

## News



### Maserati-Antinori: partnership of excellence

Two excellences of the made in Italy together in the sign of quality: on the one hand, there is Antinori, one of the leaders of Italian wine in the world and symbol of elegance in the glass, and on the other a top name in the automotive, Maserati. Two realities of absolute prestige, which have formed a partnership for the common promotion in the world, with many initiatives in the coming months. A bond already "made concrete" at the Geneva Motor Show, with the fully customized version of the Levante model for Antinori, with greenery reminiscent of the hills of Tuscany, and leather interiors that recall the company's vineyards and barriques.

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## SMS

### "Cantina Italia", down the stock

51.3 million hectolitres of wine, of which more than half is PDO wine (25.7 million hectolitres), 13.2 of PGI, and 12.3 of varietal and common wines: this was the state of the art, on May 15, 2019, of wine stocks in wineries in the Belpaese, according to the latest update of the "Cantina Italia" bulletin of the Quality Control and Fraud Repression Inspectorate, based on data from the Telematic Register. Of which 12.8 are located in the cellars of Veneto, more than twice as many as those "in downy" to Emilia Romagna, 6.2, ahead of Tuscany (5.16 million hectoliters), Puglia (5.13) and Piedmont (4.2). Prosecco DOC, as always, dominates among the Denominations, with 3.4 million hectoliters, more than double the second denomination with more wine in the cellar, namely Terre Siciliane, with 1.58 million hectoliters, ahead of the wines Delle Venezie, with 1.53.

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## Report

### Soave bets on longevity

Soave knows how to age well, and of the many stories told during Soave Stories, this is definitely the one that gave a strong and clear message. Thanks to the volcanic and calcareous soil, the peculiar identities of Garganega and Trebbiano di Soave, the geo-climatic conditions and the increasingly careful choices of the producers, who for about 20 years have found the courage to break away from the old patina that obscured the name, investing heavily in research, relations and mapping of the territory.

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## First Page

### "Italian wine calls Europe": Federvini, Unione Italiana Vini and Federdoc and the EU elections

Continuity on measures such as the Ocm Vino, in particular on the promotion front, improving and correcting where necessary and possible; progress on dossiers that are already well advanced, such as the one on labelling and nutritional information, which will also involve the wine supply chain, with the road mapped out that is to insert a good part of it online; greater clarity, but also measured flexibility, at the level of the general regulatory frameworks, starting with that on permits for new wine-growing installations; all with the awareness, on the part of wine producers, who are entrepreneurs in the territories, and dealers in the territories and markets of the world, we need an increasingly united Europe, cohesive and able to play the best of the great international games, also in terms of economic agreements, especially in a framework of international tension, where the threats of new duties, especially by giants like the US and China, are on the agenda, the sovereign winds that blow from all sides, even or above all for a product without borders and frontiers such as Italian wine, which lives mainly on export, would be even more damaging if they were to gain even more strength. With Italy, as the leading country in European and world wine, having to try to maintain, or even better to increase, its importance in setting the European Union's wine agenda. These are the expectations of the wine industry and its most important representatives, Federvini, Unione Italiana Vini and Federdoc, mentioned by WineNews, in view of the European elections on 26 May, which in Italy as in the other 27 EU countries, will form the new Parliament, which will face many challenges, starting with the completion of the broader reform of the Common Agricultural Policy (CAP), which represents a very important share (over 1,270 billion euros between 2021 and 2027) of the Community Budget (over 1,270 billion euros between 2021 and 2027).

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## Focus

### Private labels save the large-scale distribution

In Italy, as in the rest of Europe, the turnover of supermarket brands has been eroding for some time, with the exception, common to all, of distributor-branded products, including wine, which in Europe puts together sales for 90 billion euros, and in countries such as France, Germany, Spain, and the United Kingdom, bottles with supermarket brands account for over 60% of sales in large-scale distribution. This trend was confirmed to WineNews by Giampaolo Gavioli, commercial director of Caviro, who recalls that "the distributor's branded wines, especially on international markets, have a constantly growing share, which has become vital for major producers". And who knows if the last of the taboos will soon fall: the major brands of large-scale distribution, it seems, are seriously thinking of opening the doors to products branded by competitors. The "Salute to Excellence Wine Awards" 2019 of the Plma of Amsterdam (which brought together 4,400 producers and "Il Mondo del Marchio del Distributore") to the Coop Fior Chianti Classico Rocca delle Macie 2016 and to the Despar Nebbiolo Langhe Vignaia Bauducco 2015 tell us about this qualitative growth as well.

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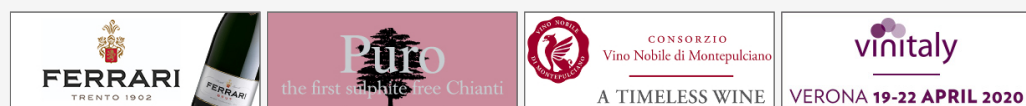


## Wine & Food

### Fusion, the first three months of 2019 in the name of stability

The first few months of 2019 seem to be stable in the world's bulk wine trade, according to data from Ciatti Company, analyzed by Rabobank, at least as far as average prices are concerned, with due differences between countries and types of wine. Prices of Argentine generic wines are down (30 cents per liter), while Chileans should remain above 50 cents. Prices of wines from Australia, South Africa, and New Zealand are stable, as are in Italy and Spain, where the price for generic wines is stable at around 50 cents per liter. And if in Spain it is the organic varieties that push up the average values, in Italy there is a strong demand for Prosecco. Prices of French bulk wines are also stable, but Bordeaux wines are paying for the collapse of Chinese demand.

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## For the record

### VinePair crowns Italian rosé in the USA

It may be true that the rosé boom in the USA is due to the rosés of Provence, but the market, and the palates, are anything but the prerogative of the South of France, as demonstrated by the "The 25 Best Rosé Wines of 2019" of "VinePair", which crowns at number 1 the Etna Rosé 2018 of Graci, and in the ranking there are also the Rosé 2018 of Planeta (11), the Montepulciano d'Abruzzo Cerasuolo 2018 Villa Gemma of Masciarelli (14), the Charetto Bertarose 2018 of Bertani (17) and the Negroamaro Rosato Calafuria 2018 of Tormaresca (24).

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