

## News



### The Italian wine "Hall of Fame"

A "Hall of Fame" of Italian wine, to pay tribute to the people, wines and vintages that have changed its history: this is the project that will find space in WiMu, the Wine Museum of Barolo. Renato Ratti, Giacomo Bologna and Matteo Correggia are the first wine producers to be introduced - symbols of Langhe, Monferrato and Roero - with their iconic wines that will be "exhibited" (like sport uniforms): Barolo Marcenasco 1965, Barbera Bracco dell'Uccellone 1982 and Roero R  che d'Amp   1996. The debut of the project that the Barolo & Castles Foundation commissioned and which is led by Barolo producer Paolo Damilano will be on June 22nd.

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## SMS

### Italy, wine export driven by Veneto

In the first quarter of the year, despite the economic and political instabilities starting with Brexit, then the tensions between the USA and China, and finally, the American President Donald Trump's "threats" of duties on French and Italian wines, exports have continued on their long, positive trend and achieved, according to the Italian statistics institute, ISTAT figures, 1.44 billion euros, and 3.8% growth in the same period of the previous year. The driving force is more or less the Prosecco, since 35.8% of Italian wine's export shares come from Veneto, then Piedmont follows (16.5%) and Tuscany (15.8%) is in third place. Trentino Alto Adige (8.6%) is fourth, followed by Emilia Romagna (5.2%), then Lombardy (4.4%), Abruzzo (2.9%), Apulia (2.6%) and Sicily (2.2%).

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## Report

### Prosecco hills, one step away from UNESCO

The International Council of Monuments and Sites, a UNESCO advisory body, seems to be in favor of recognizing the Prosecco Hills of Conegliano and Valdobbiadene as a UNESCO Cultural Landscape. While waiting for the decisive meeting of the UN World Heritage Committee, on 7 July in Azerbaijan, there is a hope for the most drunk Italian wine worldwide, whose exports of Prosecco in 2019 recorded an increase of 25%, with the forecast of reaching a value of one billion euros at the end of the year.

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## First Page

### Bulk wines: the prices of Italian PDO falling and the gap gets wider, ISMEA data

The average prices of a product do not tell the whole story about the market because there are so many variables. Like, the quality of the product, matching supply and demand, the requests of the sellers and buyers, which then, at closure of negotiations, can command prices that may be far from the averages. Even though it is not perfect, it follows the trend. The trend in wine is bulk prices are continuing to drop and involve all the most important denominations - only a few exceptions, such as Brunello di Montalcino, Chianti Classico, Etna and Barbera d'Alba for the reds, Soave and Roero Arneis for the whites. This is what the Italian agro-food market services, ISMEA data revealed, analyzed by WineNews, regarding average original prices updated in May 2018 (average free-cellar, VAT excluded, referring to the last vintage on the market, ed.). The most noticeable collapse is table wines: whites dropped -48.1% over 2018, at 3.02 euros per hectograde, and reds -31.5%, at 3.74 euros per hectograde. According to ISMEA, among the PDO reds, Brunello di Montalcino, confirmed the most popular wine in Italy, is holding its price at 1085.00 euros per hectoliter (+ 0.9%), and also Chianti Classico, at 282.50 euros per hectoliter (+ 0.9%), Barbera d'Alba, at 225 euros per hectoliter (+7.1%), and especially Etna's red wines have grown considerably to +19.4% and 200 euros per hectoliter. Barolo (there are usually fewer transactions than many other denominations, ed.), dropped -13.7%, and 690 euros per hectoliter, Barbaresco, down -7.8 %, at 535 euros per hectoliter. Bardolino and Bardolino Classico fell over 22% , , likewise the reds of Valpolicella, and Chianti fell -19% , , while Montepulciano d'Abruzzo -14.6% at 69 euros per hectoliter, and the Lambrusco galaxy fell between -13% and -23%. The only positive notes, among the PDO whites ISMEA surveyed, are Soave, up +2.2% (92 euros per hectoliter), Soave Classico, up +9.5% (115 euros per hectoliter), and Roero Arneis, up 11.9% (235 euros per hectoliter). Prosecco DOC fell 21% (172.5 euros per hectoliter), Conegliano and Valdobbiadene D.O.C.G. -20.7% (230 euros per hectoliter), lose a few percentage points Gavi, Orvieto and Frascati, the Chardonnay of Oltrep   Pavese collapses by 39%.

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## Focus

### 31% of Italian denominations overlook the sea

Historically linked to the sea, for trade by ship, today Italian wine discovers a new link with the "Mare Nostrum". According to the data of Wine Monitor, 31% of the 408 PDO of the Peninsula, equal to 19% of the total volumes produced, boasts areas with access to the sea, that is, explains Denis Pantini of Nomisma, "with at least one Municipality of production on the coast", with Marche, Liguria, Sardinia, Sicily, Calabria, Puglia, Molise and Abruzzo that have a "maritime" percentage of their names of more than 75%. A unique incidence among the main producing countries, destined to grow if we consider that - with the exception of Prosecco - in Italy the production of "maritime" wines has grown in recent years by 45%, compared to + 13% of the other wines. In this scenario, the market also seems to support the trend: among the 7 Italian regions that have grown by more than 90% in exports in the last decade, 4 have a strong incidence of "maritime" vineyards: Sicily, Puglia, Abruzzo and above all Marche, where out of 44 million PDO bottles 36 million are "maritime". Figures of the 50 years of the Doc Bianchetto del Metauro, directed by the Istituto Marchigiano Tutela Vini, led by Alberto Mazzoni.

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## Wine & Food

### Chianti Classico soars on markets

Chianti Classico, one of the oldest and most prestigious Italian wine territories, is still growing strong. Up to today, 2019 has recorded an 8% increase in sales for the Black Rooster wines, while the maximum growth is at the top of the quality pyramid - Gran Selezione - which has grown +16%, and now represents 6% of production. Giovanni Manetti, president of the Consorzio, pointed out that from December 2017, there have been no fluctuations in price, thereby confirming stability and an average of 300 euros per hectoliter".

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## For the record

### "Cantina Italia", wine stocks of Italian wineries fall below 50 million hectolitres

The wine stocks fall below 50 million hectolitres: on 31 May 2019, 49.6 million hectolitres of wine planted, of which 24.9 were PDO, 12.7 were PGI and 11.8 were varietal and generic wines, according to the latest update of the "Bollettino Cantina Italia" of the Icqrf. 12.3 million hectolitres are owned by Veneto, 6 of Emilia Romagna, 5.1 of Tuscany, 4.9 of Puglia, 4.1 of Piedmont, and 3.4 of Sicily.

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