

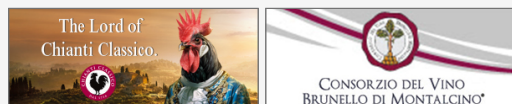
News



2018 positive for Italian wine in China

Everything to reconsider: Chinese customs have revised data on wine imports 2018, and the comforting news is that Italy is not only not in negative territory, but also the best, in terms of growth of values, of EU countries. The Beijing ICE reported this, however, underlining that "there is still concern about a general slowdown in Chinese demand in the last quarter of the year". The Belpaese has closed with a growth of 4.6% in value, to share 168 million dollars, but it remains the fifth supplier country: France is in the lead (-3.12%, closing at 1.06 billion dollars), far from Australia, second supplier, (+7.3%, to 782 million dollars), as well as Chile, third (+14.5%, to 376 million dollars).

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SMS

The future of the Oiv

With over 100 million hectoliters of wine exported, for a value that exceeds 30 billion euros, the share of international trade on world production represents a success of the wine sector, and in this sense, the new General Director of the OIV - Organization International Vineyard and Wine, Pau Roca, in his first speech to the wine supply chain, recalled the organization's mission to strengthen and maintain the balance between the markets of consumers and producers. Without barriers or conflicts, defending pluralism and diversity, but also the role of new technologies and new forms of communication, at the center of the next five-year plan of the OIV, along with sustainability, and development will be fundamental in the future of wine.

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Report

Italian bubbles in the world

In 2018, 700 million bottles of Made in Italy sparkling wines were consumed on domestic and foreign markets. Value generated at the origin in the cellar reached an all time record, equal to 2.23 billion euros averaging 3.2 euros per bottle. In terms of domestic consumption, Italy has returned to its pre-crisis levels, almost reaching 200 million bottles uncorked in 365 days. Revealed the data analyzed by OVSE - CEVES, the Italian bubbles observatory and economic observatory- directed by Giampietro Comoli.

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First Page

2018, down sales of wine in large-scale distribution in Italy, values grow

The recovery of wine consumption in Italy is struggling, at least looking at the figures for large-scale distribution, where more than half of the bottles consumed in Italy are sold. Italians, therefore, are ready to spend a little more, but on the condition that they drink less, and if the bottle is the favorite format, only the bag-in-box, which is still by far the minority, is growing. If 2017 and the first months of 2018, gave hope for a substantial recovery in consumption, the balance of the year just closed is a half failure, with a slightly encouraging -5.6% in volume, for a total of just over 480 million liters of packaged wine. Iri's data, analyzed by WineNews, say, relating to the last 52 weeks in hyper and supermarkets and small free service, closed on December 30, 2018. In contrast, there was a growth of 1.9% in value, slightly higher than the sum of 1.6 billion euros, with an average price per liter, overall, of 3.4 euros per liter, up 7.9%. In terms of types, although all declining, there is still a clear prevalence of red wine, at 244 million liters (-5.9%) for a value of 873.6 million euros (+1.8%), with an average price of 3.6 euros per liter (+8.2%), ahead of white wines, at 207.5 million liters (-5.1%) for 679 million euros (+1.9%) and an average price of 3.3 euros per liter (+7.4%). Rose wines are still a minority, at least in terms of volume, and are worth just 28.7 million liters (-6.5%) for 80.6 million euro, with an average price of 2.8 euro per liter (+9.7%). Among the formats, the domino is still that of the bottle up to 0.75liters, which is worth more than half of the volumes, at 252 million liters (-3%) and three quarters of the values, with 1.2 billion euros (+1.8%), as well as being the format that guarantees, by far, the highest average price per liter, at 4.9 euros per liter (+5%). The volume percentage of wine in brick is still significant, at 134.8 million liters, despite a drop of 8.1% in volume, with a growth in value of 4.8%, to 209.5 million euros, despite a very low average price of 1.6 euros per liter (+14%). Plastic and other formats are also losing ground, while the the bag in box grow both in volume and value: +8.9% in quantity, to 14.3 million liters, and a value that is close to 25 million euros (+18.4%).

