

## News



### Heroic vineyards, there is the law

The Agriculture Commission of the Chamber of Deputies has given the permission to the opinion on the decree-law, in implementation of the Consolidated Wine Text, which regulates the recognition and protection of heroic and historical vineyards. From his Facebook page, Filippo Gallinella, president of the XIII Agriculture Commission. "The heroic vineyards are those located on land with a gradient of more than 30% or an altitude of more than 500 meters, while the historical ones must have a production prior to 1960. Now, we have to reorganize a viticulture sector with considerable potential for development".

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## SMS

### Wine and supply and demand management

Manage the supply, especially in an attempt to maintain the price levels of the raw material, or even better to make them grow, so as not to put the first link in the wine chain, the winemaker (who, in many cases, but not always, is also a producer of wine), in particular, into risk: this is the reason behind the choice of a blockade of new plants, for the next three years, that important consortia, from Valpolicella to Lugana, to that of the Doc Delle Venezie (Pinot Grigio). In the same direction, goes the decision to reduce the maximum yield per hectare, depending on the weather conditions, but also those of the market, from harvest to harvest. According to Davide Gaeta, professor of Economics at the University of Verona, it is necessary to act on the demand.

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## Report

### Prosecco Doc, requested the storage

Prosecco Doc continues to plan its future and provide tools to manage the supply: the Consortium for the Protection of Prosecco Doc has decided to ask the Regions of Veneto and Friuli Venezia Giulia "to activate the measure of storage, until December 31, 2020" of productions suitable for the claim of the Doc. It is a decision to set aside 16% of the normal production of 180 quintals per hectare, to face a possible loss dictated by political and economic reasons (Brexit case or US duties).

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## First Page

### Liv-ex Classification 2019: Masseto, Biondi Santi and Bruno Giacosa at the top

Liv-ex has been the reference point for wine merchants worldwide. Quotations, performances, news, everything starts from here (6.122 wines in 2018). Since 2009, the prestigious wines have been collected in the classification, Bordeaux 1855, and just like then there are five classes, divided by price brackets. The classification is updated every two years. Indeed, ten years ago the only index was Bordeaux, now, however, the Liv-ex 2019 Classification, as Liv-ex told WineNews, has gathered together 349 wines from nine different countries: Argentina, Australia, Chile, France, Germany, Italy, Portugal, Spain and the United States. The historical leader of Italian winemaking on the Liv-ex, where among the 39 Italian wines Gaja boasts seven (Sori Tildin, Sori San Lorenzo, Costa Russi, Gaia & Rey, Sperss, Langhe Conteisa and Barbaresco), Antinori three wines (Tignanello, Solaia and Guado al Tasso), Casanova di Neri (Brunello di Montalcino Cerretalto and Brunello di Montalcino Tenuta Nuova), Bruno Giacosa (Barolo Vigna Rocche Riserva and Barolo Falletto), Brovia (Barolo Rocche Castiglione and Barolo Brea Vigna Ca' Mia) and Elio Grasso two (Barolo Gavarini Chiniera and Barolo Ginestra Casa Mate), is Masseto. Among the wines that cost from 2,877 pounds per box (strictly from 12 bottles, ed) up, there are 77 wines (they were 31 in 2017), including three Italians: Bruno Giacosa Barolo Vigna Rocche Riserva at 5,923 pounds, Masseto at 5,517 pounds and Biondi Santi Brunello di Montalcino Riserva at 3,583 pounds. Regarding Italy, 39 wines have been classified, of which 30 are new entries. We already mentioned the first category above; while in the second category (between 792 and 2,876 pounds) there are 23 wines, which represent 14% of the turnover of the entire category (counting 161 wines from all over the world), 8 are those in third place (between 504 and 791 pounds per box), including Tignanello, 3 those in fourth place (between 360 and 503 pounds per box) and 2 those in fifth place (between 288 and 359 pounds per box).

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## Focus

### The growth of Italian wines in quality and image

"It is a sign of the excellent state of the art of Italian wine in terms of quality and image, because quality if the wine is not known, becomes intangible. The Italian wine growth, which represents 11% of the Liv-ex Classification wines, makes us glad". At WineNews Giovanni Geddes de Filicaja, CEO of Masseto, historical reference of Italian enology on the Liv-ex, for years among the most quoted wines on the secondary market of fine wines, comments on the growth of Italian labels. And among these, Biondi Santi, the brand of Brunello di Montalcino, is making an enormous leap forward. "It is an extraordinary and unexpected result, which has brought us once again into the elite of the best wines in the world", Giampiero Bertolini, CEO of Biondi Santi, told WineNews, "very quickly and thanks to two important aspects. The first is the consistency of the Biondi Santi family in creating this icon, which we, as an EPI group, have inherited; the second is linked to a more selective distribution, which in two years has put Brunello di Biondi Santi back into the hands of the right traders and consumers".

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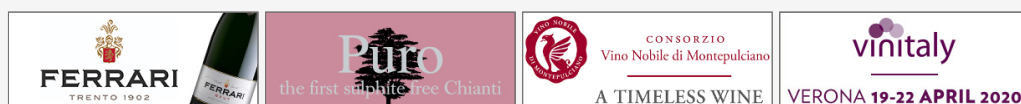


## Wine & Food

### On August 13: Jeff Porter's "Sip Trip", the "online" journey to Italy, begins

A journey into the beauty of Italian wine, told through images, convivial moments with producers, visits to the winery and beyond: "Sip Trip", the roadshow by Jeff Porter, one of the most influential wine names in the USA, is about to go online and will be broadcast from August 13 on the YouTube channel of "Sip Trip" and on the Vinepair website. "A journey filmed in the Italy of wine", produced with Ieem - International Event & Exhibition Management by Marina Nedic and Giancarlo Voglino, with the American agency Pr Colangelo & Partners. Jeff's journey crossed the wine-producing Belpaese from Langhe to Trentino, from Franciacorta to Valpolicella, from Chianti Classico to Montalcino, from Umbria to Marche, from Campania to Sicily, visiting wineries such as Allegrini, Fontanafredda, Renato Ratti, Planeta, Tasca d'Almerita or Mastroberardino.

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## For the record

### US duties, a steep bill for Italian wines

Between the US and the EU dialogue, the re-establishment of the balance of trade has become fundamental for Washington, and Trump intends to achieve it at all costs, through an aggressive duties policy, which now threaten the main sectors of Italian exports. The very high bill for Italy: according to the Undersecretary for Economic Development with responsible for foreign trade Michele Geraci, it amounts to 5 billion dollars. The wine and spirits sector: 2.3 billion dollars.

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