

News



Brunello on "La Place de Bordeaux"

Brunello di Montalcino, one of the most famous Italian wines has landed, for the first time, at "La Place de Bordeaux", the most prominent distribution channel of the most valuable wines, thanks to the Frescobaldi family, which entrusted 11 négociants with the distribution in Asia (with the exception of Japan), Africa and the Middle East, of the wines of Luce della Vite, the Frescobaldi brand for the wines produced in Montalcino, namely Luce e Lucente (blends of Merlot and Sangiovese) and Luce Brunello di Montalcino. Very few "non Bordeaux" wines have access to "La Place", such as the Italians Masseto, Ornellaia, and Solaia, of Marchesi Antinori.

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SMS

Sweden, where Italy is the leader in wine

If it is true that more than half of Italian wine exports are concentrated in a few markets, such as the U.S., Germany, UK, and Canada, according to many, the growth passes through the development of many smaller markets, but interesting. Among these, Sweden, where Italy is the leader, as the Stockholm Ice explains to WineNews. "Italian wine has a 30% market share on the Swedish market and ranks first in terms of sales volume at the Swedish monopoly, ahead of France and Spain. A success announced in view of the trend of the last ten years. Exports of wine from Italy to Sweden amount to 156 million euros". On the other hand, Ice explains, Italian wines in Sweden have recorded a continuous increase in sales in recent years, with a significant performance in 2017 when retail sales of Italian wines, recorded an "all-time high" of 56.8 million liters".

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Report

Wine, trade balance champion

Despite its many excellences and its records in the world, the Italian agri-food industry still has a negative trade balance: 41.8 billion euros in exports in 2018, against imports for 44.7 billion euros. In this context, wine once again confirms its role as a champion of Made in Italy, with a positive balance of 5.8 billion euros, up from 5.6 billion euros in 2017. It emerges from the Ismea analysis on Istat data. In detail, however, explains Ismea, the trade deficit of the agricultural sector has increased, while the surplus of the food industry has grown.

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First Page

Italian wine and Vinitaly bet on Asia, a €6.4 billion wine market

Invest heavily in supporting the promotion and market of Italian wine in the world, especially in Asia, because it is from the eastern markets, China in the lead, that growth will pass. It is the future of Vinitaly, the most important Italian wine fair, which is starting at its n. 53, in Verona (7-10 April), re-launching its mission of business development and promotion of wine culture in the world, also with the creation of two strategic fairground outposts in two areas of particular significance for Italian wine, Asia (in 2020, with a local partner to be announced at Vinitaly) and the United States (in 2022), as explained by the president of Veronafiere Maurizio Danese and by the director Giovanni Mantovani. Also to relaunch an export that is the focus of the Vinitaly and Vinitaly-Nomisma Wine Monitor Observatory, illustrated by Denis Pantini, Head of Nomisma Wine Monitor, this year based on Asia, which shows that the area that includes China, Japan, Hong Kong, South Korea, and other neighboring countries is growing exponentially in the demand for foreign wine. Market worth 6.45 billion, up 227% in 10 years. So much that Asia is close to the engagement of North America (Canada and USA), which stands at 6.95 billion euros (+65% in the last decade). Asia, dominated by France, for a value of 3.24 billion (half of the market). Australia (15.9% of the market) and Chile (8.9%) are also good, helped by favorable duties, while the Italian market share stands at 6.5% (419 million euros). But you can see the prospects for a change of pace and a brighter future. According to the Observatory, the import of Italian wines will record, in fact, in the next five years, a rate higher than the growth in consumption in the area: up to 8% in China, from 5.5% to 7.5% in South Korea, and from 3% to 4.5% in Hong Kong. An opportunity to be seized, also because, adds Mantovani, "there is more than one reason to believe in a positive change of course in our long march towards Asia. The climate is changing, both from the Italian supply and from the Asian demand. At the recent Vinitaly Chengdu, for example, we have seen unprecedented interest with the doubling of exhibitors and a convincing increase in buyers".

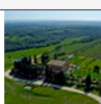
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Focus

Wineries and starchitects, the best for "Architectural Digest"

The combination of wine and architecture is nothing new, but in recent years the meeting between starchitects and wine entrepreneurs has given rise to real cathedrals in every corner of the world. Starting from Italy, of course, where according to "Architectural Digest", one of the most important magazines in the world of architecture, there are three of the nineteen most beautiful design wineries: "Antinori nel Chianti Classico", in San Casciano Val di Pesa (Florence), designed by Marco Casamonti of Studio Archea Associati and inspired by the cuts of Fontana, was inaugurated at the end of 2012, becoming the new headquarters of the Antinori family, now in its twenty-sixth generation of winemakers, is a perfect example of integration into the territory, which earned him, in 2014, the "Building of the Year" award; "Rocca di Frassinello", a Maremma outbuilding (we are near Giuncarico, in the municipality of Gavorrano) of the Chianti brand Castellare di Castellina, boasts the prestigious signature of Renzo Piano, which is appreciated above all in the industrial elements; "Petra Winery", the Suvereto winery of the Terra Moretti Group, designed by the Swiss architect Mario Botta, which brought some of its distinctive architectural elements, such as the cylindrical shape.

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Wine & Food

Rosé trend, Italy bets on Rosautoctono (Istituto Vino Rosa Autoctono Italiano)

Rosé is a trend, accounting for 10% of the production and consumption of still wines in the world (OIV data), and now Italy is betting on it. This is how Rosautoctono - Istituto del Vino Rosa Autoctono Italiano was born, a "pact" between Bardolino Chiaretto, Valtènesi, Cerasuolo d'Abruzzo, Castel del Monte, Salice Salentino and Cirò, for the promotion of the culture of Italian-style rose drinking (and for the construction of an observatory, with Valoritalia and Federdoc), which will be led by Franco Cristoforetti (Consorzio del Chiaretto e del Bardolino). "There are already high ones ready to enter, but the condition is that they produce pink wine from native black grapes," Francesco Liantonio (DOC Castel Del Monte president) told WineNews. "We need to enhance the value of the rosé wine also on foreign markets," added Raffaele Librandi, president of the Consorzio Vini Cirò e Melissa.

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For the record

Oenologists request a Professional Registry

The creation of a professional Registry of Winemakers and wine technicians is one of Assoenologi, the Winemakers Association's medium-term goals, as the president Riccardo Cotarella. The challenge has been launched, also in view of the Assoenologi Conference, which will be held in Matera, the European Cultural Capital, from October 31st to November 3rd 2019.

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