

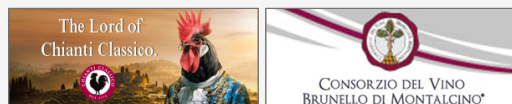
## News



### 2021, Italy "capital" of wine tourism

"Italy will host the Global Conference on Wine Tourism in 2021": the United Nations World Tourism Organisation announce it. A decision that "confirms that the combination of tourism and food and wine of Italy is the excellence of international importance", commented the Minister of Agriculture and Tourism, Gian Marco Centinaio, who already in recent days, from Antepima Amarone in Verona, had anticipated the news, now official. And in the meantime Centinaio signed the decree on wine tourism in Italy (with the promise of the one on the Ocm Promotion within Vinitaly).

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## SMS

### EU, alcohol, taxes: nothing changes for now

Nothing done, but only for now: Ecofin has not given the green light to the proposed revision of Directive 92/83 on the harmonization of excise duties and taxes on alcoholic beverages put forward by the Romanian presidency, which, as already reported from WineNews, would like to allow the Member States to adopt a single system of taxation of alcoholic beverages, or alcohol-based taxation, which would be decidedly penalizing for wine. Everything remains as it is (today taxation is stable at volume for fermented products, such as wine, and for intermediates), but the lot is not closed. Only Italy, Spain, Greece and Portugal have openly objected: many other countries, with some nuance between the positions (including France), said they were in favor ...

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## Report

### "Cantina Italia" wine stocks starting to drop

Wine stocks in Italian wineries have started to drop. The "Cantina Italia Bulletin" number 4 on the electronic register data revealed that as of February 28, 2019, there are 59.2 million hectoliters in stock, compared to 60.1 on February 15th. There are 29.2 million hectoliters of PDO wines, 15.3 of PGI and 14.6 of varietal and generic wines. One liter of Italian wine out of four (14.7 million hectoliters) is in the wine cellars in Veneto, as always, Prosecco Doc has the highest score, with 4.2 million hectoliters in the cellar.

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## First Page

### Germany, wine imports are growing, Italy is the leader. But prices remain low

If all in all 2018 for Italian wine was positive in the U.S. (1.9 billion dollars exports in value, +6.8%, for 3.4 million hectoliters, +1.2%, according to data from the U.S. Department of Commerce, analyzed by Ice New York), the balance should close in positive Germany, second place in the world for the labels of the Belpaese. According to Eurostat data, analyzed by Ice in Berlin, Italy sent just under 500 million liters of wine to Germany (slightly down on 2017), compared to revenue of 886 million euros (+1.2%) in the first 11 months of 2018. A strategic (and near) market, therefore, for Italy of wine, which has a market share of 35% in value and 36% in volume, but not simple, and where the issue of the very low price is far from resolved, given that the average price of wine imported into Germany is just 1.65 euros per liter, on average, and even 1.59 euros for Italy (figure 2017). Overall, however, the German market is growing, and between January and November imported 2.38 billion euros of wine (+2.2% over 2017), and behind Italy, among the main competitors, there are France (629.9 million euros, +3.7%) and Spain (392.5, +5.9%). This is the situation in the run-up to Prowein, one of the most important wine fairs on the international scene, in Dusseldorf from 17 to 19 March, with Italy, as the country with the largest number of wineries in the expo, while France, this year, will be the "Country of Honour". In detail, the export of Italian wine to Germany is 70% from still wines in bottles, in quantity, with bulk wines at 18.2%, and sparkling wines at 9%. In value, 40.4% is due to red wines PDO and PGI, 18% to whites with a designation and geographical indication, 9.5% to sparkling wines, 10% to semi-sparkling wines, but there is also a substantial share, equal to 21%, made from generic wines. A market, however, where 47.5% of the volumes sold (and 33% of the values) are driven by the discount channel, while supermarkets and hypermarkets are worth 24.6% of the market in quantity and 27% in value, with only two chains, however, namely Aldi (24%) and Lidl (13%) that alone move over one bottle out of three.

