

## News



### The "Most Admired Brand" of Italian wine

The Sassicaia myth, one of the most beloved, well-known and award-winning Italian wines in the world, signed by Tenuta San Guido led by the Incisa della Rocchetta family, the first brand of the made in Italy and n. 6 absolute, then Tignanello, iconic label of the Antinori family (first "Bordeaux" Tuscan cut made of Sangiovese, Cabernet Sauvignon, and Cabernet Franc), at no. 17, and Cavit, leader of Trentino cooperation, at no. 23: here is Italy in the ranking of "The World Most Admired Wine Brands 2019" signed by the UK magazine "Drinks International". The Australian Penfolds is the top wine brand in the world.

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## SMS

### The worries of wine

Strengthened by its growing quality, and by the many different expressions of grape varieties, territories and histories, Italian wine holds on to the markets of the world. But there is no shortage of concerns among producers about the future. Many are the criticalities reported by the dozens of leading entrepreneurs and managers of Italian wine, collected by WineNews to ProWein. The unstoppable proliferation of supply and, even more so, the pressure on prices by distributors and importers, but also the growing importance of private labels, not only abroad, to which is added an increasing concentration in a few hands of import and distribution. We must not forget dynamics that go far beyond wine, such as the international tensions between the USA and China and Brexit.

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## Report

### De.Sa awards WineNews

Italian wine is well known around the world for its quality, but also because of its many passionate storytellers that narrate wine to professionals and wine lovers. One of these is Veronika Crecelius, famous writer of Italian wine in Germany for the German publisher Meininger, who was named "Honorary Sommelier for Italy in the Heart" at Prowein, by the president of DE.SA, the Association of German Sommeliers, led by Sofia Biancolin. The award was shared with the editorial WineNews, "one of the most important web magazines on Italian wine", said Sofia Biancolin.

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## First Page

### Cristina Mariani-May: in the USA tougher competition, you need strong brands and quality

From the US market, the point of reference for the export of Italian wine, in 2018 came a clear signal: consumption is holding up, average spending is growing, but competition is increasing, and it is becoming more difficult to make its way and defend their spaces. Even for a historical big name in import and distribution such as Banfi Vintners, who after the "separation" from Cantine Riunite-Giv, a 52-year partnership, looks to the future by focusing on the most profitable segment of premium labels, not by chance the beating heart of the production branch of the Italian-American group, Castello Banfi, which in the territory of Brunello di Montalcino counts on more than 900 hectares of vineyards. The current state of the art of the U.S. market, as Cristina Mariani-May, CEO of Banfi Vintners, tells to WineNews, "on the one hand there are more labels from every corner of the world, and on the other hand there are fewer players between importers and distributors, on a model that is similar to the English one, including the creation of a large number of private labels. It is becoming more difficult to make one's own brands known to the general public, and it becomes important to have a partnership with the sales network, but also to have authentic brands, able to communicate stories and sustainability and, of course, to have high quality wines. Wines under 10 dollars suffer a lot, above that range they grow more, so there is certainly a movement towards greater quality and higher prices, and even our strategy, like Banfi USA, follows this trend, focusing attention on that segment". In this panorama, there is obviously curiosity about the next steps of Banfi USA group, with different paths to take, from the merger to the expansion of the portfolio, both with Italian labels and with labels from other countries. In this regard, Cristina Mariani-May continues, "Banfi has a bright future ahead of it. At this moment we are looking at the next step, with Banfi Vintners focusing on a portfolio of fine wines. We are still considering which path to take, whether to welcome a US partner, which is a possibility, or whether to remain independent and expand the number of brands in the portfolio, and also how to keep the offer in balance with labels from other countries, an important aspect on the US market".

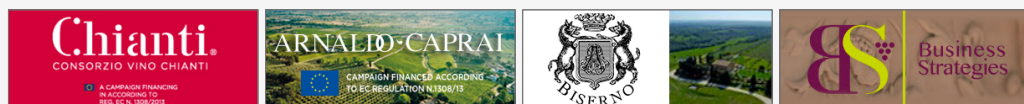
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## Focus

### Angelo Gaja receives the "Winemakers' Winemaker Award" 2019

Angelo Gaja, one of the most successful Italian producers, an icon not only of Piedmont but of Italy, was awarded the 2019 Winemakers' Winemaker Award, which is presented every year by the Institute of Masters of Wine and The Drinks Business to oenologists and producers who have achieved exceptional results, selected by a panel of Masters of Wine winemakers and previous winners. "I cannot think of anyone who could deserve this recognition more - said the Master of Wine Adrian Garforth, president of the Institute of Masters of Wine, at the award ceremony in Prowein - because Angelo has never been afraid of breaking conventions and rules, always maintaining a passion for the highest standards of quality wine. Through his family, but also through the Istituto Grandi Marchi, he continues to promote the high standards of excellence, culture, and tradition of Italian wine". 58 vintages behind him, for Angelo Gaja, but a clear memory of the history that Italian wine has gone through. "Even in 1982 in the United States, the only way to sell Italian wine was to come out at lower prices than the lowest price of French wine - recalled Gaja - but Italy is "Enotria tellus", the land of wine. We must work together to protect and spread the immense culture and tradition that only wine possesses".

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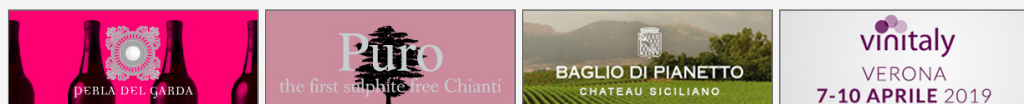


## Wine & Food

### Banfi Castle and Santa Margherita at the top for Meininger

The history of Italian wine is made by the history of great families who have made great their wineries and territories in which they invested. Such as the Mariani family, who with Castello Banfi, have contributed decisively to making Brunello di Montalcino one of the most famous and beloved Italian wines in the world, or the Marzotto family, who, with the Venetian Santa Margherita, led by CEO Ettore Nicoletto, has created one of the most important realities of Italian wine in the world, enhancing the value of many other leading realities in many areas of Italy, from Ca' del Bosco in Franciacorta to Kettmeir in South Tyrol, Lamole di Lamole in Chianti Classico. Two stories awarded in Düsseldorf by the "Excellence in Wine & Spirits Awards", which awarded the title of "Wine Family of the Year" to the Mariani family, and the "Lifetime Achievement" to Gaetano Marzotto.

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## For the record

### Vinitaly is strongly focused on the goal

Even though 2018 had its ups and downs for Italian wine in China, the trend of wine shipments from all over the world in the last 10 years still marked a steady growth, which means a total of 2.4 billion euros, and an average price of 4 euros per liter, compared to the just 1.8 euros per liter in Germany. These are the numbers of a market that still has a lot of potential for growth, but that must be controlled, as in these days the "Vinitaly China Chengdu", organized by Veronafi with the Italian Consulate in Chongqing and the Ice Agency in Beijing.

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