

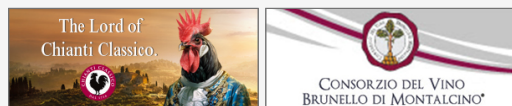
## News



### The "Granducato" on the web and social

In an era in which wine communication also is spread through social networks and the web, the Tuscany of wine expands over 41,000 contents dedicated to wines and denominations (+57% in one year, with a record of +1,200% for Vernaccia di San Gimignano), with 857,000 interactions in one year. In short, a study by Travel Appeal and Fondazione Sistema Toscana. Of these, 61% is represented by reviews from the catering sector (80%) which in large numbers come from TripAdvisor (the first source of this genre ever, while among the top specialized sites there is WineNews). In terms of the number of contents, Chianti (27%) is the most important denomination.

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## SMS

### "Under" the hammer

What is behind the boom of wine auctions, which in 2018 reached a value of 467 million euros? Sotheby's figures have been analyzed, with Hong Kong confirming its position as the first market place and the first investor country, with just one wine, the legendary Domaine de la Romanée-Conti, to move 21% of its turnover, in front of the greats of Bordeaux. Behind, the Belpaese with Sassicaia, the most popular wine at Sotheby's auctions, ahead of Gaja and Masseto, followed by Barolo by Bruno Giacosa and Giacomo Conterno, while the labels of Antinori (Solaia and Tignanello) are in sixth place, ahead of Brunello by Biondi Santi, then Ornellaia, Soldera Case Basse and Amarone by Romano dal Forno, closing the top ten of the Italian wines most loved by collectors.

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## Report

### Eddie Vedder in Collisioni

Pearl Jam's Frontman and great wine lover, Eddie Vedder, has recently announced his date at Collisioni, the agrirock festival stage in Barolo. Where, on June 17, he will bring not only his music, but also his passion for wine. According to rumors WineNews, Vedder will be the protagonist of an opening toast: in the glass a selection of Italian labels more or less known from all over Italy, among the singer's favorites.

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## First Page

### Ice: still volumes, growing value. The first 11 months of 2018 of Italian wine in the U.S.

Substantial stability in volumes, an important growth in value: this is the extreme synthesis of 2018 of Italian wine in the U.S., the first foreign market for wineries in the Belpaese, which emerges from the data of the U.S. Department of Commerce drafted by Ice in New York for WineNews. Which, however, confirm the overtaking of France as a leader in values, with growth twice as high as that of the Belpaese. In detail, Italy sent 3.1 million hectolitres of wine to the USA between January and November 2018 (+0.6% on the same period of the previous year), with revenues of 1.8 billion dollars (+7.3%). On the other hand, France exported 1.6 million hectolitres of wine to the USA (+6.6%), for 1.9 billion dollars (+13.2%). A positive figure, considering that, in 2017, the increase in value, underlines Ice, was 3.4%, while the quantities had increased by 3.7%. Average prices also rose, from 5.5 to 5.9 dollars per liter. And if the Belpaese, on the whole, has done better than the U.S. total, with total imports reaching 5.7 billion dollars in value (+5.5%) for 10.6 million hectoliters (-4%), still wines in the Belpaese continue to decline in quantity, while sparkling wines continue to run, and now represent more than 1 bottle out of 5 of Italian wine exported to the U.S. In the first 11 months of the year, Italy exported red wine for 610 million dollars (+ 6.1%) and 0.9 million hectoliters (-0.6%), confirming itself as the first US supplier, both in value and in volume. 630 million dollars (+ 1.1%), on the other hand, produced white wines for the Belpaese cellars, despite a 4.1% decrease in quantity (1.2 million hectoliters). In terms of sparkling wines, however, Italy has grossed 407 million dollars (+ 16.6%), with an increase in the quantity of 10.5% (0.7 million hectoliters). And it is confirmed as the leading supplier of foreign bubbles of the United States, with a market share of 56.6% in quantity. However, the leading country in terms of market share, in value, is France, with 680 million dollars (+3.9%), or 56.9% of the market. While there is no sign of the current trend in the USA for rose wines, France exports 273 million dollars, Italy just 31 million dollars.

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## Focus

### Wine of Tuscany: 1 billion euros in production value

From Brunello di Montalcino to Chianti Classico, from Chianti to Nobile di Montepulciano, from Vernaccia di San Gimignano to Bolgheri, from Morellino di Scansano to the many small appellations that characterize the region: the wine of Tuscany continues to conquer the world and generates a very important economic value: 743 million euro "ex fabrica" with PDO wines alone, plus 183 million of PGI, for a total of 926 million euro, or, according to Ismea data, 11% of the national total, estimated at 8.3 billion euro. The data presented at BuyWine, the event that involves the wineries of Tuscany and buyers from around the world, in recent days in Florence, at the start of the week of Previews. A healthy Tuscany of wine, therefore, even if, at least in the volumes exported, there are small signs of weakness that should not be underestimated, while the growth in value continues, still emphasize the data Ismea. From which emerges the strong propensity to export Tuscan wines: 800,000 hectolitres of wines with Denomination of Origin find space on international markets, in a relationship so far rather stable between non-EU countries (57%) and EU countries (43%), with the U.S. and Germany confirming themselves as top markets, while the role of the Far East is growing, starting with China.

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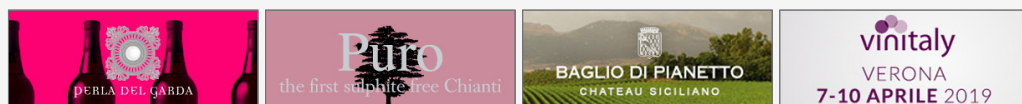


## Wine & Food

### Nizza is Docg: in the Official Journal of the EU the recognition for the "super Barbera"

In just a few years, Nizza, the so-called "super Barbera", has been able to guide the redemption of the entire Barbera world, the historic wine-grape of the everyday life of Piedmont. A growth that has recently also experienced an international celebration, with the Nizza Cipressi 2015 by Michele Chiarlo awarded the best wine by the famous "Top 100" of "Wine Enthusiast", which sees the absolute top of the "super Barbera" by Michele Chiarlo. And now, after years of transitional regulations, Nizza is officially a DOCG, as confirmed by its publication in the Official Journal of the EU. Nizza Docg, therefore, has been definitively added to the designations of origin protected by the Consortium Barbera d'Asti and wines of Monferrato.

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## For the record

### Tuscany (37%), Piedmont (31%) and Sicily (10%): the favorite destinations of US wine lovers

Italian wine conquers the world also thanks to its great diversity of offer, a mosaic colored by hundreds of vines and dozens of territories, from Val d'Aosta to Pantelleria. But when it comes to the collective imagination, there are champions. Tuscany, with 37% of preferences, followed by Piedmont (31%) and Sicily (10%), these are the regions of Italian wine at the top of the list of travel wishes for wine lovers the USA, according to a survey by "Wine Spectator".

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