

News



Soave, green light for the cru

The zoning of the Soave has been completed, and soon the indications will be put on the label, with the green light of the Wines Committee for the inclusion of the 33 Additional Geographical Units in the production regulations of the white wine from Veneto, will be able to indicate more precisely, as wine lovers have been asking for, where the different expressions of the territory in the bottle originate. Castelcerino, Colombara Frosca, Fittà, Foscarino, Volpare, are some of the names, enhanced by the individual companies and the Consortium for the ability to produce wines with a strong characterization of the soil and climate zone in which they grow.

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SMS

Daverio: "Europe, home of the culture of wine"

Europe is the homeland of wine culture, to the point that wine has been the first distinctive element of being European, and over the centuries has transformed the landscape, saving it, especially in recent times, when the value of vineyards, at least in the most suitable territories, has far exceeded that of a historical economic asset such as industrial and building area. In a nutshell, it is the thought of Philippe Daverio, art historian, cultural anthropologist, interviewed by WineNews, met in the celebrations for the 50th anniversary of the designation of Conegliano Valdobbiadene Prosecco Superiore D.O.C.G., to speak of "landscape", and how, through the testimonies left by the figurative arts, and not only, the landscape, has changed over the centuries.

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Report

When the packaging is part of the brand

Sometimes packaging can become part of a brand: it is one of the possible readings of the Court of the European Union, recognizing the validity of the three-dimensional trademarks registered by the Treviso-based company Bottega Spa, to protect the distinctive features of the Bottega Gold and Bottega Rose Gold bottles. The Court confirmed that the mirrored effect of the colors are elements of Bottega's brands, even prevailing over other components, such as the letter B in relief and the label.

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First Page

Duties and Brexit: the big names in the sector are betting on a 2019 of growth

The first months of 2019 show positive trends for the Italian wine market. So much that we hope that this year will also be a year of growth for the wineries of the Belpaese, both in Italy and in the world, despite the many unknowns that hover over the world, from the war of duties to the Brexit, to mention the most obvious. According to Federvini's data, in Italy the first four months of the year saw an increase in sales, in value, of 5.5%, while abroad, in an overall growth scenario, in the first three months, according to Nomisma Wine Monitor, there are several trends to report, such as the revival of still wines, and the first signs of slowdown of sparkling wines, mainly due to the performance of Asti, highlights the observatory led by Denis Pantini. The Italian still wines, especially red, in the first 3 months of 2019, grow in an explosive way in the UK (+24.3%), but also in the U.S. (+3.5%), Germany (+0.8%), Japan (+6.6%), Switzerland (4.4%) and Russia (+14.3%), with China is the only market in sharp decline (-17.1%). The performance of sparkling wines was more varied, now worth a quarter of Italian exports, with very strong growth in the USA (+19%), Canada (+16.8%) and Switzerland (+12.6%), up in Australia (+2.9%), but down sharply in Germany (-11.8%), the UK (-7.1%), France (-8.3%), Japan (-7.6%), Russia (-3.9%) and China (-14.3%). This is a clearly complex picture, which, however, encourages the entrepreneurs and managers of some of the most important Italian wineries, interviewed by WineNews, which expect to close the year positively thanks to the signals coming from the Italian wine industry, but also to exports, especially in the historic Italian wine industries, with North America at the top, while in Asia, and China, in particular, the vision is less clear. As reported (in-depth analysis) by Albiera Antinori (Marchesi Antinori), Ettore Nicoletto (Santa Margherita), Sandro Sartor (Ruffino), Umberto Pasqua (Pasqua), Piero Mastroberardino (Mastroberardino), Giancarlo Moretti Pologato (Villa Sandi), Cesare Cecchi (Cecchi), Chiara Lungarotti (Lungarotti), Sandro Boscaini (Masi) and Bruno Vespa (Vespa Vignaioli).

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Focus

Istat: wine, the alcoholic beverage preferred by Italians

54.1% of Italians (over 29 million people) drink a glass of wine at least once a year, while 18.2% (just under 10 million people) drink it every day, revealed ISTAT data from the survey on "Aspects of daily life", in reference to the year 2018, analyzed by WineNews. The survey confirms the fact once again that wine in Italy is predominantly a "male" drink, since 66.3% of men surveyed drink it at least once a year compared to just 42.6% of women. Further, it is an everyday pleasure for 27% of males, while only 9.9% of females partake in this daily pleasure. In general, therefore, Italians confirm that wine is the most popular alcoholic beverage, considering that 50.4% of people drink beer at least once a year and only 4.8% drink it every day. The percentage rates, obviously, decrease even more so regarding aperitifs, bitters and spirits, which 45.9% of Italians consume at least once, and only by 0.7% every day. The survey also shows that 54.5% of drinkers consume wine and other beverages during meals (a percentage that for women rises to 62.7%, compared to 48.4% for men).

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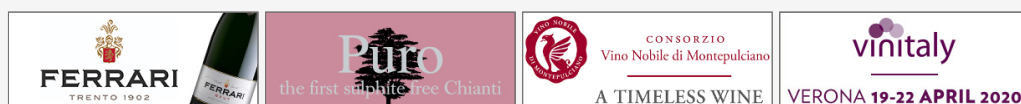


Wine & Food

Prosecco Doc introduces the rosé: "possible production of 20 million bottles"

The rosé is one of the dominant trends of today's wine market, and Prosecco Doc also bets on it and opens up to this type of wine to grow even further. This was officially announced by the consortium led by Stefano Zanette. "Prosecco spumante rosé millesimato" the name chosen, a 10-15% Pinot Noir in addition to the Glera, to be put on the market on 1 January following the harvest, and production potential of 20 million bottles out of the total 460 of the denomination. And while we expect the green light from Veneto, Friuli Venezia Giulia, and the Wine Committee, according to Wine Monitor 70% of consumers in Italy and around the world would be willing to buy it.

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For the record

Italian wine companies sentiment: 2019 will be a year of growth

Growth should be moderate, but solid, reaching +5%, confirm 66.7% of companies that took part in the Italian wine industries federation, Federvini, Wine & Spirits Observatory survey, curated by Wine Monitor - Nomisma and Mediobanca. According to the survey, if the overall turnover of Italian wine grows, 61.1% of this growth will be due primarily to exports. A forecast that comes after 10 years of growth in which, between 2008 and 2018, Italian wine, has often doubled its performance.

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