

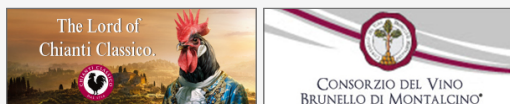
News



The "2018 Top 100 Wineries" by Wine & Spirit

Here is the list of the Italian wineries on the popular US magazine Wine & Spirits ranking "2018 Top 100 Wineries": Marchesi Antinori, one of the most important names in Italian and international wine, Tenuta di Biserno, the prestigious winery of Lodovico Antinori (in the photo with his brother Piero) in Bibbona, the great Barolo names like Conterno Fantino, Elvio Cogno, Oddero and Sandrone, the Brunello di Montalcino brands such as Le Ragnaie and Poggio di Sotto, the historic Rocca di Montegrossi, in Chianti Classico, Le Salette, in Valpolicella, Mastroberardino, one of the top companies in Campania, and Gulfi, a real jewel of Sicilian viniculture.

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SMS

Wine & Finance: Velenosi and Moncaro

Wine and financial tools are meeting more and more often, Le Marche is one of the Italian regions experiencing a sort of new "golden age", while the latest news, just a few hours old, concerns two of the most prestigious companies in the Le Marche region. The Velenosi brand, headed by wine producer Angela Velenosi, has just issued a 3 million euro mini bond that Anthilia funds has underwritten, and the Moncaro cooperative, one of the largest wineries in Le Marche, has succeeded in increasing its capital by accepting the Swedish company Winemarket Nordic AB as a financial partner, which has subscribed for a quota of 18%. These two cases once again describe how Italian wine companies, in order to grow, especially on the international level, have been making more and more use of private capital and high-level partnerships.

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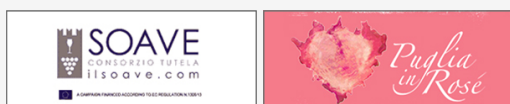


Report

The first Milan Wine Week

This will be the very first edition of Milan Wine Week and will be held from October 7th to 14th 2018. The event will highlight the "wine districts" of Franciacorta and Oltrepò Pavese, including presentations of books and guides, the "Wine Business Forum", "Bottiglie Aperte" and, most importantly, a myriad of wine tastings from all over Italy and for all budgets, but there will also be exclusive ones like those dedicated to the great Burgundy, Champagne and Masseto.

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First Page

"Previews are useful but need modernizing" said Matteo Ascheri, president of Barolo

Wine previews started in 1993 with the first edition of Benvenuto Brunello, in Montalcino. Over the years they have multiplied significantly, becoming a must and a mandatory appointment in all the most important territories in Italy. They are a "tour de force" for professionals and the press, concentrated and promoted in the first six months of the year, interspersed with the most important national and international fairs. "Previews still have their role to play, of course, but maybe the format is a bit old, and needs to be modernized", Matteo Ascheri, at the helm of one of the most important and prestigious Italian Consortia, Barolo Barbaresco Alba Langhe and Dogliani, told WineNews. The Consortium just recently has announced their new idea to redesign the entire classic calendar of Previews; first of all, by moving two January events such as Nebbiolo Prima, of Albeisa, from the 23rd to the 27th of January, and Grandi Langhe on January 28th and 29th, also in Alba, signed by the Piedmont consortium. "Today timing is crucial, because since we're talking about previews, it is essential to get out early. Obviously it is a compromise, because it can be useful for some wines to be able to wait a few more months, from a technical point of view. But being judged first also means having a bit of a head start in the medias, after which we have decided to take advantage of a quieter and not so busy period of events". Beyond this, Ascheri reflected on the role of previews and communication, "previews still play an important role for the press and professionals, but their format is probably old fashioned now compared to 20/30 years ago when they were first created. Additionally, we also need to consider the aspect of the representatives of the press that intervene, because it is a well known fact that many of the most influential journalists and critics on the international and Italian levels do not go, because they have to samples to taste sent to them first. As a Consortium, we are also thinking about communication addressed to the professionals to whom Grandi Langhe is dedicated, as well as to the final consumers around the world, who are the ones who really make consumption decisions. There is a project in the works, which will probably see the light in 2020".

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Focus

Volcanic Wines of Italy, towards "geological zoning"

Ten years after it was launched upon the initiative of the Soave Consortium under the name "Vulcania", the Volcanic Wines project, which unites the Italian viniculture territories having a volcanic matrix, has entered adolescence. The project has done an excellent job of building a network, from North to South, of relationships between territories and people, like no other in Italy. They are facing the challenge of defining the "perimeter" of wines of the volcanoes more precisely, starting from the geological evidence and then strengthening the collaboration, even perhaps using a brand, among the companies involved (Soave, Campi Flegrei, Colli Euganei, Colli Berici, Etna, Frascati, Gambellara, Lessini Durello, Pitigliano, Orvieto, Tuscia, Vesuvius and Vulture). These wines stimulate great interest and expectations as the presidents of the Consortium of Soave, Sandro Gini, and Etna Doc, Antonio Benanti pointed out recently at "ViniMilo", on the slopes of Etna. And, now we are looking at a new step of the project, the actual "zoning" of the volcanic territories, to be defined together with the Italian Geological Society (SGI), and a definition of shared rules to be able to put, in the near future, an identifying label on the bottles.

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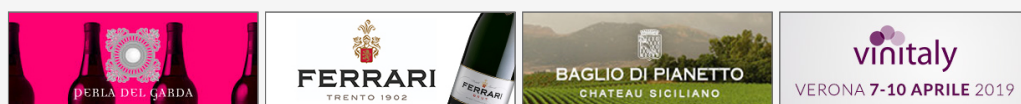


Wine & Food

"Wine Spectator Video Contest", Marchesi di Barolo and Allegrini finalists

Two Italian videos have reached the finals in the 2018 edition of the "Wine Spectator Video Contest". "Fremont Films" created one of the videos that focuses on "The Soul of Barolo", describing an intimate and convivial portrait of the Abbona family, which heads the historic Marchesi di Barolo. It tells the story of Valentina and her favorite moments around the table, an old vintage wine on the table while she is looking at the vineyards and the Castle of Barolo, together with her father Ernesto, her mother Anna and her brother David. The other video, titled "Amore Amarone", is a journey through the estates of the Allegrini family (Poggio al Tesoro, Bolgheri, San Polo, Montalcino, and Villa della Torre to Fumane in Valpolicella) directed by Duane and Olivia Fogwell, to celebrate 10 years of their Italian wedding and their passion for wine.

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For the record

Wine is the best selling alcoholic beverage in the world, and China is the world leader

China will become the number one wine market in the world. In the meantime, the "Celestial Empire" has already snatched up a record - global leadership for online purchases of alcoholic beverages. In just a few short years, China has reached and outdone the most advanced countries for wine, beer and spirits markets, to equal online sales of the US, France and the United Kingdom, according to the IWSR. Globally, wine is the top selling alcoholic beverage online, at a market share that alternates, usually, between 60% and 70% % of the total.

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