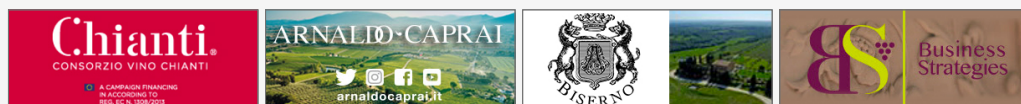
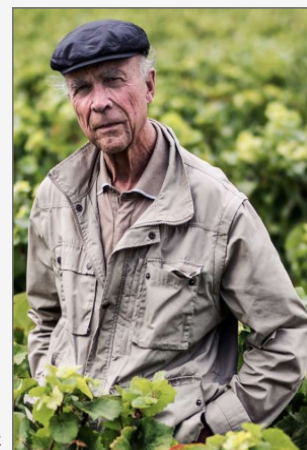
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Focus

The "elite" Italy and France at "symposium" in Val d'Orcia

Beyond the political tensions of these hours, Italy and France have always been competitors in the glasses and tables of the world, two countries for which wine is cultural heritage and national pride, and which are fighting shoulder to shoulder in the markets of the world. But that, even with very different viticulture, they share the approach based on the origin of the wine, which has made the school in Europe and is doing it in the New World. And precisely on "The place, brand of taste", the edition n. 2 of the "Meetings Giulio Gambelli", signed by Podere Forte, a leading winery in the heart of the Val d'Orcia Unesco heritage, led by the entrepreneur Pasquale Forte, who is also aiming at Montalcino, meanwhile with the acquisition of the sixteenth century building It was the historical residence of the Bishop of the City of Brunello, perhaps, from rumors WineNews, waiting for a hectare of vineyards, very high vocation. And after having put in 2018 around a tabletop producers of Burgundy, Barolo, Montalcino and other, and big names of agronomy, enology and international journalism, in 2019 (March 28-30), among others, there will be nothing less than Aubert de Villaine, co-owner of one of the world's most prestigious wine cellars, Domaine Romanée-Conti.

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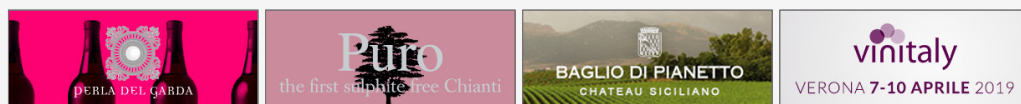


Wine & Food

Previews are "transforming" and are more open to the public

For some time now, previews of the most important wines in Italy have increasingly taken the road to open not only to the trade, to the critics and to the sector's various professions, but also to wine lovers, and to the final consumers. The Chianti Classico Collection will travel this road, opening to wine lovers for the first time, in its 2019 edition, from February 11th to 12th, at Stazione Leopolda in Florence. And, now many of the top level names, from Benvenuto Brunello to Antepima Amarone, Chianti Lovers, the Preview of VINO Nobile, Sicily en Primeur and the Soave Preview, just to name a few. Who knows, the "transformation" of the previews could continue down this path in the future, since the sector has been thinking along these lines for some time and territories are eager to invest in any occasions and moments to be discovered, known and "tasted" by the general public.

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For the record

Wetherspoon, is already time for Brexit

If in Great Britain chaos reigns over Brexit, Tim Martin, founder of the Wetherspoon pubs (900 points of sale and a turnover of 1.66 billion pounds), is the one who has clear ideas and is way ahead of his time. Proud supporter of Brexit, after having replaced, last July, in its premises, the Champagne with bubbles UK, now announces to replace the entire supply of beer and wine of European countries with English, American, Australian and Chilean products. The wines of Italy (above all Prosecco), France and Germany, but also beers, will go away.

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