

## News



### Antinori and the vineyard in the cellar

A large canvas, long and narrow, which was sprinkled with dry pigments, and then left among the vineyards, which have actually painted it, became a "site-specific" installation, which brought the colors of the vineyard in the heart of the winery Antinori del Chianti Classico, with the work of the Californian artist Sam Falls, the last signature called to the court of one of the most prestigious families of Italian wine, always sensitive to the patronage of wine to the arts. A project and a work "Untitled (Antinori)" wanted by Alessia Antinori, in collaboration with the curator Ilaria Bonacossa and with the support of her sister Albiera Antinori.

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## SMS

### Consorzio Valpolicella planning for the future

Promotion on markets plus trademark protection are fundamental for the Italian wine businesses, and, Vini della Valpolicella is no exception, which approved the 2018 budget of 2.1 million euros turnover. Thanks to the partnership between the Consorzio and ICQRF, 150 admonitions have been issued worldwide, 36 cases were pursued legally of which more than half were related to Amarone. The Consortium is looking towards the future: reduction of the total yield per hectare (110 quintals) for the 2019 harvest as well as reducing the selection of grapes to be set-aside for the production of Amarone and Recioto to 40%. "These measures are strategic to control the quality and profitability of a supply chain that over the past 10 years", commented Andrea Sartori, chairman of the Consortium, "has witnessed almost 30% growth of the surface of its plants."

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## Report

### Wine tourism soars, in Tuscany and Chianti

The trend of wine tourism that pulls, at national level, the charm of Tuscany, among the most loved and admired Italian regions, the hills combed by vineyards, the scents and colors of wine, cellars, castles and residences that dot the territory of Chianti: key ingredients of the successful recipe, which in a year helped tourism to grow by 10% in terms of arrivals, and 8% of presences, according to data from Wine Monitor Nomisma for the Consorzio Vino Chianti.

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## First Page

### The "World Top Exports" portal country-by-country study reveals a "fluid" world market

There are numerous signs that the world wine market is changing rather quickly. For example, the fact that of the top 15 exporting countries in terms of value, there are countries in which no wine production exists. The growth percentage in these countries has, furthermore, been higher in recent years, such as the Netherlands (+47.6% between 2014 and 2018), Hong Kong (+ 37.4%), Australia (which is the fourth largest exporting country in value, + 28.3%) and Singapore (+10.8%). The study of the specialized portal "World Top Exports", which analyzed the dollar performances of the main wine markets in 2018, revealed these figures. On the exported value level, the duo France-Italy are still confirmed the leaders, as these two countries alone move half of the world exports. France is number one at 11 billion dollars (29.5% of the total), ahead of Italy at 7.3 billion dollars (19.6%). Following these two, but at a distance, in terms of value, are Spain (3.5 billion dollars), Australia (2.2 billion), Chile (2 billion), the United States (1.4 billion dollars), Germany and New Zealand (1.2 billion dollars each). The value of wine exported from Portugal is a little under one billion (952 million dollars), then Argentina (824), the United Kingdom (823), South Africa (783), and again Singapore (503 million dollars), Hong Kong (436 million dollars) and the Netherlands (390 million dollars). The data of imported wines, which are then re-exported by countries where wine production is zero or marginal, compared to economic values, is a sign of how the world wine market is becoming, more "fluid". The wine trade balance analysis of the various countries is also interesting, especially right now when, we have began talking again about protectionist barriers and duties. The country that has the largest positive balance is France, at 9.9 billion dollars (+5% from 2014), still ahead of Italy at 6.9 billion dollars (+ 8.3%), Spain at 3 (+0.7%), Chile at 2 (+ 7.7%) and Australia at 1.5 (+ 42.8%). The worst balance comes from the United States, at -5 billion dollars (and a deficit growth of 21.3% from 2014), the United Kingdom, at -3.5 billion dollars, China (-2.49), then Canada and Germany (-1.9 billion dollars).

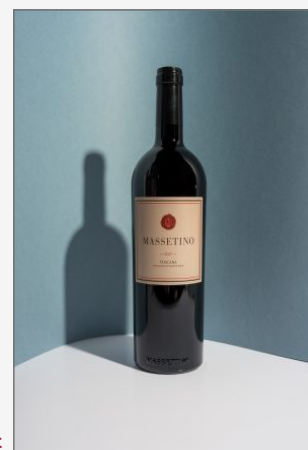
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## Focus

### Massetino 2017, the second vin of Masseto debuts

The idea of "second vin", the second labels, was born in Bordeaux, towards the end of the nineteenth century, in the great Chateaux, to give life to quality wines not considered such, however, to be used for the first wines, it is an increasing market segment in recent years. On the scene, there is now Masseto, perhaps the most expensive Italian wine and absolute protagonist in the great international auctions, which, in October 2019, will launch its "second vin", the Massetino, vintage 2017. A debut in 5,000 bottles, at a price around 40% of that of Masseto, explains the director of the Masseto estate, Axel Heinz, to WineNews (but in the future Massetino can reach 10-15,000 bottles per year, he said). "The production of a "second vin" by the Masseto estate is part of the natural development of the events - comments Giovanni Geddes, CEO of Masseto - and the 2017 vintage seemed to be the most favorable. The Masseto estate is facing a period of real ferment and the new winery (officially opened a few months ago, ed.) allows us to have the right environment to carry out this new project".

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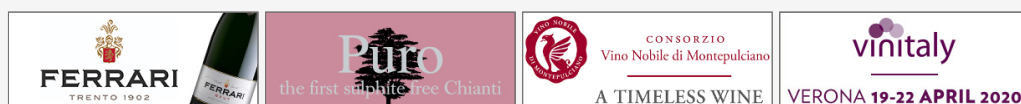


## Wine & Food

### Istat: Italy's wine exports depict a two-speed country

Italian wine on foreign markets has started out well in 2019, as the ISTAT data report revealed, shipments were up 3.8% in the first quarter of the year, over the same period in 2018, at 1.43 billion euros. The driving force is Veneto, counting 504 million euros in export share, up 4.7%. Following is Piedmont rather weighty progress, as it registered +7.8% and reached 232 million euros in shipments, more than Tuscany, whose wine export is worth 220 million euros, substantially stable compared to the first three months of 2018 (+ 0.7%). Trentino Alto Adige is the fourth largest region in terms of exports, with 128 million euros (+3.9%). Then comes Emilia Romagna, which at 75 million euros of wine shipped across the border (+8.2%). The painful points come from the South, where all the Regions have gone down in their shares, except for Sicily, which grew +2.7%, to 34.3 million euros.

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## For the record

### Gambero Rosso, new asset and partnership between auctions and online courses

News from Gambero Rosso, the most important Italian wine & food publishing group. After the announcement of the debut in the market of wine auctions, in partnership with Wannenes, comes the news of the sale by Class Editore, majority shareholder of Gambero Rosso (now 61,17%), of 20% of the shares of Gambero Rosso Spa to Pegaso Telematic University. "With this operation accelerates the development of Gambero Rosso", explains to WineNews the president Paolo Cuccia.

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