Asti and Vini del Monferrato, together with the University of Turin.

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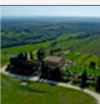


SMS

Pinot Grigio delle Venezie DOC is a success

Following the Prosecco boom, it had been slotted to become the "next big thing" for Italian wine, and the numbers seem to confirm the prediction. Pinot Grigio di Venezie DOC, starting with the 2017 harvest, has exceeded one million hectoliters of certified wine, i.e., 73% of the harvested product, equal to more than 130 million bottles of Pinot Grigio DOC and which foreign markets have requested, confirming a trend that predicts zero stock before the end of the campaign (December 2018). Therefore, now we are looking at growth management, "I think it will be useful and appropriate to activate stockage for a specific quota of 20% of the production estimated for the next harvest", pointed out the president of Consorzio Doc delle Venezie, Albino Armani.

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Report

Less than 39 million hectoliters of wine

"Cantina Italia" is slowly and continuously draining as wine companies are approaching the crucial moment of the grape harvest, and they hope it will be a definitely more abundant and less complex harvest than 2017. According to the bulletin published by the Quality Inspectorate and Fraud Repression on the data of the electronic register, updated to July 15th, there are 38.9 million hectoliters of wine in the Italian cellars, compared to 41.6 in the middle of June. PDO wines lead in "stocks" (20.3 million hectoliters) then PGI (9.9 million hectoliters).

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First Page

Russia and Italian wine with Pier Paolo Celeste, director of ICE in Moscow

Among the bigger emerging markets, Russia is certainly one of the most interesting markets for Italian wine. In Russia, one foreign bottle out of three is made in Italy, and growth prospects are decidedly positive, as he director of the Italian foreign trade institute, ICE, in Moscow, Pier Paolo Celeste, discussed the situation with WineNews. "The Russian market is growing fast and in 2017 we have returned to the 2013 record year levels. At that year, Italian wine imports amounted to 263 million euros, while in 2017 we reached 255 million euros. To better understand the situation, last year 290.000 bottles of Italian wine came into Russia every day". Italian wine, therefore, holds A position of leadership, that covers 29% of imported wine, and is strongest especially in the mid-market segment, that is, costing between 4 and 10 euros per bottle, "a section where Italy covers 70% of the market", explained Celeste. And, the average price range is precisely the largest, which is worth 54% of the total market, followed by the cheaper range (up to 4 euros per bottle), which is worth 39%, while the "upper" range (between 10 and 20 euros per bottle) is worth "only" 6%. Following the more than positive year 2017, things are going well for Italian wine even in 2018. According to Russian customs data processed by ICE, imports reached 61 million euros between January and April 2018, +4, 5% compared to 2017. "One of our country's strengths is the variety of the offer. What we need now to keep growing more is to continue educating people about this diversity, which is also our mission, together with ICE, which we do in Russia at some key events, such as the Prodepo Fair, the Borsa Vini, the event "Only Italian", where we select buyers and importers from all over Russia, which is 58 times larger than Italy, and where there are 16 cities counting over one million inhabitants, "World Food" and Vinitaly Russia. Not to mention the incoming activities for events in Italy, starting from Vinitaly in Verona, where we focus on a rigid selection of traders, selecting only those who have really shown their intentions of buying Italian wine to be imported into Russia, because for us contacts and contracts go hand in hand".

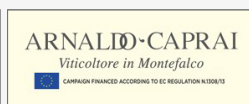
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Focus

Dievole, a new winery in the former Cariola quarry in Bolgheri

"We have signed an agreement with the Dievole winery, which will invest 15 million euros in the town of Castagneto Carducci. The former Cariola quarry will be renovated to become a winery for the Bolgheri estates", tweeted Enrico Rossi, President of the Region of Tuscany. Rossi announced the new project of the Argentinian businessman Alejandro Bulgheroni who has committed to build a new winery expanding over 5.000 square meters, redeveloping the location, in an "architectural project of extraordinary value, designed to exist in total harmony with the territory and aimed at improving an abandoned area". It will include a hospitality project as well. This will be yet another investment of the South American oilman, one of the richest men in the world, who continues to invest in Tuscany, to strengthen his vinicultural kingdom", which counts 330 hectares of vineyards in the main denominations of the Region, 153.3 in Dievole, in the historic Chianti Classico (where wine and oil have been produced since 1090), 11.5 of Podere Brizio (of which 7 are Brunello) and 67.6 of Poggio Landi (of which 33 are Brunello), and, 58.75 of Tenuta le Colonne in Montalcino and 34 of Tenuta Meraviglia in Bolgheri.

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Wine & Food

Exports and the district system: Langhe and Prosecco Docg leads the flight

The district system is continuing to do very well, even in the agri-food sector. And, it is not just by chance that 7 out of the 30 districts are linked to Italian wine & food, boasting the largest growth in exports in the first quarter of the year, according to the Intesa San Paolo monitor. One of these wine districts that stands out, and is at the absolute top for value, is Langhe, Roero and Monferrato, which with Barolo and Barbaresco, Barbera and Nebbiolo, has exported for a value of 312 million euros, 36.8 million euros more than in the first quarter of 2017, and a growth of 13.4%. The Prosecco district of Conegliano-Valdobbiadene DOCG, one of Italian wine's driving forces in the world, in the first three months of 2018 has exported bottles of wine for a value of 156.7 million euros, and 9.5% growth, compared to the same period in 2017.

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For the record

Louis Camilleri, from "Giardinello" Brunello di Montalcino to new CEO of Ferrari

Red as in Ferrari and red as in Brunello di Montalcino. Louis Camilleri, manager of Italian origin, formerly at the head of giants like Kraft Food and Philip Morris, has united these two Made in Italy universal symbols. Camilleri has now been chosen to become CEO of the house of Maranello, after Sergio Marchionne. In 2011, as WineNews rumors had anticipated, he was in the vineyards of Montalcino and purchased the villa & estate "Il Giardinello", located between Camigliano and Castelgoccondo, in the "green heart" of the Montalcino territory.

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