

## News



### Barbera d'Asti, towards the future

Hectares growing (4,129 in 2017), with increasing values (100-120,000 euros per hectare, doubled over 4-5 years ago), 21 million bottles, half exported: this is the portrait of the state of health of Barbera d'Asti, after 10 years from Docg, completed in 2018. "In the future more attention to communication and positioning, to use the entire "pyramid" of quality, from Nizza to Barbera d'Asti Superiore, from Barbera d'Asti to Piemonte Barbera, with a clear goal: maintain the economic sustainability of the vineyards, and the dignity of the work of the winemakers. This is what Filippo Mobrici, president of the Barbera d'Asti Consortium, explained to WineNews.

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## SMS

### Wine Spectator's cover dedicated to Italy

For years, in conjunction with Vinitaly, the cover story of Wine Spectator in April has been dedicated to Italy. If in 2018 the cover was for Priscilla and Niccolò Incisa della Rocchetta, at the helm of the famous Tenuta San Guido, cradle of Sassicaia (and for the territories of Bolgheri, Barolo, and Marche), and before that for other big names such as the Antinori family or the brand of Amarone Allegrini, the 2019 edition will focus on Barbera, Pinot Bianco, Vernaccia di San Gimignano, Vermentino, Aglianico and Nero d'Avola. "Ancient grapes, modern wines and cultural treasures", in an edition dedicated to an Italy less known by Americans, with 6 vines with centuries-old history.

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## Report

### The "natural" wine, the Italians and Pasqua

The "natural" wine conquers the Italians, so much so that 78% say they are interested in buying it, providing the wine greater values of healthiness and quality, while 71% would like to know more. It emerges from a Nomisma Wine Monitor survey for the Veronese label Pasqua, which invested in this path, with the launch of the project "Brasa Coëta", a limited production of 1,800 bottles produced from the 1.2 hectares of the Mizzole vineyard, and which sees the collaboration between the Venetian winery, the chef Diego Rossi, and the agronomist Lorenzo Corino.

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## First Page

### Rumors WineNews: the Tuscany of wine ready to reopen the vineyards register

The Tuscany of wine is about to reopen the vineyards register of the main regional denominations, in fact, the Region of Tuscany has been a pioneer of the PDO wine registers in Italy. These are the rumors provided to WineNews, after the Consortium of the Bolgheri DOC, one of the most important areas of the Region and of Italy, These are the rumors provided to WineNews, after the Consortium of the Bolgheri DOC, one of the most important areas of the Region and of Italy, asked the Region for the "concession" of 190 hectares on little more than the current 1,370. Hectares that, moreover, are already part of the wine potential of the territory, and so there will not be new plants, however hectares planted with vines but currently not Doc Bolgheri. After the Region's invitation to the Consortium to submit three-year planning plans, with the primary objective of achieving a balance on the market, it seems that many of the most prestigious brands are seriously considering following the path opened by Bolgheri. A very delicate issue, that of the management of wine-growing potential, on the one hand tied with the European Regulation on authorisations for new plantings, which allows each EU country to grow by 1% per year (specifically the reopening of registers, this is not the case), which, for some denominations, is more than abundant, for others definitely insufficient, on the other hand influenced by the stability of the market, but also by the value of the hectares which, in the most important Docg and Doc, have reached dizzying prices. In Montalcino, for one hectare planted with Brunello the price is now around one million euros per hectare, in Bolgheri it ranges between 400,000 and 500,000 euros, but there are important quotations, including those of Chianti Classico (between 170,000 and 200,000 euros per hectare) and of the Nobile di Montepulciano (120-150,000 euros per hectare). Beyond the numbers, the reopening of the Tuscan PDO vineyard registers (whose procedure considers, in any case, the request by the Consortium and then the approval by the Region, having heard the supply chain and its representatives, which has the last word) would be a signal to be grasped with great attention to many other areas of Italian wine.

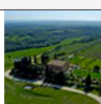
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## Focus

### Research, elegance, sustainability: the future of Amarone

Research in the vineyard and in the cellar, between sustainability and quality, research into elegance and the maximum expression of the "terroir" in the bottle, even more promotion in world markets, but also hospitality in the territory, with the main goal of maintaining the image of Amarone as an elite wine: This is where the future of Valpolicella's main wine comes from, and one of the most important in Italy, according to some of its most famous producers, pioneers of the territory, and today united by the association of Famiglie Storiche (Allegrini, Begali, Brigaldara, Guerrieri Rizzardi, Masi, Musella, Speri, Tedeschi, Tenuta Sant'Antonio, Tommasi, Torre D'Orti, Venturini and Zenato, who together move 2,3 million bottles of Amarone Docg, 80% of which is exported, with a growth of 18% in 10 years), joined yesterday in Milan to celebrate the tenth anniversary of its foundation, and have contributed over the years, in a decisive way, to make Amarone della Valpolicella a wine able to move a turnover of 334 million euros, which ends up 65% in exports. In the in-depth analysis the reflections of Sabrina Tedeschi (Germans), president of the Families, Marilisa Allegrini (Allegrini), Sandro Boscaini (Masi), Giampaolo Speri (Speri) and Pierangelo Tommasi (Tommasi).

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## Wine & Food

### Arnault, Pinault, Ferrero, Bulgheroni: the super rich in the wine & food world

According to the Forbes 2019 ranking, Jeff Bezos, owner of the giant Amazon, is the richest man in the world, but there are also names among the richest on the planet, linked to wine and the wine & food worlds. Starting with the fourth richest man in the world, Bernard Arnault, at the head of Lvmh, owner, among others, of Chateau d'Yquem and Dom Pérignon, or Francois Pinault (n. 30) "head of the family" Artemis, who owns realities such as Château Latour. And if n. 1 of the Italians is Giovanni Ferrero, at the head of the great confectionery industry of Alba, we must also mention the Argentine oil tanker Alejandro Bulgheroni (n. 715), owner of Dievole, in Chianti Classico, Poggio Landi, in Montalcino, and Tenuta le Colonne and Tenuta Meraviglia in Bolgheri, or, again, André Esteves, Brazilian finance owner of the historic Argiano, one of the historical companies in Montalcino.

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## For the record

### 1.9 billion dollars (+6.8%) and 3.4 million hectolitres (+1.2%): 2018 for Italian wine in the USA

For Italian exports, 2018 was a positive year: increase in value of 6.8% (1.9 billion dollars), increase in quantities of 1.2% (3.4 million hectolitres), strengthening of the market share, which rises to 32% compared to 31.4% in 2017, and growth in average prices that reach 5.9 dollars per liter, compared to 5.6 dollars per liter of the previous year (+5.4%). The US Department of Commerce data for the entire year 2018, analyzed by Ice.

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