

News



The centuries-old vines of Prosecco Docg

Historical, but also biological and ampelographic, heritage, the old vines over a hundred years old, rare examples in Italy and around the world, are a priceless treasure to be protected. This is the aim of the project in which the Consorzio di Tutela del Conegliano Valdobbiadene Prosecco and Vitis Rauscedo work side by side, for the growth of the area's century-old vines. The Consortium has already identified 26 genotypes from 200 centenary vines, with the aim of obtaining a selection of 10 clones, with characteristics representative of the Glera variety, to maintain and consolidate over time the peculiarities of Prosecco Superiore Docg.

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SMS

Teaching wine culture at school

Introduce the teaching of wine culture in schools, to raise young people's awareness of what viticulture represents for Italy, but also as a form of education for conscious consumption: an idea on which it has been talked about for some time, and that now returns to Parliament. In 2016 it was the bill of Senator Dario Stefano to begin the journey, today it is the bill C. 1533, signed by the Honorable Renato Brunetta (Forza Italia) who, among other things, is also a small producer with the winery Capizucchi, just outside Rome. In addition to the introduction of teaching in primary and secondary schools as early as 2019/2020, provides, among other things, the establishment of the Day of Italian food and wine excellence, the allocation of funds to research in viticulture, and not only ...

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Report

Ornellaia Artist's Harvest No. 11, "The Tension"

"The Tension", interpreted by the American artist Shirin Neshat: this is the theme of the Ornellaia Vendemmia d'Artista, edition n. 11. The protagonist in the bottle is the Ornellaia 2016, with 111 large formats that will be sold and auctioned off, with the proceeds to be donated to the Solomon R. Guggenheim Foundation. A project that, recalled Giovanni Geddes da Filicaja, CEO of Ornellaia, has managed to distribute over 2 million euros to foundations and museums around the world, to artistic support and cultural projects.

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First Page

Italy: combining wine, tourism, and promotion, with Verona at the center

Italian wine needs a "permanent center of gravity" to coordinate its promotion abroad and make its action more incisive. The Ministry of Agriculture and Tourism is working on this, but it takes a long time. The good news is that the decree implementing the law on wine tourism is about to come out, which should create synergies between food and agriculture and tourism and represent for international visitors the most important experiential showcase of Italian food and wine excellence. These are the themes that emerged from the Amarone Preview in Verona. "The relaxed faces of the producers in the hall say a lot about the exceptionality of the 2015 vintage," said Andrea Sartori, president of the Consorzio Tutela Vini Valpolicella, joking at Anteprima Amarone, in the presence of Gian Marco Centinaio, "which underlines the attention of the Minister for the Italian food and wine and tourist districts, including Verona and the Province are a prominent reality. So much so that, Centinaio explained, the city of Vinitaly itself, is in the running to host in 2021 the Global Conference on Wine Tourism organized by the World Tourism Organization of the United Nations. Centinaio also stressed the need to reorganize the promotion of Italian wine trying to unify everything under one flag, "as other competitors do". For the Minister, there is already the flag of Vinitaly, "which is now a recognized brand in the world". In any case, the need to improve performance abroad is a necessity for the entire Italian agri-food industry, which can be done by working together, because "we are proud of our 42 billion euros in exports, but we must bear in mind that for Germany, which like other countries is promoted as a whole, agri-food exports are worth 60", said the Minister. But under the spotlight, there was also the economy of one of the most important wine districts in Italy, in the numbers of the Valpolicella Wine Observatory of Nomisma Wine Monitor. They tell that 2018 closed in growth over the Italian market of +4% in value for Amarone - which alone has moved 334 million euros, -6%, in total, on 2017 - thanks in particular to the growth of demand in the Horeca and wine shops, against a slowdown, after years of growth, in exports.

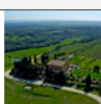
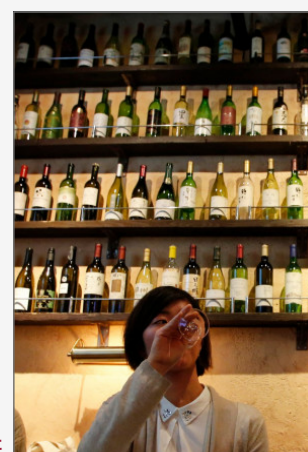
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Focus

Japan is the number one Asian market for Italian wine

Despite the Asian country in which, in recent years, have been concentrated marketing campaigns and investments by Italian wine is China, the first eastern market for wineries of the Belpaese, is still Japan. According to data from Tokyo Ice supplied to WineNews, in 2018 Japan imported Italian wine for a total of 21.6 billion yen (around 173 million euros), for 39.6 million liters. It was not a very brilliant year, given that, overall, there was a contraction of 7.5% in volumes, against substantial stability in quantities (-0.4%). Still suffering more, as in the rest of the world, are still bottled wines, worth 16.8 billion Yen for 30.2 million liters, which fell by 1.6% in value and 10% % in volume, while sparkling wines grow, putting together 4.2 billion Yen (+ 4.2%) for 6.8 million liters. Italy is the second largest supplier of sparkling wines in the country, behind the very distant France, first both in sparkling wines (with a market share of 82.9% in value) and in total wine, where it holds a 55% share in value (with Italy third, overall, with 11.6% of the market, slightly behind Chile, second, with 12%).

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Wine & Food

Fine Wine, 2019 starts to slow down (not for Italy), but estimates say growth

The year 2019 has started on the down side for the fine wine market, at least according to the Liv-Ex "list". The Liv-Ex 1000, the biggest of the Liv-Ex indices, has fallen 0.31%; however, the worst performance by far has been the Bordeaux Legends 50, the selection of 50 fine wines of the old Bordeaux vintages (starting from 1982), which has lost a straight -1.37%. The best performing index has been the one dedicated to Italy, the Italy 100 (composed of the last 10 physical years of Sassicaia, Solaia, Tignanello, Ornellaia, Masseto, Guado al Tasso, Barbaresco di Gaja, Redigaffi di Tua Rita and Barolo Monfortino Riserva and Cascina Francia by Giacomo Conterno, ed.), which went up 0.47%. And according to a survey of 426 livex members from 41 countries around the world, 2019 will still be a year of growth.

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For the record

7.278 wine shops in Italy, at 280 million euros in turnover

In Italy, there are 7,278 wine shops, which grew by +14% in 2010-2018 (+8.7% in the last 5 years alone, while they are stable in the last year), a sector that has over 7,800 employees, for a turnover that exceeds 280 million euros per year. 26.7% of Italian wine shops are run by a woman, and 11.8% by young people. Rome (340), Naples (321), and Milan (134) are the cities that count most. As a study carried by the Camera di Commercio di Milano Monza Brianza Lodi and Coldiretti Lombardia reported.

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