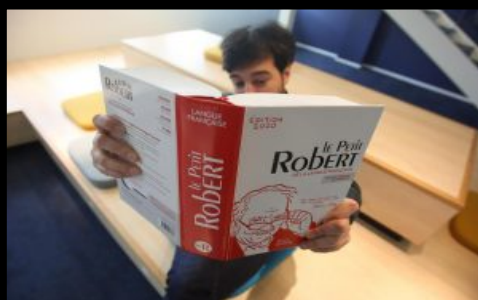


News



Prosecco conquers France

Italian bubbles are becoming part of the French people's everyday life. The word "Prosecco" is now one of the 109 new words included in the 2020 edition of Le Petit Robert, the most famous French dictionary. WineNews discovered the news at Vinexpo, in Bordeaux, and this fact confirms the growth of Italian wine and food on the French territory. "Italian wine is worth 17% of wine imports in France - said to WineNews Giovanni Sacchi, the Paris ICE director - and in 2018 it grew 10%, equal to 180 million euros". "This news make us proud of our work", the President of the Prosecco DOC Consortium, Stefano Zanette commented to WineNews.

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SMS

USA, wine imports reversed in 2019

Amidst commercial tensions and threats of more duties, 2019 wine imports in the US, the world's number one market, have started out with a decrease in value, -3.4% (down to 1.42 billion dollars), and a slight growth in volume, +1.6% (3.07 million hectoliters). The average price of imported wines dropped, from 5.4 US dollars per liter in 2008, to the current 4.7 US dollars per liter. These are the results of data from the US Department of Commerce relating to the first quarter of 2019 analyzed by the foreign commerce institute, ICE, in New York. The same trend for Italy, although it is doing better than the market average because the loss in value was -1.6%, to 463 million US dollars, while instead it has registered +8.1% in volume, reaching 0.86 million hectoliters, for an average price per liter of 5.4 US dollars.

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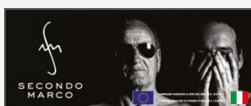


Report

The VIPs LGBT ambassadors of Italian wine

The LGBT USA community and the VIPs have become over time ambassadors of Italian wine in the world. One of their key mantras is the research of the top of the range in the wine sector. The Klaus Davi agency examined more than 100 US magazines and compiled the top 10 of the most beloved wine brands, and the top 10 restaurants. On the podium, there are Sassicaia, Ornellaia and Allegrini. The list continues with Biondi Santi, Gaja, Quintarelli, Donnafugata, Arnaldo Caprai, Mastroberardino, and Badia a Coltibuono.

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First Page

lwsr: sparkling wines boom in 2018, but wine will continue to grow at least until 2022

The economic dynamics and political tensions experienced by giants such as Russia and China influence the global wine & spirits market, which in 2018, as reported by the latest study by lwsr - International Wine & Spirits Research, "Trends in the wine & spirits market: 2013-2022", anticipated at Vinexpo in Bordeaux. The category with the highest growth in terms of sales in the world, is that of Whiskey, whose sales, led mainly by the U.S., have risen by 10.8 million cases (9-liter), but also do well sparkling wines: +4.39 million cases (+2%). "The growth of bubbles - says to WineNews the custom analytics director of the lwsr, Thorsten Hartmann - is excellent news for the Italy of wine, with shipments of Prosecco that, limited to the production potential, will export more and more volumes on the markets". Still wines showed a negative trend (-4.73 million cases shipped in 2018 compared to 2017), mainly due to the sudden but sharp slowdown in China, with a positive element, however, that of premiumization, "which rewards countries that produce high-quality wines such as Italy," adds Hartmann. Overall, the volumes of the categories with the lowest added value, "Low Price" and "Value", collapsed, while "Standard" and, above all, "Premium" grew. In terms of value, on the other hand, growth is even more significant, with the "Standard" category, which in 2018 generated \$800 million in turnover, and the "Premium" category, which grew by \$1.4 billion. The growth of sparkling wines was more constant, both in terms of volume and value, but also in this case "Standard" (+300 million dollars) and "Premium" (+250 million dollars) are the driving forces. For the future, the forecasts of the lwsr speak of a continuous growth between now and 2022: at the end of this year, sales of still wines will reach 312.88 million cases, and those of sparkling wines 36.66 million cases, while in 2022, the world will consume 338 million cases of still wine and 40.1 million cases of sparkling wine, with a growth, albeit slow, in the shares of the "Standard" and "Premium" sectors. Overall, sparkling wines will grow by 6% in volume and 11% in value between 2018 and 2022, while still wines will grow by 1.7% in volume and 5.4% in value.

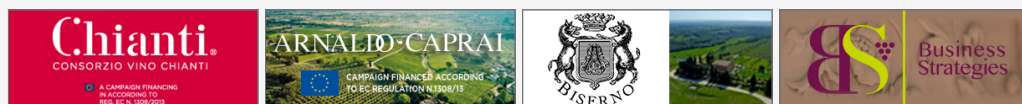
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Focus

Between Paris and Bordeaux, the Vinexpo "revolution"

Vinexpo is re-launching the great wine events on the chessboard: the historic fair in Bordeaux is strongly focused on the novelty of the Paris edition, which will debut in 2020, but will not be in January, as initially announced, but in February, and will be an annual event, in synergy with Wine Paris (which debuted in 2019, signed ViniSud and VinoVision, ed.). Vinexpo Bordeaux, until now biennial, could also become an annual event, provided that the Union des Grand Crus de Bordeaux, which brings together all the most important Bordeaux Chateaux, accepts the proposal of the fair, to stage simultaneously and in synergy the same Vinexpo Bordeaux and the Semaine des Enprimeurs (one of the most prestigious and popular events of the wine business, between late March and early April), starting from 2021. It is the "all-in", to use a poker term, told by Rodolphe Lameyse, the new CEO of Vinexpo, in a video interview with WineNews (soon online). "When I became CEO of Vinexpo, I said that our goal should be to become world leaders in the field of wine fairs and spirits, and I think that's the way to do it," said Lameyse.

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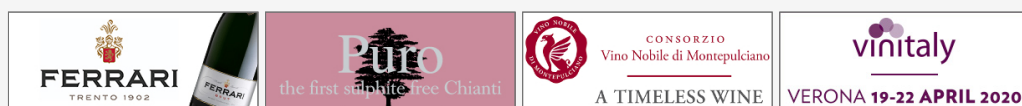


Wine & Food

Robert Parker leaves the scene. "Wine Advocate" 100% at Michelin?

Robert Parker, the wine writer who revolutionized, with his scores, the history of wine criticism, becoming the most influential nose in the world of wine, able with a 100/100 to declare the global success of a label, leaves the scene. A step that is perhaps unexpected, which opens the door to a hypothesis that has been circulating in the environment for at least two years: the passage of "Wine Advocate" to Michelin (which already in 2017 had acquired 40% of the company, from 2012 in the hands of the same Parker and an Asian fund) is now reality.

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For the record

Barolo auction, 51 lots sold for more than 30.000 euros for the non-profit 1Caffè

51 lots, 120 bottles and 30.000 euros collected at the Barolo auction, held at the Barolo Castle, was a success "for humanity". The proceeds from the sale will go to sustaine the non-profit organization 1Caffè, founded by the actor Luca Argentero. The main players of the day were wine lovers in connection with the "Enoteca Bar Implicito" in Tokyo, which bought 26 lots, including the "Deditus" lot, all of "class 1999", with bottles of Azelia, Cordero di Montezemolo, Franco Martinetti, Michele Chiarlo, Poderi Gianni Gagliardo, Poderi Luigi Einaudi, Prunotto, Vietti.

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