

## News



### Wine&spirits online sales

From China to France, passing through the United States, the future of sales in the wine & spirits sector will be increasingly online, and in 2024, according to the "Global Ecommerce 2019 Strategic Study" by IWSR - International Wine & Spirits Research, e-commerce will be worth 45.5 billion dollars, while in 2019 turnover will be around 21 billion euros. The first market is still China, where imported wine and Baiju represent 80% of online turnover, followed by France, with 500 online wine shops, while the biggest growth for the next five years will be in the U.S., driven by small wine producers.

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## SMS

### Apulian wine in the museums of New York

The growth of the image of wine and territory also depends on the presence in places of great value. This road has been taken decisively by the Apulian wine industry, which, thanks to the activity of Puglia in Rosé, has conquered an important place in the most important museums and theatres in New York. From the Metropolitan Museum, which brings together over 6 million visitors every year, to the Guggenheim Museum, which sees more than 1.5 million visitors in its halls, to the Intrepid Sea Air Space Museum, a museum of maritime and military history. But also theatres such as the David H. Koch Theater, dance temple, or the Avery Fisher Hall, "home" of the New York Philharmonic Orchestra. An intelligent strategy to broaden the audience of Apulian wine connoisseurs.

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## Report

### Bolgheri, the destination for wine investors

The market for fine wines is slowing down, the international context is penalising the French, and investment funds are focusing on the quality of Bolgheri wines. Starting from Masseto, on the crest of the wave thanks to the two 100/100 consecutive assigned by Robert Parker, influential signature and able to decree the global success of a wine, in the years 2015 and 2016. Among Bolgheri's wines, Sassicaia 2013 is still the best possible investment, with an absolutely affordable price and a very high quality. As the Amphora Portfolio Management experts said.

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## First Page

### The US threatens France again: no digital tax or 100% Champagne duties

On the eve of the NATO summit in London, which will bring together all the main Western leaders, U.S. President Donald Trump returns to threaten the European allies, France in particular, with the threat of new duties up to 100%, for a total of 2.4 billion dollars, in the case of approval of the digital tax on the American giants of the web, from Apple to Google, from Amazon to Facebook. The US Trade Representative's office, which has already prepared a provisional list of products to be affected, is targeting Champagne, "pardoned" by the October short list, and various types of cheese, from Roquefort to Gruyère. For the moment it's just a hypothesis, the Italian food and wine industry, from wine to cheese (already taxed at 25%, ed) do not seem in the sights, but the sword of Damocles does not only hang on Paris, because Washington let us know that the reprisal could also affect other countries that should follow the path taken by the Macron government, including Italy, of course, where the parliamentary debate has often brought to attention the chasm between the profits of digital giants and taxes paid in the Belpaese. US trade representative Robert Lighthizer, who presented the conclusions of the investigation ordered by Trump, explicitly mentioned Italy, along with Turkey and Austria. Obviously, the response of Paris, which warms up even more the spirits in view of the celebrations of the first 70 years of the Atlantic Alliance, has not been awaited, according to which those of Trump are "unacceptable" threats: "the simple project, which could be applied within 30 days, of new sanctions against France, is unacceptable", commented the Minister of Economy Bruno Le Maire. For its part, the European Commission has reiterated that "the EU will act and react with one voice and will remain united, we are coordinating with the French authorities on the next steps". And Italy? At the end of the London summit and awaiting the bilateral meeting with President Trump, Prime Minister Giuseppe Conte reassured us: "We do not expect any duty to be imposed on us and which could damage our businesses. Of course - added Conte - the threats of duties have not pleased us, but I am convinced that we will not get to this".

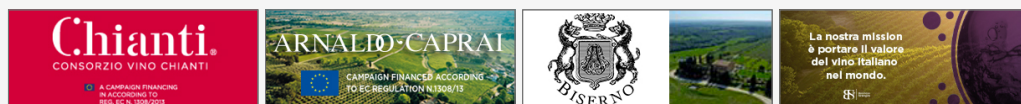
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## Focus

### China, Italian wines among the fine wines in haute cuisine

A decisive recovery in the second half of the year will allow Italian wine exports to China to close 2019 without excessive drama, although in negative territory. according to the Chinese Chamber of Commerce, cited by the study of the analysis company MiBD, in the first five months of 2019, 2,236 importers of wine have abandoned their activities, a fall of -35%. The Chinese consumer's dislike of wine is certified by the numbers of the China Association of Imports and Exports of Wine & Spirits, which in June quantified the drop in imports as -19.45% in value and -14.09% in volume. However, in the first consumer market of the country, that of Shanghai, the territories and the great Italian brands have been able to carve out an important role. From the analysis of 18,784 wines on the wine list in 180 fine restaurants in the city, at a price higher than 250 euros, it emerges that among the most common denominations there are Toscana Igt, in fourth place behind Pauillac, Napa Valley and Margaux, Barbaresco, at no. 6, Barolo at no. 9, Brunello di Montalcino at no. 10, Bolgheri at no. 13, and Amarone della Valpolicella at no. 18. Among the great Italian brands the most present is Gaja, at no. 4, at no. 6 there is Antinori, at no. 8 Tenuta San Guido and at no. 14 Ornellaia.

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## Wine & Food

### Brands that make names grow, foreign investors: Rémi Krug to WineNews

"A denomination is made up of "players", entrepreneurs, brands, cooperatives. Some are better than others, because they make a better wine or know how to sell it better. These realities are positioned as a driving force that pulls the whole denomination. In the same denomination there are companies that have created a brand approach detached from the communicative logic of the "appellation". What hinders the denomination are those who produce bad wine and who does not know how to sell it. This is the version of Rémi Krug, one of the myths of the wine world, invited by the "Italia del Vino" Consortium.

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## For the record

### Wine, Brussels responds to US duties

There are tensions between the USA and Europe, and the Old Continent is struggling to move compactly. Brussels has given an answer: the European Commission will propose to the member countries an increase in the EU contribution to the promotion campaigns for wine, within the CMO, from 50 to 60% of eligible expenses. The draft regulations include two innovations: they authorize producers to change the target markets of the current campaigns, by moving them from China to the United States, and to extend them beyond the limit of 5 years.

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