

## News



### Riccardo Cotarella, Knight in France

One of the greatest winemakers in Italy, as well as a leading figure in the international wine world industry, has received an award from the Republic of France. Riccardo Cotarella, at the helm of the Italian oenologists, Assoenologi and president of the Union Internationale des Œnologues, will officially receive the award "Chevalier de l'Ordre du Mérite Agricole", September 10th in Paris, conferred to him by the Ordre du Mérite Agricole, an honorary order of distinguished lineage, established by the Minister of Agriculture Jules Méline in France, on 7 July 1883, to reward those worthy of having rendered important services to agriculture.

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## SMS

### Alcohol will save the world

Beauty will save the world, wrote Fiodor Dostoevskij in his masterpiece, "The Idiot". No one knows how the British anthropologist and biologist Robin Dunbar of the University of Oxford reached the conclusion, but he does not agree and according to him instead, alcohol will save the world. "Alcohol", he explained to the "Financial Times", "has been more important for the survival of our species than we can imagine". According to Dunbar, social groups of primates, unlike the majority of the rest of the animals, get together to maintain social unity. And, the professor continued, "this is why a shared bottle of wine plays a major role in human interactions". Furthermore, alcohol releases endorphins that facilitate social relationships, which, strangely enough, play an essential role even in the prevention of heart attacks ...

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## Report

### Emmy Awards toasting (again) with Ferrari

The Emmys are the most important awards of the small screen and now they even more eagerly awaited and coveted than the Oscars. They will air in Los Angeles on September 17th. Forecasts abound about which TV cult series will win, from Game of Thrones to Stranger Things, but there is a certainty, or rather a confirmation. The official bubbles to cheer the "Emmy Awards", now in their 70th edition, will once again be the mountain bubbles of the Trentodoc Ferrari brand, stars of the "Governors Ball", the great gala dinner after the award ceremony.

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## First Page

### China: the Beijing ICE plan to conquer China with wine

Closing the gap of the competitors in front of us on the Chinese wine market will be difficult, but not at all impossible, mainly and especially due to the activity that has set up a two million euro promotion campaign, signed Ice-Ita Italian Trade Agency, financed by the Ministry of Economic Development, in collaboration with the Italian Embassy in China, the wine trade associations (Federvini, UIV and Federdoc) and Vinitaly. It is called "ITaLian Wines: Taste the passion", and it will be officially launched on September 6th. Amedeo Scarpa, the director of ICE in Beijing, explained to WineNews that it "will be unveiled in an evening linking the activity ICE has carried out over the last two years, "I love Italian Wines", and the new campaign, counting 70 journalists and 20 key opinion leaders, some of whom will be in live streaming, for a target of 20 million people. The new visual campaign, which is centered on the value assets of Italian wine, will be launched on that occasion, and the next day the promotional video will be shown in shopping centers and the squares of large cities. Starting on September 9th, the day dedicated to wine in China, there will be a series of online games to engage the public, and the prizes will be bottles of Italian wine". The goal is to reach "230 million contacts on the web, and the plan is for 75% digital, which will also be supported by events and activities in Beijing, Shanghai, Canton and Chengdu. The target is not really that much different from other markets; that is, Millennials, Generation X, medium and high spenders representing the drivers of demand, including their profiles on the main Chinese social networks, namely WeChat and Weibo". The campaign will focus primarily on images and imagery, but also on Chinese cultural identity, which is "stronger than anywhere else in the world. We will focus on happiness, as well as on lifestyle and sustainability", said the director of ICE in Beijing. We definitely have an ambitious goal, "France is impregnable, so Italian wine must position itself on a price level higher than Spain, work well with importers and learn to relate to e-commerce, which in China", Amedeo Scarpa said, "invoices as much as the USA and Europe combined, but it also presents numerous risks".

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## Focus

### WineNews study: Prosecco King of Instagram

The future is in the hands of young people, so even commercial prospects in the wine world will depend on the tastes of Millennials, as well as their wine preferences, which have been "captured" in real time on Instagram, the reference social network for those aged between 18 and 30. Instagram has more than a billion users worldwide, and tens of billions of posts, accompanied by the ever-present hashtags. The WineNews study examined the most used tags and the most popular productions in the world, and among Italian wines found Prosecco (#prosecco) is number one counting 2.677.441 dedicated posts (in addition to the 117.514 posts of the popular hashtag #proseccotime), followed by Barolo (#barolo), at 346.667 posts, while third place goes to Franciacorta (#franciacorta) at 314.076 posts. Lambrusco (#lambrusco, 169.608 posts) holds fourth place, Amarone (#amarone, 145.373 posts) is in fifth place, followed by Brunello (#brunello, 111.886 posts) at number six. Aglianico (#aglianico, 34.122 posts, plus the 9,175 posts of #aglianicodelvulture) is in seventh place and Nero d'Avola (#nerodavola, 41.440 posts) in 8th, Trentodoc (#trentodoc, 28.955 posts) is number 9, while Cannonau (#cannonau, 26.003 posts) closes the top ten.

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## Wine & Food

### The Chinese engine

Italy is getting ready for the future, that is, when China will become the second world importer of bottled wines, and on closer inspection, there is not much time left. In 2021, only the US will be ahead of China. However, there is still a long way to go and a lot to do, because the data of the first quarter of the year have confirmed Italy overtaking Spain, which is now in fourth place, thanks to +62.82% in value that brought Italy's share up to 7.03%, after it closed 2017 at 161 million dollars in value, an increase of 21% on the previous year, but equal to 5.7% of the total Chinese wine imports. There is France, though, which is still very far away, boasting a market share of 39%, descendants of a competitive advantage accumulated decades ago, when the French, passing through the port of Guangdong, spread the concept that wine and Bordeaux were synonymous ...

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## For the record

### Harvest, agricultural associations optimistic

The 2018 grape harvest has started under the sign of optimism as it was hailed the return to normality, even before it began. The agricultural associations, Confagricoltura and CIA, which represents the major Italian wine companies, have forecast an increase in crops in virtually every region, and production reaching 48 million hectoliters. Downy mildew and the "esca" disease, due to rains, have created problems in some areas of Italy, but the quality of the grapes appears excellent, while acidity and alcohol content are in the right parameters.

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