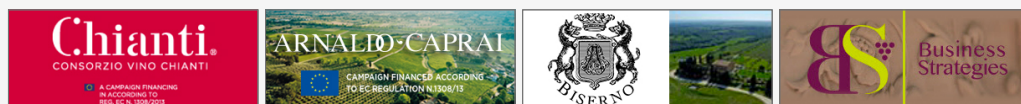
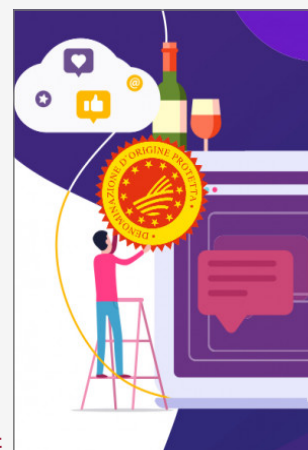
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## Focus

### "Web Dop", Made in Italy with a denomination in the network

More than 6,500 contents a day are conveyed on blogs, forums, news sites, social networks all over the world, with more than half of the conversations abroad (55%), especially in the USA (26%), and with more than 100,000 users hired daily. These are the numbers of PDOs and PGIs of Italian wine & food on the web and social media according to "Web PDO", the first monitoring signed by the Qualivita Foundation. Overall, there are 51 million users reached in 9 months, with 1.8 million mentions conveyed by 968,000 authors on the web. From the data, the social boom of the last two years emerges above all, with +63% of Italian IGs with at least one official account (436 products in 2019 compared to 268 two years ago) and with 88% of consortia investing resources on social media, 86% on the website and 63% in digital marketing. The web is seen by the Consortia as a global information and dissemination channel, with digital actions also aimed at the foreign target in 61% of cases. In fact, the network is now a stable item in the budget of the Consortia, aware that it is not an area to be managed in an amateur way but deserves investment. Among the most successful consortia on the web are Gorgonzola, Grana Padano and Parmigiano Reggiano for food, and Franciacorta and Brunello di Montalcino for wine.

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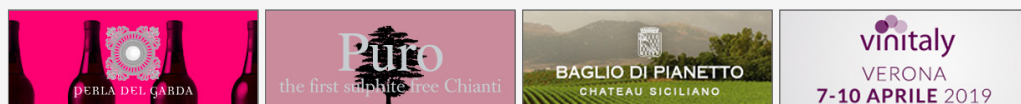


## Wine & Food

### Albi dei vigneti, Tuscany says ok to the 190 hectares required by Doc Bolgheri

The reopening of the registers of Tuscan wine denominations has officially begun: as already anticipated by WineNews, the Region of Tuscany has given its approval to the request of the Bolgheri DOC to bring another 190 hectares of wine potential in the area, among the most dynamic and performing in Italy under the denomination (120 for the Bolgheri DOC red and 70 for the white), which are thus officially added to the 1,370 currently claimed. The road is therefore open, and the positive decision on the request of Bolgheri could also be an incentive for the other denominations of the Region, from Brunello di Montalcino to Chianti Classico, from Chianti to Nobile di Montepulciano, to name the most famous, after the invitation of the Region to the Consortia to submit three-year planning plans, with the primary objective of achieving a balance in the market.

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## For the record

### Iri-Vinitaly, the wine in large-scale distribution

After 2018 in decline (closed to 1.9 billion euros), 2019 of wine in Italian retail seems to have started well, with a growth of 1.7% in value in the first two months of 2019, which becomes of +5.3% looking only at denomination wines. It emerges from the anticipation of Iri's research for Vinitaly. And if the best-selling wines are confirmed as Chianti and Lambrusco, the percentage growth of Lugana (+24% in value), Primitivo (+20%) and Passerina (+14.8%) stand out. However, prices remain low, albeit growing: in 2018 packaged wine was sold at 3.07 euros per liter.

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