

## News



### Signorvino and the "organic" boom

Organic wine is becoming more and more a trend and less a niche: this is confirmed by the Osservatorio di Signorvino, with its 16 sales points in Italy and over 1 million bottles sold every year. 25% of the customers who enter the store and specifically ask for information about organic wines, the other 75% who enter with the intention of buying wine, choose "organic wine" only if advised and sensitized by the staff who is, therefore, being more and more decisive on the choices of the consumer. The age group of the "organic" customer is between 30 and 45 years for women, between 35 and 55 for men, while the average price per bottle exceeds 17 euros.

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## SMS

### Folonari is continuing to invest in Tuscany

A great wine history is often the prerequisite for looking toward the future. That is exactly what the historical name of Tuscan wine, which focuses on high-quality hospitality, as well as on new vineyards, Ambrogio and Giovanni Folonari Tenute have done. Pietra Relais di Charme, a new facility (an investment of 3 million euros) will open its doors in Greve in Chianti, in 2021, in the heart of Chianti Classico and of Cabreo Estate. While the works are aimed at expanding the vineyards in the five estates owned by the company. In Greve in Chianti, at Nozzole Estate, new Sangiovese grapevines have been planted on a total of 5 hectares. In Bolgheri, at Campo al Mare Estate, 3 hectares divided between Cabernet Franc and Cabernet Sauvignon were planted and 1.2 hectares of Vermentino.

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## Report

### Prosecco Doc, the harvest reserve away

In the land of Prosecco, the driving force of Italian wine exports, they are crossing fingers that the period of the year in which climatic conditions can drastically compromise production is over. This is the reason that the harvest reserve set aside to manage eventual production shortages (600,000 hectoliters) is actually useless. The assembly of the Prosecco DOC Consortium has decided to reclassify it, and those wines will no longer be able Prosecco. A decision to protect the values of wine and denomination.

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## First Page

### Italian wine excellence tells stories of redemption. Honored by Premier Giuseppe Conte

Stories of redemption, with wine that becomes an ambassador of new life for those who through its production and viticulture succeeds in getting out of the drama of drugs, or restores life and dignity to the territories and lands confiscated from the mafia, and those who cultivate them, or simply keystone for those who want to change life, or is support for the help of others, expressing, beyond its quality, its true cultural value, ethical tension, passionate and philosophical and moral, which binds "La Vite Alla Vita". Thoughts, messages, and emotions, arising from the International Forum of Wine Culture n. 12, signed by the Fondazione Italiana Sommelier (FIS), where the stories of redemption and rebirth through wine, told by realities such as San Patrignano, or Centopassi (Libera Terra), or even by the Children's Hospital Bambino Gesù, which toasts his 150 years, amplified by the President of the Council and "Sommelier ad honorem", Giuseppe Conte: "Thank you to all those who are involved in this great adventure, the Prime Minister - said Premier Conte - can only be honored to point out how Italy in the culture and production of wine expresses a world excellence, which increases our prestige. Wine - he told WineNews - is the symbol of an Italy that works. Thanks to the winemakers, to the sommeliers who enhance the culture of wine. The culture of wine is many things: it is knowledge because there is not only business and production, sacrifice and business risks, investment, and work. In wine there is the transmission of knowledge, theoretical elaboration, daily practices, cultural identity, territory, openness to innovation, research, technology, there is the myth of the classical mythology of the bond with the fertile and stepmother land, there is a look to the future". A wine culture that, as Franco Ricci, patron of FIS and Bibenda, reminded us, has been trying for years to get it into school curricula, "because it deserves it, just like the great cultures of the Italian arts, because it enhances our history, diversity, and richness of Italian wine". "As a government we can work on this - replied Conte - because in schools we can contribute to nurturing this culture."

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## Focus

### Giancarlo Fancel (Genagricola): finance and agriculture

Today, investments in agriculture and wine are both for business and prestige on the entrepreneurial level, since wine is the sector that boasts one of the largest added values, and in terms of assets, land values are growing. This is the road that Genagricola, agricultural division of the Generali Group, and the largest Italian agricultural firm, with more than 14,000 hectares of land (8,000 in Italy, the rest in Romania), of which over 900 are vineyards, and 7 cellars in different Regions, has taken. The Generali Group has been investing in agriculture since 1851", explained the president of Genagricola, Giancarlo Fancel, to WineNews, "including the reclamation of Ca' Corniani, the largest private one in Italy. There is a change in perspective, characterized by improving this enormous heritage that we have". Agriculture, Fancel explains, is important for Generali, both from the viewpoint of assets and production, above all, arable land and wine, even though a minor item in the group's turnover (50 million euros for Genagricola, 15 from wine). New investments in wine are not excluded. "Let's look at the most suitable areas. We are in Friuli, in Veneto, and in Piedmont, where, though, we are missing Barolo. If the right opportunity comes along, we will evaluate it".

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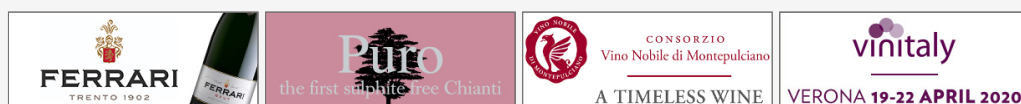


## Wine & Food

### Brexit: no duties on Italian wine, even if it's a no-deal, said the UK Ambassador, Morris

However the Brexit issue unfolds in the UK market, there will be no new duties on Italian wines (Great Britain is Italy's third partner country in value and volume). "We understand the concerns of producers, but I want to confirm that the United Kingdom, even in the event of an exit without agreement from the EU (the so-called no-deal), will not apply duties to wines imported from Italy". Jill Morris, the United Kingdom Ambassador to Italy reassured the Italian wine producers during the meeting held at the national headquarters of the Italian farmers' confederation, Confagricoltura in Rome, where the presidents of the various organizations of the Italian wine chain, i.e., Confagricoltura, Cia, Aci - Alliance of Agri-food Cooperatives, Copagri, Unione Italiana Vini, Federvini, Federdoc and Assoenologi, met with the UK Ambassador.

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## For the record

### Bottled wine grows, well white and sparkling: data from Valoritalia

More than 1.5 billion certified bottles for an equivalent value of 6.3 billion euros; 220 controlled denominations (171 PDO and 49 PGI), equal to 42% of the national total for a share of production that is close to 50%; 47,000 samples analysed for 12,000 checks (30% in the cellar, 70% in the field). Data by Valoritalia's Annual Report 2018, a real picture of the state of health of quality Italian wine by the leading company in Italy in the control activities on DOCG, DOC and IGT wines. A positive trend for white wines and sparkling wines, which grew by 26% and 24% between 2015 and 2018.

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