

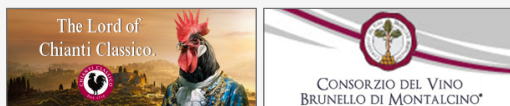
News



Chianti Classico towards the "Iga"

It will not be a "tout court" soil zonation, but a precise subdivision of the territory through Additional Geographical Indications, the project that the Chianti Classico Consortium, in charge of a growing denomination (and which already in 2018 saw its values increase in the bottle) will propose to its social group, for a territory, wide and varied (over 7,000 hectares of vineyards) rich in oenological history, culture and human traditions unique in the world, which in their specificity, can and must be enhanced even more. Giovanni Manetti, president of the Gallo Nero Consortium, explains it to WineNews.

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SMS

Wine and social, the top denominations

Wine is also social network product: data from the Osservatorio Qualivita and Ismea have revealed over 1.24 million mentions of PDO and PGI on the web in one year, 38% of which on Instagram. But what is the most social wine? The undisputed king is Prosecco, with 233,253 total mentions, 37% on Instagram, and, those who liked it more often than the others were the Americans (36%), followed by the Italians (23%) and the British (19%), followed by Chianti, liked on social networks 117,459 times, 47% of which by Italians, then Americans (32%) and British (2%), most of the time on Instagram (41%); bronze on Barolo, 93,541 total mentions, 50% of times on Instagram. Immediately outside the Top 3, there are Brunello di Montalcino (90,171 total mentions), Amarone Della Valpolicella (54,655 mentions).

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Report

Wine, the most popular corporate gift

Fine wines, gastronomic products (from panettone to chocolates), beauty products and parties and aperitifs (summarized under the heading "entertainment"). These are the purchases that we find at the top of the ranking of Christmas expenses of European companies, according to a survey by Soldo, a fintech company specialized in the management and control of business expenses. During the reference period, European companies spent +239% on purchasing wine compared to any other month of the year.

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First Page

Italian wine generates a turnover of 10.4 billion euros, 5.9 from exports

There are more than 310.000 agricultural companies operating in Italy, in the wine sector, and more than 1.800 handle industrial processing, in a sector that employs 13.000 people on an industrial level and generates 10.4 billion euros in turnover. These figures crown Italy the leading wine producing country in the world, as Cribis has highlighted in its snapshot of Italian wine companies, based on data from the Cribis Industry Monitor and the Italian economic studies consultancy agency, Nomisma Observatory. From the perspective of the Italian food industry, which is one of the pillars of the national economy, and we're talking about 137 billion euros in turnover, of which around 33.9 billion in exports, about 62.000 operational companies and over 465.000 employees, the wine sector is definitely confirmed one of the main industries. The segment represents 9.5% of the total value of agricultural production, 7.6% of the turnover in the food industry and 14.6% of national agrifood exports. Cooperatives indeed play a fundamental role in the wine sector in Italy, and there are a total of 484 of them that together generated a turnover of 4.5 billion euros in 2016 (which translates to 13% of the turnover of all the various agrifood cooperatives) counting more than 9.000 employees (10% of the total number). Taking a look at foreign trade, Italy is decidedly a net exporter of wine, as well as the second largest exporter in the world in terms of value and volume, considering that its exports reached 5.9 billion euros in 2017, and growth in value over a period of ten years reached 68.5%. Furthermore, in the first six months of 2018, Italian wine exports have continued growing, registering + 4.1% increase in value of shipments compared to same period in 2017, and in general, a propensity for exports second only to Spain (43% versus 60%). As far as consumption trends on the domestic market are concerned, one of the most successful phenomena to be registered is the increase in the demand for organic wine. Additionally, it should be noted that 35.4% of the Italian wine production is allocated for the production of quality brand wines (DOC and DOCG). Further, Italy is the leading wine producer in the world, weighing in at 17%.

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Focus

The most sought-after Italian wines in the world

The Sassicaia of Tenuta San Guido, the Tignanello of Marchesi Antinori and the Masseto: in order, here are the most sought-after Italian wines in the world, according to the "Most Popular Italian Wine" of Wine-Searcher.com, the ranking of one of the most important portals for research and comparison of wines in the world, updated in December 2018. Three wine-icons from Italy's wine-growing region, which lead a "top 10" of great names, all made in Tuscany and Piedmont. Following the podium, in fact, there is Ornellaia, another reference wine of Bolgheri, in front of the Solaia, again of Antinori. Position n. 6 for the most famous of the Barolo, that is the Monfortino Riserva di Giacomo Conterno, in front of the Chianti Classico Riserva di Castello di Volpaia. At no. 8 there is another symbolic name of Italian wine, the Barbaresco di Gaja, in front of another first absolute signature of the Langhe, Bartolo Mascarello, again with Barolo, while the tenth position is for the Brunello di Montalcino di Tenuta Greppo di Biondi Santi. The first most sought-after Italian still white wine is the Cervaro della Sala di Castello della Sala, the Antinori family's Umbrian estate, while if we talk about sparkling wines, the first in the ranking is the Trentodoc Giulio Ferrari Riserva del Fondatore di Ferrari.

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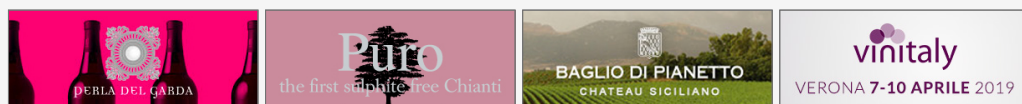


Wine & Food

End of year "rankings": the most "popular" Italian wines on Vivino

The Tignanello di Antinori, with 75,522 votes, the Sassicaia della Tenuta San Guido, with 56,926, the Villa Antinori Rosso Toscana with 55,420, the Amore della Valpolicella Classico Costasera di Masi with 47,457, the Campofiorin, again di Masi, with 46,961, the Montepulciano d'Abruzzo dal Talcetto di Zaccagnini with 43,129, the 60 Sessantanni Old Vines Primitivo di Manduria di Cantine San Marzano with 41,543, Valpolicella Ripasso Superiore Ripassa by Zenato with 40,168, Brunello di Montalcino by Castello Banfi with 40,161, Amarone della Valpolicella Classico by Tommasi with 38,716: this is the "top 10" of Vivino's most "popular" Italian wines, according to the research of WineNews on the portal of application no. 1 of the world of wine, which brings together the reviews of over 31 million users from all over the world.

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For the record

The favorite bubbles of wine lovers USA? Excluding Champagne, local sparkling wines

"America first," in the U.S., when it comes to sparkling wines, excluding Champagne. This is the curious result of the "Wine Spectator" survey, that asked its readers what are their favorite bubbles, except for the most prestigious in France. First of all, there are the American sparkling wines, chosen by 33% of those interviewed, while the second is the Crémant (22%), with Prosecco, despite the 73 million bottles imported in 2018, only in third place (17%), just ahead of the Cava (13%). And then, at a distance, Trentodoc, Lambrusco, Moscato and German Sekt.

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