

News



Urban vineyards apply to UNESCO

After the Prosecco hills, in the world of wine we talk again about Unesco: the Vigna della Regina di Torino, the urban vineyard of the Piedmontese capital, proposes the candidature of the network of urban vineyards as a World Heritage Site. Roberto Cerrato, director of the Langhe-Roero and Monferrato Wine Heritage Association, explains that "the leader of the urban vineyard network, the Urban Vineyard Association, is the Vigna della Regina in Turin, and Clos Montmartre in Paris, the found vineyards of the Venice Lagoon and those of the Senarum Vine project in Siena are also part of it".

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SMS

When wine is a family affair

According to the Harvard Business School, 70% of wine families businesses are sold before being handed down to the second generation, and only 12% survives into the third. Some are trying to survive: they are the great families of the European wine, that made their maison symbols of wine excellence in the world, which story is told in "10 Great Wine Families", the new book of the Master of Wine Fiona Morrison, published by Academie du Vin. The author spent some time with the 10 most important, old and influential wine families of Europe: the Italian Frescobaldi and Gaja, but also Torres, Perrin, Thienpont, Knoll, Niepoort, Palacios, Müller e Liger-Belair, checking on the enthusiasm and passion, which take the families through the vineyards and family challenges.

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Report

Parco Valentini: wine in toponymy

In Rome the vice mayor of the city together with the president of the Fis Franco Maria Ricci, and the son Francesco Paolo Valentini inaugurated the "Parco Edoardo Valentini: vignaiuolo e cantiniere (1933-2006)", located in Viale Giustiniano Imperatore. The first to be named after a wine man, Edoardo Valentini, that was a pioneer in wine making of Abruzzian wines, centering his philosophy on environmental sustainability.

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First Page

Value over time, efficiency, brand: the keys to a successful wine business

Judging from the perspective of the oenological world, is the one capable of creating value over time, balancing development strategies with efficiency, focusing on the value of the brand for its customers, and putting the enhancement of the territory. These are the contents of the study "The variables of success", signed by Professor Luca Castagnetti, head of the DiVino Management Study Center, which analyzed, from a quantitative and qualitative point of view, the performance and peculiarities of the companies involved in VinoVip, the event signed "Civiltà del Bere" on stage in Cortina, and among the most representative of the Italian production scene, from Antinori to Argiolas, from Banfi to Berlucchi to Bertani, from Cecchi to Ferrari, from Frescobaldi to Giv, from Lungarotti to Masi, da Mezzacorona, from Pasqua to Planeta, from Rocca delle Macie to Santa Margherita up to Zenato, to name a few. In terms of performance, in the period 2013-2017 the total sales growth of the producers examined reached +19.18%, going from 1.72 billion euros in 2013 to 2.06 billion euros in 2017, with a better performance of the operating margin (Ebitda), equal to +30.62%, and an operating result increased, in the same period, by +48.01%. This is the introduction to the main question of the research: what are the strategies of a successful company? This question was answered by the entrepreneurs, and from their point of view it emerges that, in terms of development, it is fundamental to control new markets (8.95), thus making production processes more efficient (8.38), and integrating one's own action with that of the grape producers involved in the transformation processed (7.95). For the customer, according to the entrepreneurs behind a successful wine there are the value of the brand (9.64), quality (9), and buying experience (8.16). Finally, among the most important managerial activities for a successful company there are the ability to develop talent (9.17), use planning and management control systems (9.12), and have winemaking skills (9.00).

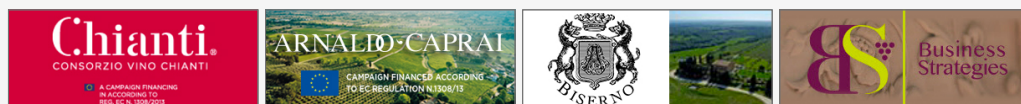
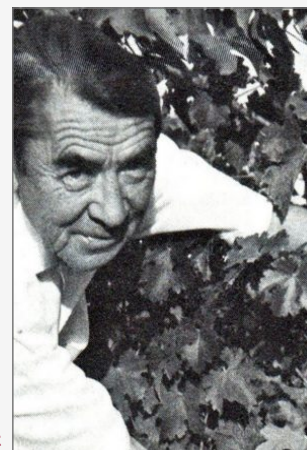
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Focus

André Tchelistcheff, between Napa Valley and Italy

In the Old World, it's impossible to trace the history of the modern viticulture back to one name, but in the Usa things turned out differently. At the end of Prohibition, in 1933, the cultivation of vines had necessarily to come back to life from scratch, the enology needed new interpreters and an entire sector had to learn, again, to walk. Thanks to André Tchelistcheff. He was born in 1901 into an aristocratic family of Moscow and in 1938 he emigrated across the Atlantic. It's the beginning of an epic story, told by the director Mark Tchelistcheff, grandson of the famous enologist, in the film "André-The Voice of Wine", screened in preview in Cortina during "Vino Vip" event, through the voice of André himself and of many protagonists of the wine world, that he worked with, including Alessia Antinori, Giovanni Geddes da Filicaja, managing director and CEO of Masseto and Ornellaia, to Gelasio Gaetani Lovatelli. American wine owes it all, or nearly, to André Tchelistcheff in terms of qualitative growth, but he was also important for Italy: he first understood Merlot potential in Bolgheri, playing a fundamental role in the birth of what is now the most famous Italian wine in the world, the Masseto.

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Wine & Food

Ferrari, Trentodoc brand, is the "Sparkling Wine Producer of the Year"

Italian sparkling wines are becoming more and more popular in the world, also thanks to the international awards that arrive for the sparkling wine producers of the Belpaese. Such as Ferrari, leader of Trentodoc, which, for the third time, is "Sparkling Wine Producer of the Year" in the international competition The Champagne & Sparkling Wine World Championships, where, for the first time, Italy has overtaken France for number of medals (71 gold for the Belpaese against 61 of the French). And if Ferrari excels, there are many "gold medal" wineries: from Rotari to Maso Martis, from Letrari to Toblino, for Trento Doc, from Ca' del Bosco to Guido Berlucchi, from Corte Aura to Bosco del Merlo, in Franciacorta, from Villa Sandi to Nino Franco, for Prosecco Docg, to realities like Cleto Chiarli, in Lambrusco, just to name a few.

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For the record

Oiv: 2018 wine numbers show global growth from every point of view

The world wine production, in 2018, reached 292 million hectolitres, at the top there is Italy, with 54.8 million hectolitres (+29% over 2017), followed by France (48.6 million hectolitres), Spain (44.4 million hl), USA (23.9 million hl), Argentina (14.5 million hl), Chile (12.9 million hl), Australia (12.9 million hl), Germany (10.3 million hl) and China (9.1 million hl). The data by the Director-General Oiv, Pau Roca, at the World Congress of Vine and Wine No. 42 scene in Geneva.

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