

News



"Wine to Asia" by Veronafi and Vinitaly

Veronafi and Vinitaly have taken root in China to help Italian wine bridge the enormous gap that separates it from its main competitors in the Asian area, which today is already worth 6.4 billion euros in wine imports, and half that amount is from France alone. "Wine to Asia" has been launched with the precise goal of not only a new annual fair organized directly by Veronafi (in Shenzhen, first edition in June 2020) but also a new company to supervise the market. Veronafi will be the majority shareholder, at 51%, together with an important foreign partner, "Pacco Cultural Communication".

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SMS

Rosé Wines: boom in the Usa, but not in Italy

The numbers of world trade in wine show that imports, in 2018, whether historical markets such as the U.S., or emerging markets such as China, slow down or stand. A trend that, in the reference market, the United States, concerns red wines (-1.1%) and white wines (-3.5%), while sparkling wines hold on (+4.6%), and rose wines are running in a parallel market that last year marked an increase in imports of +23.3%, not by chance statistical average between +31% in France and +17% in Italy. A real boom, which in the long term is reflected, worldwide, in the consumption, increased from 21.9 million hectoliters in 2007 to 23.4 million hectoliters in 2017, as reported by the data of Wine Monitor - Nomisma presented at Vinitaly by the Puglia Region. Italy accounts for 10% of world production, but in Italy only one bottle out of 20 of still wine uncorked is rosé.

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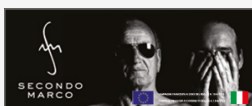


Report

Italy's wine exports to Africa

Italy's wine industry towards Africa, one of the great wine markets of the future. From Vinitaly, with the presence of Sunkarie Kabba-Kamara, mayor of one of the largest cities in Sierra Leone, Makeni, who met many producers in the Verona area, starting with Nadia Zenato, head of the historic brand of Amarone and Lugana, effectively opening the way to the relationship with the Economic Community of West African States, Sierra Leone, Ghana, Nigeria, Ivory Coast, Gambia, Liberia, Guinea and Cape Verde, a potential market of 230 million people.

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First Page

Passionate, traditional, popular: wine, for Italians, is the bond between generations

Passionate as love, traditional as Sunday lunch, popular as football. For Italians, wine is much more than an asset of Made in Italy: it is a bond between generations that involves almost 9 out of 10 citizens throughout the Boot. The survey "Mercato Italia - Gli Italiani e il vino", carried out by Vinitaly with the Vinitaly-Nomisma Wine Monitor Observatory and presented at Vinitaly, traces the profile of the approach to wine and the state of health of the domestic market of the world's leading producer country. We drink less (26% less than the volumes of twenty years ago) but in a more responsible way: the average is 2-4 glasses a week, consumed mainly at home (67%), especially by baby boomers (55-73 years, 93%), but the share of all generations is significant, with millennials (18-38 years) that already show a penetration rate of 84%. We drink less, therefore, but the wine market keeps and produces a value for consumption that, according to the analysis, is estimated by the Observatory at 14.3 billion euros (figure 2018). And if it is true that red wine remains the favorite on the table, preferences change along the Peninsula based on old and new consumption habits and the location of the different planted areas. Among the "will be famous" in the next 2-3 years, consumers indicate instead the native (28%), organic (19%), wines from Veneto, Piedmont, Tuscany, Puglia and Sicily and those light, easy to drink and mix. Wine in the glass but also in the countryside, with 23% of Italians who have made a holiday/excursion in a wine territory and only 18% who exclude this possibility in the future. Among the most sought-after destinations, Tuscany wins with Chianti and Siena. Red, the first among consumption, dominates in the South, in Piedmont and Tuscany, while in Veneto the percentage of sparkling wines is very high. The differences in the knowledge of the great vines are more marked, in fact, called to indicate the regional provenance of Amarone Della Valpolicella, Brunello di Montalcino, and Franciacorta, only 1 Italian out of 4 responds correctly, geography rewards the Venetians (38% of answers without errors), followed by Lombardy (34%), while Sicily and Campania fall behind, with the threshold, lowered to about a fifth of respondents.

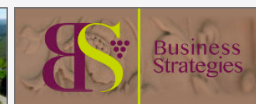
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Focus

WS: US wine lovers crown Brunello and Barolo

The wine most loved by wine lovers in the USA is Brunello di Montalcino (33%), followed by Barolo (26%), which comes off Chianti (11%), Amarone (9.5%), Prosecco (3%), Pinot Grigio (2%) and Soave (1%), while when talking about value for money, namely bottles under 25 dollars, the wine lover the USA focuses on Tuscany (48%) and Sicily (30%). Here is the picture that emerges from the survey of Wine Spectator among its readers, presented at Opera Wine 2019, the traditional "preview" of Vinitaly, on stage today at the Gran Guardia di Verona, by the executive editor of the U.S. magazine, Thomas Matthews, and by the two senior editors, Bruce Sanderson and Alison Napjus, who recalled how the more than 100 wineries present were selected "freely, with the will to tell the excellence of Italy's wine, its wealth and its changes. It is no coincidence that there are 15 new entries, including the six companies of Brunello di Montalcino. This consolidates a fundamental relationship for the sector, given that, as the president of VeronaFiere Maurizio Danese reminded us, "the US market is worth 1.7 billion dollars for Italian exports. Also for this reason, in 2022, we will open an outpost for the promotion of Italian wine".

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Wine & Food

Masters of Wine awarded by the Great Cru

"It's a wonderful time for Italian wine. Its great strength is variety, from North to South the richness of its terroir makes your country truly unique": with these words Adrian Garforth, head of the Institute of Masters of Wine, welcomed the award of the Great Crus of Italy, for the contribution that the Institute has dedicated to the knowledge and dissemination of wine culture in the world, delivered by Valentina Argiolas and Paolo Panerai, president and vice president of the Grandi Cru Committee of Italy, which brings together one hundred companies of Italian wine quality, which produce wines with the highest ratings of the major Italian and foreign guides and magazines.

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For the record

The "Sangiovese Wine Stage" at the 2019 Giro d'Italia

Giro d'Italia and wine meet once again. And the "Wine Stage" 2019 will be dedicated to Sangiovese di Romagna, and will be the no. 9 of the Giro, staged on May 19, the individual time trial between Rimini and San Marino. The general manager of the pink race, Mauro Vegni, will anticipate it at WineNews, from Vinitaly to Vinitaly. A stop dedicated to a great "pop" wine, the "Sangiovese Wine Stage" and to a land that has given birth to many cycling champions, from the unforgettable Marco Pantani to the current Ct of the Italian National team Davide Cassani, to mention a few.

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