

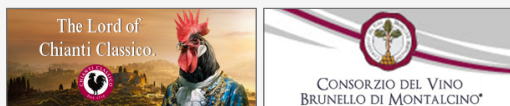
News



Italy at "NY Wine Experience"

50 Italian wineries have been selected for Wine Spectator's "New York Wine Experience", from October 18th to 20th. Italian wine will be the star of some special seminars, such as the one dedicated to the vertical of Tenuta Greppo di Biondi Santi wines, with Tancredi Biondi Santi, the one lead by Priscilla Incisa della Rocchetta, who heads the famous Tenuta San Guido, cradle of Sassicaia, while the tasting dedicated to the best 10 wines of 2017, according to the US magazine, there will of course also be Brunello di Montalcino 2012 of Casanova di Neri, presented by the wine producer Giacomo Neri.

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SMS

Harvest in Italy, the first forecasts

It is always a risk to try to give precise forecasts, but some estimates are beginning to emerge on the 2018 harvest in Italy, after those recently announced from France and Spain. And, according to the first surveys of the Italian Wine Union Observatory and the Italian agri-food markets services, Ismea, confirmed by the Italian farmers association, Coldiretti, the production gap will be between 47 and 49 million hectoliters although, obviously, the next few weeks will decide outcomes. This figure is more in line with the Italian average and, net of any unforeseen disasters, much more abundant than the 2017 harvest, plagued by the early April cold and the summer drought, which, according to Ismea figures, still brought Italy to a production of 42.5 million hectoliters.

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Report

IWSR: wine consumption increases

Global consumption of spirits is on the road to reaching 28 billion cases (equal to 336 billion bottles) and breaking a trillion dollars in turnover (1.07 to be precise) over the next 5 years, according to the International Wine & Spirits Research forecasts contained in the "IWSR 2018-2022 Forecast: Volume and Value Data". The study indicates a growth in consumption of 147.1 million 9-liter cases of wine from now until 2022, and a growth in value in the sector of 78.7 billion dollars. The biggest growth will be wine (+37.8 million cases).

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First Page

United States, in the first 6 months of 2018 Italian wine is up +11.5%, reports ICE data

Italian wine exports to the US, over all, are growing, though more in value than in volume, on the number one market for Italian wineries, where wine imports are increasing in value, but decreasing in quantity. This is the picture of the first 6 months of 2018 that the Italian foreign trade institute, ICE, has communicated to WineNews. In the meantime, between the end of April and July, ICE launched the first phase of its "Italian Wine - Taste the Passion" campaign, as part of the "Progetto Vino Usa", the most important institutional project on the promotion of Italian wine ever created. According to data from the US Department of Commerce analyzed by ICE, in the first half of 2018, Italy has exported wine for a total value of just over 1 billion US dollars (almost 40% of all the Italian agri-food exports to the States, totaling 2.5 billion dollars), registering +11.5% growth in value, and 171.3 million liters overall in volume, +2.5%. Italian wine exports is composed of 34% red wine, 33% white wine and 20% sparkling wines. This, then, is the framework in which total imports in the US reached 3.075 billion dollars (+8.5%) in the first half of the year, but quantity fell to 587 million liters (-5%). To explain it more in detail, clarified ICE, in the first 6 months of this year, even though through diverse dynamics, Italy has increased sales in all categories: white wines +0.5% (341 million US dollars), red wines +12% (348 million US dollars), and sparkling wines jumped to +28.5% (210 million US dollars). Despite these increases though, Italy's position as absolute leader of the market share in value has suffered a very slight loss, pointed out ICE, which has gone all to the benefit of France, at 1.013 billion US dollars, 18% growth (thanks especially to the Provence rosés) and 33% market share in value of foreign wines. Another very interesting aspect worthy of mention, revealed ICE, is the increase in "average prices, which are the highest Italian wines have ever achieved, in all categories: 5.1 US dollars per liter for whites, 6.6 US dollars for reds and 5.6 US dollars for sparkling wines, for an average of 5.8 US dollars per liter".

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Focus

The "Italian Wine - Taste the Passion" campaign by Ice

417 million impressions in the various channels, from digital to industry magazines such as "Wine Spectator" or "Wine Enthusiast", among many others, in addition to 7 million views on monitors in taxis in New York and Chicago. These numbers relate the level of success of the first phase of "Italian Wine - Taste the Passion", the institutional promotional campaign developed by ICE to grow knowledge about the Italian wine business, in the broader "Progetto Vino Usa", established together with the supply chain represented by Federvini, Unione Italiana Vini and Federdoc. The structure of the campaign (the second phase will take place from September through December, the most important period for the wine trade), includes communication activities, training for professionals in the sector (importers, distributors, sommeliers and sales staff in wine stores), the launch of the portal [www.extraordinaryitalianwine.us](#), as well as support for "Newcomers", i.e., companies that still do not export to the US. In addition, it will spread promotion and agreements in restaurants and retail stores to increase the visibility and presence of Italian wine on US shelves, and of course, incoming activities.

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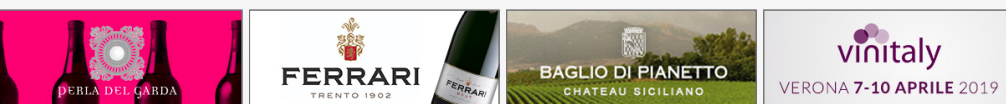


Wine & Food

The French and the Italians spend more time at the table

The French and the Italians spend more time than anyone else in the world at the table. According to OECD data, France and Italy are in the top positions for time spent at the table, respectively 2 hours and 15 minutes and 2 hours and 5 minutes a day. It's a fun ranking that sees Greece in third place, at 2 hours and 4 minutes a day, just a couple minutes ahead of Spain in position number 4 at 2 hours and 2 minutes. The "intruder", in this ranking is Denmark, because the Danes spend 2 hours every day at the table, and are ahead of Portugal, at 1 hour and 47 minutes. Closing out the "top 10" as AdnKronos reported, South Africa, at 1 hour and 8 minutes, Canada, at 1 hour and 4 minutes, the United States at 1 hour and 2 minutes, and the Netherlands, at exactly one hour.

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For the record

Prosecco DOCG is growing globally

For many years Prosecco has been the economic engine of Italian wine exports. Once again, the numbers from the Conegliano Valdobbiadene Prosecco Superiore DOCG Consortium, the historical heart and quality summit of the Prosecco galaxy, confirm its leadership. Over 93 million bottles were sold in 2017 (+3% on 2016) for 500 million euros in turnover (+6%), and increasingly growing exports, at +6.9% in value and +1.8% in volume. Of the "historical" markets, the UK (+36.5% in value), Austria (+17.1%), USA (+16.1%) and Germany (+8.6%) are doing well.

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