

News



Fine wine, Italy "doubles" its values

From £2 million in 2015, to (already) £5 million in 2019: the value of Italian fine wines traded on the Liv-Ex, a reference platform for the secondary market, has more than doubled, highlighting how the "weight" of the best Italian labels on the value traded on the platform has increased from 2% to 8.5% of the total from 2010 to date. And if, emphasizes the English platform, the focus is mainly on Tuscany and Piedmont, more and more offers concern labels from Sardinia, Sicily, Lombardy and Puglia. A sign of an Italy that, slowly, grows organically, even in the top of the range.

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SMS

Chianti, anti-counterfeiting efforts

From Chianti powder to cranberry-flavored Chianti, from Chianti fake to counterfeit labels: in the first nine months of 2019 there were 15,600 threats, 10,700 of which were removed, to Chianti, its producers and its brand, detected by Griffithshield agency specialized in "hunters" to find the threats that come from the network and neutralize them, "hired" by the Consorzio del Chianti. The main form of fraud are the so-called wine kits, or chemical preparations in powder to make wine at home at a cost of one euro per bottle: 6,000 have been identified and removed. This is followed by more than 3,000 cases of unfair competition and 2,000 trademark violations. It is surprising that the success rate of enforcement activities, is higher in China (100%) than in the USA (78%).

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Report

An "Olympic Wine Route"

An "Olympic Wine Route" which, in 2026, links Milan and Cortina, places of the Winter Olympics, in a route through the most prestigious wine territories of the North West of Italy, from Franciacorta to Prosecco, passing through Bardolino and Valpolicella, stopping by the wineries of Lombardy, Veneto and Trentino and creating a new type of wine tourism, linked to winter sports: this is the idea born from the comparison between Donne del Vino and the Milan Wine Week, launched by the Milanese kermesse.

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First Page

Quality growth and style definition: the first goals of the Pinot Grigio delle Venezie

It put an order in the production panorama of 230 million bottles, has linked its identity to one of the most famous Italian places in the world, such as Venice, and has traced a well-defined style. Four years after the recognition of the Pinot Grigio delle Venezie DOC, thanks to the work of more than 50 tasting commissions of the certification body, the identikit of the first Italian still white wine for production and export is increasingly clear. The action of the Consorzio Vini Doc delle Venezie focused on market governance to guarantee value along the production chain, as underlined at the first international conference dedicated to the values of Pinot Grigio coordinated by the Consortium (and organized by Civiltà del Bere) yesterday in Venice. "We have used storage for the 2018 and 2019 vintages- and temporary plant shutdowns until 2022. The drop in the price of the grapes was actually small, equal to 5-10 cents per kilo, compared to the media coverage that aroused". According to the lists of the Chambers of Commerce of the provinces of Treviso and Verona, it has gone from 60 euros per quintal in 2018 to 50-55 this year. The numbers well describe the importance of the Pinot Grigio delle Venezie DOC, the first interregional Italian denomination involving Veneto, Friuli and the autonomous province of Trento. It represents 85% of Italian Pinot Grigio production (26,000 hectares), 42% of world production, with a remarkable propensity to export (North America 44%, England 27%, Germany 10%). An Italian wine-grape that excels worldwide, starting from the USA, as told by Ettore Nicoletto, in Santa Margherita Gruppo Vinicolo, the winery that opened the market for Pinot Grigio in the States, and Sandro Sartor (Constellation Brands and Ruffino), and Alberto Marchisio (Cantine Vitevis). Now, Armani explains, more work will have to be done on promotion and positioning, also to consolidate the growth already recorded in bottling "on average 10% year on year and 30% month on month".

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Focus

Jancis Robinson: "Italy, the future is in the autochthonous"

Italian wine is destined to grow even more, in terms of price, and to fill the gap with its competitors, such as France, thanks to its autochthonous vines. Jancis Robinson, one of the most authoritative wine critics in the world, Master of Wine and wine writer for the "Financial Times", is convinced of this. "The best Italian wine - she says to WineNews - is still far from the best French wine in terms of price. However, I think things will change. We should not underestimate the power of the negociants in Bordeaux, they were the ones who made the global wine market. It is also interesting to see such wines as Masseto or Solaia are sold by the Bordeaux people at an important price". The most important arrow on the bow of Italian wine, Robinson confirms, is that of its many native vines, despite the fact that many of the most celebrated wines from Italy are still blended Bordeaux. "I admire the work that Italian producers are doing to recover and show the world the autochthonous vines. I can tell you that consumers are looking for unknown vines". The territories of the moment, according to Robinson, are realities like Sicily, Etna in particular, but also Sardinia, Marche and Campania.

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Wine & Food

A touring Biennial of Contemporary Art in the Barolo cellars

A touring Biennial of Contemporary Art in the Barolo cellars of the Langhe, where one of the most famous wines in the world is born: Barolo. The idea was launched in a cultural salon that brought together the "finance of wine" in the library that once belonged to Giulio Einaudi: Angelo Gaja, Oscar Farinetti, Roberta Ceretto, Paolo Damilano, Lamberto Vallarino Gancia, guests of Gregorio Gitti and Francesca Bazoli, from Brescia and owners of the Castle of Perno, in the Langa, stressed that "on an art biennial in our beautiful cellars there would be banks and international financiers willing to invest". Also following the example of Roberta Ceretto, who for years has focused on "art as a means of communicating wine, with the Brunate Chapel that attracts 70-80,000 people from all over the world every year".

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For the record

The affront of Prosecco chips

The multinational food company and one of the most famous Italian wine names in the world, Prosecco, put together to become Prosecco flavored Pringles: these are the elements of another fraud damaging Made in Italy products. A total lack of respect for a Denomination of Origin by a colossus which, without the consent of the Consortium of Prosecco, on the label used the words "Prosecco powder".

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