

## News



### Cecchi turns on the "Luci in Vigna"

The legendary Chiantigiana is the road that connects Siena and Florence, surrounded by the wonderful hills of Chianti, which has to be crossed at least once in a lifetime. Until the end of the Christmas holidays, it might be the right time to drive around, and maybe take a break for a few minutes to enjoy a unique scenario. The vineyard hills of Cecchi, the famous brand of Chianti Classico, have been transformed into one of the largest natural environment projections in the world. Thanks to the support of Epson Italia, "Luci in Vigna" is back in the vineyards. A unique and breathtaking way to wish you a happy holiday and a happy New Year.

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## SMS

### Drinking a little wine is better

There are hundreds of studies both for and against alcohol consumption. Now, though, a definitely curious one has come from Italy, which studied the relation between moderate consumption of wine and the number of hospital admissions. The study revealed that those who consume the classic one glass of wine a day, and the Mediterranean diet, have fewer hospital admissions compared both to those who drink too much, but also to the teetotalers. This is the picture that has been drawn from the epidemiological study "Moli Sani", authored by the Italian Department of Epidemiology and Prevention of the research and healthcare institute, Neuromed of Isernia, in collaboration with the Harvard Department of Nutrition T.H. Chan School of Public Health in Boston, which was published in the scientific journal, "Addiction".

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## Report

### Franciacorta, a healthy territory

Franciacorta is a healthy territory: sales, between January and October 2018, grew by 2.2%, turnover by +7.4%, and exports, which are worth 14.4% of the total, by +5.6%. Numbers of a healthy wine district, the one in which the Consortium of Franciacorta elects Silvano Brescianini as its president, dg of the historic Baron Pizzini, who has taken over the baton of Vittorio Moretti, owner of Bellavista and Contadi Castaldi. "Price positioning and sustainability are the pillars of my mandate," he told WineNews.

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## First Page

### Italians in the wine shop: data and trends from the Signorvino-Nomisma Observatory

The passion of Italians for sparkling wines is getting stronger, so much that Franciacorta is the best-selling Denomination of 2018 (with 1 bottle out of 10), ahead of Amarone della Valpolicella (9%, and wine with the highest average price, about 45.5 euros per bottle) and Prosecco (9%, putting together the DOC and Conegliano Valdobbiadene Prosecco Superiore Docc), ahead of another top name in Italian wine like Brunello di Montalcino: The Signorvino-Nomisma Observatory, presented today in Milan, and realized on the data of the 15 points of sale in all Italy of the enocaten founded by "Mister Calzedonia" Sandro Veronesi, has become in a few years a point of reference of the Italian wine trade. It also emerges that the bottles that recorded the greatest growth in 2018 were Lugana, Rosso di Montalcino and Pinot Noir, followed by Prosecco, Amarone, and Trentodoc. Regarding the expenditure that Italians are willing to pay, the price range that convinces the most, both for consumption in store to take away, is for 25% composed of wines that cost between 24.90 and 49.90 euros, then, with 20%, are wines that come out at a price from 14.90 to 19.90 euros. Red wines, on the whole, are the most appreciated (41%), followed by bubbles (25%) and white wines (18%), ahead of sweet wines (6%) and rose wines (4%). From the Osservatorio is evident that the population aged between 18 and 65, is the range with the most wine consumption, most people drink 2-3 times a month (29%), in front of those who do it only 2-3 times a week (23), while 16% consume wine every day, compared to 18% who do it even less than 2-3 times a month, and 15% who never fill the glass. Regarding sales channels, if as mentioned, 35% of consumers usually buy in wine shops and specialized stores, 74% do so mainly in supermarkets and hypermarkets, 32% directly from the producer, 12% in discount stores and 4% online. The choice criteria include first of all the territory of production (24%, compared to 20% of total consumers), then the fact that the wine is Denomination (22% vs. 19%), the vine variety (21% vs. 16%), the advice of friends and acquaintances (13% vs. 12%), while low prices and promotions are important only for 4% of consumers.

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## Focus

### Gaja and Antinori, top of Italy in the "Liv-Ex Power 100"

Gaja, one of the most esteemed names in Italian wine, is the top Italian brand on the "Liv-Ex Power 100", while the Antinori family, heading one of the most historic and important wine companies, is the only one that has poured two iconic Italian wine brands in the glass: Tignanello and Solaia. The ranking that is drawn up every year, is the reference point of the secondary market Gaja, therefore, is first of the Italians, at no. 26, in a list where he dominates Burgundy (with 29 labels), and sees at the top Leroy, in front of Lafite Rothschild and Domaine de la Romanée-Conti. Followed by another iconic name in Italian wine, Sassicaia from Tenuta San Guido, at number 29. For the Belpaese, at no. 53 another myth of Bolgheri, Ornellaia, and then one of the top names in Piedmont, Bruno Giacosa, at no. 56. Followed by Tignanello, at no. 76, and then the Produttori del Barbaresco, one of the most famous names in Piedmont for wine, at no. 87. Representing Italy, again, in position no. 89 is Masseto, the dominant Italian wine in world auctions, ahead of Solaia, at no. 92. Finally, another Barolo label, Luciano Sandrone, closes the group of Italians at no. 95, in front of Tua Rita, one of the most famous wineries in Tuscany, at no. 96.

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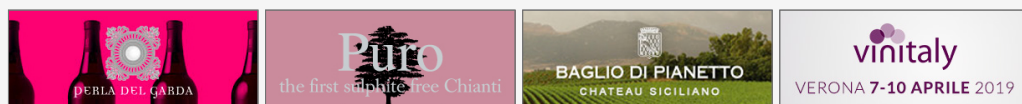


## Wine & Food

### Sparkling wines in the holidays 2018 are growing

Now protagonists of the meal and all the year round, the driving force of Italian wine exports, for the sparkling wines, the end of year celebrations remain a topical moment. In fact, according to Istat data processed by Ismea, partner of the Wine Observatory, with the Italian Wine Union, more than 66 million bottles will be uncorked in Italy, while abroad there will be as many as 181 million. A flourishing of toasts made in Italy that pushes total sales in 2018 above 700 million bottles (+5% compared to 2017), of which 190 million in Italy (+4%) and over 500 exported (+6%). Exports of Italian sparkling wines, therefore, remain the main driving force of the sector, with a final balance expected to grow further in 2018, especially on the value front, where 1.5 billion euros (+13%) are expected.

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## For the record

### Prosecco Doc, toast for 2.3 billion euros

466 million bottles launched on the market in 2018, +6% compared to 2017, for a value of consumer sales of 2.3 billion euros (+13.4% compared to 2017), and an increase in the value per bottle of 6.9%: these are the numbers for 2018 of Prosecco Doc, presented by the president of the Consortium Stefano Zanette, with the Venetian-Friulian sparkling wines, which confirm their role as a driving force for exports, where 350 million bottles end up, UK, USA, Germany and France at the top. For the 2018 harvest, 3.6 million hectolitres produced.

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