

News



Sassicaia and Antinori top in profitability

The San Guido Estate of the Incisa della Rocchetta family, "cradle" of the legendary Sassicaia, whose ratio between EBITDA and turnover is 56.8%, ahead of Marchesi Antinori, led by the Antinori family, at 43.3%, and Cantine Pellegrino, the winery in Marsala, at 39.2%. This is the journalist Anna di Martino's, traditional analysis of Italian wine, taking into consideration the 2018 budgets of the most important Italian wine companies. To complete the "top" 11 of the wineries with a ratio of more than 22.5%, Cusumano, Frescobaldi, Santa Margherita, Donnafugata, Castellani, Famiglia Cotarella, Guido Berlucchi, and Planeta.

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SMS

Delle Venezie (Pinot Grigio), stop at the plants

After Lugana and Amarone, another great territory, in terms of hectares of vineyards and bottles produced, that of the Doc delle Venezie, has decided to stop the registration of new Pinot Grigio plants until July 31, 2022. There is the need, in order to maintain high quality, to stop the drive towards quantitative growth, put forward by the Consortium in agreement with the trade organisations to which the operators in the wine production chain of the DOC delle Venezie belong, which was welcomed by the three competent public administrations in the production area of the denomination with their own measures, adopted in accordance with univocal technical-administrative criteria as provided for in the specification.

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Report

Conte, the Premier of Winemakers

There will also be Prime Minister Giuseppe Conte, at the Congress of Italian Oenologists, which will be staged from October 31 to November 2, in Matera, European Capital of Culture 2019. "I invited him - said Assoenologi president Riccardo Cotarella to WineNews - saying that it is an event in which no less than a thousand people participate. He accepted, stressing that he would come even if there were 50. He is already an honorary sommelier, and we will also nominate him an honorary oenologist".

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First Page

Climate change, sustainability, native grape varieties: Michel Rolland to WineNews

Climate change, sustainability, indigenous grape varieties: these are some of the main themes that have animated the debate in the wine world in recent times. Important issues, which concern the future of one of the most important sectors of Italian agriculture. Never to be faced with pessimism, and with some certainty: that you have never to stop, that the best solution it's always be sought, in all conditions, and that if good wines can be made anywhere, great wines can only be made with the right conditions. So, Michel Rolland, one of the greatest, if not the greatest oenologist of our time, that WineNews met in Montefalco, in the heart of Umbria, among the vineyards of "Mister Sagrantino", Marco Caprai, at the head of the winery that has relaunched this great wine in the world, and that in a pioneering way began to invest, over 20 years ago, in research and sustainability. "It is obvious that the climate is changing, certainly we will have to change our way of thinking - explains Rolland - the manufacturing processes. What we can say today is that in the last 10-15 years we have made the best wines ever, because the climate has helped us". Italy has a great variety of historical native vines. "I love native varieties very much, because I think they are of great interest in the world of wine," explains Rolland, "and they allow consumers to discover things they didn't necessarily know. Here we are in the homeland of Sagrantino, which is a vine that has character, that has to be a bit "civilized", but is a great vine. It cannot be denied that there are currently great wines made with Cabernet Sauvignon, that we know well, with Merlot, that we know even better, such as Masseto, but this does not prevent us from making ever better wines with native varieties. The Belpaese has a great card to play with local varieties, there are many in Italy". It's not possible to make great wines everywhere, but good wines, yes. I've always tried, wherever I was, to make good wines, and if there were conditions to make great wines, to make great wines".

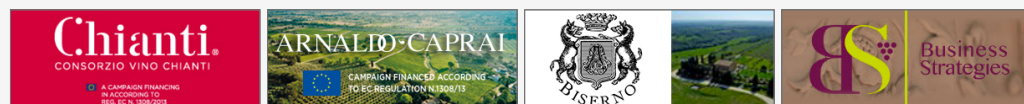
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Focus

Instagram, e-commerce and native grape varieties: online wine

Communication on fewer social networks but with more quality on the selected ones, proprietary e-commerce is growing and it is seen as an opportunity to extend the dialogue with consumers, native grape varieties at the center of the content strategy, but also as an opportunity still to be caught on the user experience of the websites, customer support by chat and use of podcast formats to tell the story of wine and territory. These are the results of the 6th edition of "Il gusto digitale del vino italiano 2019", the research conducted by the communication company Omnicom PR Group Italia, which analyzed the presence and online activities of the top 25 Italian wine companies in terms of turnover according to the Mediobanca 2019 survey. The Tuscan wine label Frescobaldi is still leading the ranking, with 97 points, followed by Mezzacorona (96) and Masi Agricola (90) on the podium. In the top ten, there are Villa Sandi (84), Mionetto (82), Antinori (78), Banfi (74), Ruffino (72), Farnese Vini (71) and Cavit (70). Among the new entries, the highest is Fratelli Gancia, at position no. 16, with 55 points, then Cantine Ermes (45), at no. 23, and Cantine Ponte di Piave (44) at no. 24.

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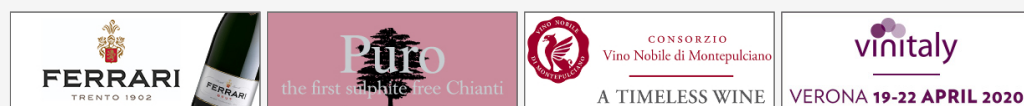


Wine & Food

Counterfeiting "steals" 6.1 billion euros a year from the wine and spirits sector in the EU

Counterfeiting is, to date, one of the major problems affecting the world wine market. News of fraud, of the discovery of false bottles, of great wines and more, are commonplace. And to calculate the "bill", very high, for the wine & spirits sector, at European level, is the Euipo, the EU office for the protection of intellectual property, which in its latest report 2019, estimates that the sector has lost on average, every year, between 2012 and 2016, something like 2.4 billion euros in direct sales (6% of total) because of counterfeits, a figure that reaches 6.1 billion euros considering the total turnover, with a significant cost in terms of labor, with 38.885 jobs lost due to the counterfeiting industry, and 2.1 billion euros in unpaid taxes.

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For the record

Italy towards the harvest: 44 million hectolitres of wine in the cellar

Italy is close to the 2019 harvest with 44.3 million hectolitres of wine in the cellar, 22.6 million hectolitres of Denomination (PDO) wines, 11.2 million hectolitres of Geographical Indication (GI) wines and 10.3 million hectolitres of ordinary wines. The bulletin "Cantina Italia" of the Icqrf, from the Telematic Register, of July 15th, 2019. Between PDO and PGI of Belpaese, Prosecco Doc is still the richest denomination, with 2.7 million hectolitres.

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