

## News



### The first 25 "vineyards" of Soave

The Consolidated Law of Vines and Wine established the "vineyards", on the label intended for wines produced on micro areas of great historical value for the denomination, which are then vinified separately. Soave has identified 25 of them - Albare, Calvarino, Campo Le Calle, Casette, Cavecchia, Cengelle, Cervare, Colbaraca, Colle Sant'Antonio, Contrada Salvarenza vecchie vigne, I Tarai, La Rocca, Le Caselle, Monte Bisson, Monte Ceriani, Motto Piane, Pressi, Rocolo, San Pietro, Val Grande, Vigna della Corte, Vigne della Brà, Vigne delle Fate, Vigne di Sande - which tell 200 years of the history of the territory, now registered in the Veneto Region Vineyard Register.

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## SMS

### Giacosa, a decade long growth

In the decade 2009-2019 the world of fine wines shifted its centre of gravity from Bordeaux to Burgundy, with Rhone, Champagne, Piedmont and Tuscany able to carve out an increasingly important space. This was stated by the study "Top 10 Investment Wines of the Decade" by Cult Wines, one of the leading British investment funds dedicated to wine, which analyzed the performance of hundreds of labels, ranking the ten that have experienced the greatest increase in value, including, at no. 8, the only Italian label, symbol of Piedmont and the Langhe: Barolo Falletto Vigna Le Rocche Riserva 2001 by Bruno Giacosa, which between 2009 and 2019 has increased from a price of \$ 271 per bottle to \$ 780 per bottle (+187%). Burgundy dominates, with Armand Rousseau's Chambertin 2000 in first place, at the end of 2009 on the market at \$440 a bottle, today at \$3,683 (+737%).

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## Report

### Wine forecasts 2020 by Wine Intelligence

Global wine consumption will decrease, but will shift to wines of higher quality and value; everything related to sustainability will continue to grow in consumers' purchasing choices; there will be a renaissance of wines from less celebrated countries for quality production, from Germany to Greece, from South Africa to Portugal; investments in packaging and service will increase; wines and cannabis drinks will be on the shelves in countries where it is legal: are the forecasts for the wine market in 2020 by the British agency Wine Intelligence.

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## First Page

### Creating value with cohesion and responsibility: Prosecco at Champagne lesson

Align supply and demand as closely as possible to prevent over-availability from depressing prices or introducing risks of speculation. This is the challenge for all denominations, particularly those which, like Prosecco Doc, are facing tumultuous growth and which need to consolidate markets and stabilize their values. A challenge undoubtedly won by the Comité Interprofessionnel du Vin de Champagne (Civc), the powerful union of winemakers and producers that was born almost 80 years ago, an excellent example for the Veneto-Friulana denomination as it emerged at the meeting organized by the Prosecco Doc Consortium in Treviso in recent days. What works, in Champagne, which moves 300 million bottles every year for 4.9 billion euros, is the interprofession, the common vision of vigneroni, Maisons and distributors that want to build value and, therefore, by common agreement, not to play on production quantities (which are established year after year), and prices, with the knowledge that all the components of the chain (16.000 winegrowers, 340 maisons, 4,700 forwarding agents, 1,800 exporters) are fundamental, with the interprofession that monitors everything, from the vineyard to the shelves, with a "Soviet organization", explained, between serious and facetious, Maxime Toubart, co-president of the Comité Interprofessionnel du Vin de Champagne. A possible model also for Prosecco Doc, a totally different wine of a much younger denomination, as recalled by the president of the Consortium Stefano Zanette, and which in any case has created wealth, with the number of bottles produced reaching 485 million, and values of the grapes passed from 55 cents in 2009 to 1.2-1.4 euros in 2019. The legal instruments, recalled Michele Fino, professor at the University of Pollenzo, are there, but the system should be reviewed, where unlike the French model, where strategic decisions, by law, are the responsibility of the interprofession, while in the Italian model the Consortia, i.e. the companies represented there, are largely left to the institutions and politics. But, above all, Zanette concluded, it is fundamental "to develop a feeling of devotion and belonging to a name that has taken us so high".

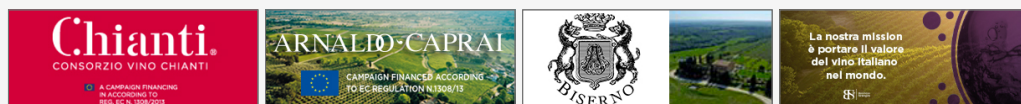
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## Focus

### Langhe, down production, but a lot of quality coming up

The 2019 vintage in the Langhe also recorded a slight drop in production: from the hills of Barolo and Barbaresco to Dogliani, passing through Alba, for all the varieties and consequently all the denominations, a drop in production of -10% in favour of quality and balance, as noted by the technicians of the Consorzio di Tutela Barolo Barbaresco Alba Langhe e Dogliani. As for the new vintages to be released in 2020, we can only imagine a potential in bottles: 14 million for Barolo 2016, 4.5 million for Barbaresco 2017, 5.6 million for Langhe Nebbiolo 2018, 2.8 million for Dogliani 2018, 982,000 for Diano d'Alba 2018. "They" will be the protagonists of Grandi Langhe 2020, the two-day tasting of the new Docg and Doc vintages of Langhe and Roero scheduled for January 27 and 28 in Alba, while from February 4 to 6 the Consortium will fly to New York, with 200 producers, for the first "Barolo&Barbaresco World Opening", langarola celebration on American soil, with a 4-handed dinner signed by Mauro Colagregio and Massimo Bottura, followed by a real moment of celebration, with Alessandro Cattelan, one of the most popular and beloved face and conductor, to act as a slaughterer, and the performance of Il Volo on stage.

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## Wine & Food

### 15 million euros for technological and production development: Mondodelvino's plans

A 15 million euro business plan for technological and production development, with investments dedicated to technological innovation of the casing and packaging lines, as well as the inclusion of machinery for measuring productivity, and greater energy efficiency in Mondodelvino companies, one of Italy's leading wine groups, founded in 1991 by Marco Martini and Enrico Gobino and which today has five production plants in Piedmont, Emilia-Romagna and Sicily, and a turnover of 110 million euros in 2018, 82% thanks to exports, particularly to the United Kingdom, Germany, Scandinavia and North America. These are the objectives that the Italian wine group intends to achieve by 2026, in collaboration with the Anthilia fund, which has signed the bond loan.

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## For the record

### Italy on the London wine lists

In 23% of the wine lists of London restaurants there is at least one wine from Antinori, the most popular brand in the City, at an average price of 195 pounds, followed by Tenuta San Guido, home of Sassicaia, in 23% of the wine list, at 677 pounds (seventh most expensive brand). Also Gaja, present in 15% of the lists, and Ornellaia, in 13%. Among the territories, as shown by MiBD Market - Wine Analytics, in the top ten there are Barolo (in 47% of the maps), Chianti Classico (in 39% of the restaurants), Super Tuscan (in 38%) and Brunello (in 37%).

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