

News



Wine and fashion, the Nobile wine and D&G

Wine and haute couture are two of the flagships of the Belpaese, two worlds that elevate the name of the production made in Italy. And they often meet: Dolce & Gabbana chose one of the most prestigious and well-known wine territories in the world, that of Montepulciano and its Nobile wine, for the commercial of its new masculine fragrance. After the Faraglione of Capri, and Ragusa Ibla, in Sicily, the duo of stylists launched the advertisement, starring the influencer and model Mariano Di Vaio, directed by the photographer Mariano Vivanco, shot in July in the Tuscan village, with a leading role reserved for the vineyard of the Canneto winery.

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SMS

Bottega, between Prosecco and Champagne

Producing Conegliano Valdobbiadene Prosecco Superiore D.O.C.G., the sparkling wine that comes from the hills recognized as UNESCO heritage, is more expensive than Champagne. This is the thesis, supported for some time by Sandro Bottega, head of Bottega Spa, one of the most successful realities of Italian wine. With manual harvesting, working hours, tools for winemaking and so on, explains Bottega, the costs of management and cultivation per hectare amount to 10,000 euros per year for Prosecco D.O.C.G. and 7,500 euros for Champagne. The conclusion is that, if growers and companies worked together more, understanding each other's problems, there would be greater awareness and the Prosecco Superiore D.O.C.G. would be fully enhanced, also thanks to the recent recognition by UNESCO. A clear and distinct point of view, which will not fail to be discussed.

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Report

Cantina Italia: stocks at 31.3 million hectolitres

With the harvest in the thick of the action, there is room to make in the cellars of the Belpaese, in which there is room for a significant amount of stocks: 31.35 million hectolitres, divided between 15.95 million hectolitres of PDO, 7.74 million hectolitres of PGI and 7.66 million hectolitres of other wines and varieties with no designation, as emerges from the data of the latest bulletin "Cantina Italia" of the Icqrf, on data of the Telematic Register updated to September 1, 2019. Veneto is at the top for stocks, with 8.04 million hectolitres of wine, of which 1.81 million hectolitres of Prosecco.

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First Page

Sentiment is positive for Italian wine: sales are on the rise in Italy and around the world

In line with market data (in the first 5 months of 2019 wine shipments registered 2.6 billion euros, an increase of + 5.5%, according to the Italian statistics institute, ISTAT data, analyzed by WineNews), the sentiment for Italian wine is positive, and sales are growing, though moderately, both abroad and in Italy, for a sector that considers the markets where investments will keep on growing are the domestic market, the USA and Europe in general, more so than Asia. Further, it believes that the main reasons for concern for the future are its own political unknowns and the insufficient solidarity among the players in the sector, even more so than the economic crisis, Brexit or the war on duties. This is the picture, then, in a nutshell, the WineNews survey revealed of the Italia del Vino Consorzio wine companies, that brings together 21 of the most important names in Italian wine: Castello Banfi, Bisol 1542, Cà Maiol, Cantina Mesa, Cantine Lunae, Casa Vinicola Sartori, Di Majo Norante, Drei Donà, Duca di Salaparuta, Ferrari Fratelli Lunelli, Gruppo Italiano Vini (Giv), Librandi, Marchesi di Barolo, Medici Ermete & Figli, Ronchi di Manzano, Santa Margherita Wine Group, Terre de La Custodia in Terredora di Paolo, Torrevento in Zonin1821 and Zaccagnini, for a total production of over 180 million bottles of wine, possess 11.000 hectares of vines, and more than 1.2 billion euros in total turnover as well as 10% of the entire Italian export. The majority of the sample affirmed sentiment is positive, in terms of sales, compared to some that indicated substantial stability in this generous first half of 2019, compared to the same period in 2018. However, most companies declared there is growth, generally between + 5% and +10%, and, in very rare cases, peaks of even + 20%. The same dynamics are recorded for exports, mostly growing, with a rate of around +10%. Even the Italian domestic market seems to follow the same trend. Further, apart from the growth of many new markets in the Italian wine world, the vast majority of companies asserted they concentrate their efforts both in Italy and in the USA, which are not by chance the two single most important markets for wine production, followed by Europe, even though there is a minor component that continues to focus on Asia.

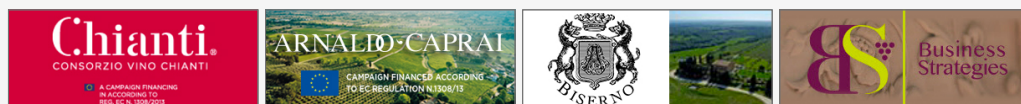
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Focus

Italy, harvest 2019: 46 million hectolitres

The 2019 harvest was "lower" in quantity, compared to the abundant 2018 (-16%), but not poor (about 46 million hectoliters), which can give some breathing space, perhaps, on the front of prices at the origin (-13% on average in 2018 compared to 2017), while exports of Italian wine, all in all, continue to grow (+11% in volume and +5.5% in value, to 2.6 billion euros in the first 5 months of 2019). This is the scenario outlined by the harvest estimates that, for the first time, see united Unione Italiana Vini, Assoenologi e Ismea, while the harvest, back in time closer to the tradition, has just begun or is about to begin in many areas of Italy. Despite a perfect national average decrease of -16%, the region's leading producer will still be Veneto, at 11.2 million hectolitres, before Puglia, which, with a similar percentage decrease, should reach 8 million hectolitres, ahead of Emilia Romagna, which is down by 20%, at 7.5 million hectolitres. Among the most productive regions follow Sicily (-20%, at 3.7 million hectolitres), Abruzzo (-11%, at 3 million hectolitres), Tuscany, the only region expected to grow significantly (+10%, at 2.5 million hectolitres) and Piedmont (-15%, at 2.4 million hectolitres).

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Wine & Food

Tuscan wine: all the top Denominations are on a decline, except Bolgheri

Tuscan wine is one of the strongest Made in Italy wine brands in the world. But in an increasingly complicated and difficult world market, nobody is enjoying "production revenues". Even the "Grand Duchy" wine, which, from data by WineNews, shows sales of its denominations losing -3.7% between January and July 2019 compared to the same period in 2018. Only Bolgheri grows up, which, thanks to the global success of the Bordeaux blend, has registered +16%. Chianti Classico is basically stable, Chianti is holding its own (-3%), and so are Maremma Toscana (-5%), Morellino di Scansano (-6%) and Nobile di Montepulciano (-7%). Brunello di Montalcino is also on a downturn, at -27%, such as Val d'Arno di Sopra (-15%), Montecucco (-37%) and Orcia (-54%).

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For the record

Market: Chianti DOCG has changed its regulations, and modified residual sugars

Changing to re-launch and changing to meet the tastes of the market, whose desires define company budgets. Direction also adopted the Chianti Wine Consortium, the largest of the Tuscan Denominations, which has received the go-ahead to modify the value of the maximum sugar residue (from 4 to 9 g/l). A modification, explained the chairman of the Consortium, Giovanni Busi, "that will guarantee a greater capability for Chianti DOCG wine to align itself with consumers' tastes", thinking especially of the tastes of Americans and Orientals.

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