

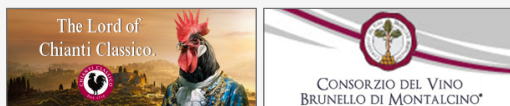
## News



### Chiarlo doubles in Nizza

Nizza continues to be the news, the qualitative summit of the Barbera world, which for a few days now has been officially recognized as Docg, and already in the limelight of the news with the Nizza Cipressi 2015 by Michele Chiarlo, at the top of the "Top 100" 2018 of the US magazine "Wine Enthusiast". Michele Chiarlo, a reference company and pioneer of the territory, continues to invest in Nizza, with the acquisition of another 10 hectares of vineyards in the denomination, which are added to the 10 of the historic estate of La Court: 2.5 hectares in the town of Castelnovo Calcea, in the cru Montemareto, and 7.5 in Mombercelli, in the cru Moncucco Cavino.

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## SMS

### Onav and Uici, wine breaks down barriers

Wine, like food, is part of the culture, and specifically, a vehicle through which the traditions of a territory, the history of a company and the mission of a winemaker, are told to thousands of people. This is the reason why wine must be able to "speak" everyone's language, and everyone must be able to narrate wine. Language is not the only barrier to break down. However, after Verona and Brescia, in 2018 the protocol between Onav and Uici became operative throughout the country, for wine tasting courses dedicated to the blind and partially sighted, supported by the traditional study text translated into braille, or in audio format. "We decided to start a collaboration - said the president of UICI, Mario Barbuto - to offer all of our members the opportunity to access tasting training courses about one of the excellences Italy produces: wine".

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## Report

### Brunello, the vineyards at 1 million per hectare

Villa Le Prata, the nineteenth-century residence of the Bishop of Montalcino, is the last estate's passage in the land of Brunello di Montalcino. Three hectares of vineyard, of which 2.5 hectares in Brunello di Montalcino, already owned by the Losappio family, and now purchased in full by Bernardo Losappio and his wife Anna Vittoria Brookshaw. According to WineNews, this deal raises the price of Brunello di Montalcino vineyards, valued at 1 million euros per hectare. Only "single vineyard" wines, projects related to art and hospitality of high level the future of the company.

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## First Page

### lwsr: Italy will be the first world market for the consumption of bubbles in 2022

Understanding how a sector will evolve, or at least try, is fundamental in order to plan production and market strategies. And wine is no exception. Although the Bacchus sector in Italy and worldwide enjoys good health, the prospects, at least in the next three years, are substantially stable in terms of overall consumption. From the latest analysis by International Wine & Spirits Research, according to which the growth of alcohol consumption is increasing attention to moderation and conscious drinking, but also to complete abstinence, perhaps only for some periods, above all by of the Millennials. In a city like London, says lwsr, the number of clubs dedicated to the theme of health increases, while the number of pubs, an icon of the social life of the City, decreases. In any case, coming to wine, from now until 2020 it will grow, but in a different way for still wines and sparkling wines. In the first case, consumption will increase by 35 million cases of 9 liters, reaching 2.4 billion cases. The growth in consumption in the Americas, in the CIS area, formed by Russia and other former Soviet republics, will be canceled out by the drop in consumption expected in the historical producer (and consumer) countries of Europe, and the result will be a growth of just 0.3%. The United States, Russia, and Brazil are considered as key countries for growth, together with some African countries, such as Angola. The sparkling wine market has a different trend but starts from completely different numbers. Growth, from now until 2022, will be 1.6% per year, to reach 283 million cases in the next three years. Italy, in this sense, will be the absolute protagonist. Not only because Prosecco will be worth half of this growth alone, estimated, overall, at 21 million more cases of sparkling wine, and which will be led by the Belpaese, the United Kingdom and the United States. But also because, in 2022, according to the forecasts of the lwsr, Italy will be the first market in the world for consumption of bubbles, overtaking even Germany, which currently holds the scepter.

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## Focus

### Wine Cards in UK, Italy at no. 1

If it is true that the UK market has always been a trendsetter in many sectors, including wine, there is good news for Italian wine: according to an analysis carried out by Wine Business Solution, for the first time the labels of the Belpaese have exceeded the French in the distribution of wine in restaurants and wine bars in the United Kingdom (third market in value and volume for Italian wines). The combined effect of the growth of Italy, whose wines account for 26% of the lists of English restaurants (+2% compared to 2018) and the decrease in the number of French wines, which fell to 24% (-29% compared to 2018). On the podium of the English wine list, after Italy and France, comes Spain (13%), with the old world of production that, together, is worth over 60% of the market, followed in order by Chile, Australia, Argentina, South Africa, USA and Portugal, all substantially stable on their positions compared to 2018. In the analysis, reported by the Australian portal "Wine Title", it emerges, however, that the price of Italian wines (31.7 pounds per bottle, +2%), is still below the average (34.95 pounds), but also that, in general, the prices of wines offered are falling (-11% over 2018).

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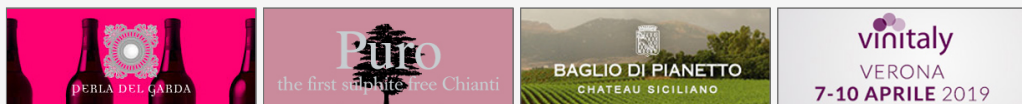


## Wine & Food

### The healthiest countries in the world: Spain and Italy, where the Mediterranean Diet reigns

According to the Bloomberg Healthiest Country Index, which ranks the health status of 169 economies in the world, taking into account aspects such as life expectancy, infant mortality, environmental factors such as clean water and sanitation and evaluating, obviously in the negative, the risk incidence such as tobacco use, poor vaccination coverage, obesity, Spain is the healthiest country in the world, ahead of Italy, second to 91.6, with Iceland on the lowest step of the podium at 91.4. At position no. 4 Japan, then Switzerland, Sweden, Australia, Singapore, Norway, and Israel. In the record of Spain and Italy, a fundamental role is played by eating habits: thanks to the Mediterranean Diet, in which extra virgin olive oil and nuts have caused the collapse of cardiovascular diseases.

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## For the record

### Wineries, turnover and formation increase

Italian wine shops are not only growing in number, they are also increasing their turnovers. This is undeniably an encouraging sign, as Vinarius, the association that groups over 100 wine shops in Italy, has emphasized. If today in Italy there are 7,278 wine shops (+14% in 2010-2018), for a turnover of over 280 million euros per year, the data from Vinarius, it emerges that each wine shop develops a turnover of 350,000 euros on average (+15% in 5 years). Also thanks to investments in training, "in order to create an ever closer relationship between the wine dealer and the final consumer".

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