

## News



### Liv-ex Power 100, Italy rises

Sassicaia crowns a year of continuous growth in the fine wine market by bursting at the top of the "Liv-ex Power 100" 2019, at position n. 7, especially thanks to the first place among the most traded brands, with a market share of 2.75%, of the ranking drawn up every year by Liv-ex together with "The Drinks Business", which lines up the top brands of the world wine by looking at the price performance year on year, the volume and values traded, the number of wines and vintages traded, the scores of critics and the average price. Antinori family with two brands-icona, Solaia, at n. 57, and Tignanello, at n.71. In the ranking Bruno Giacosa, Gaja, Masseto, Ornellaia and Soldera.

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## SMS

### Italy's image grows thanks to food and wine

If we consider the food and wine "variable", Italy has an enviable share in the world: "it is seen very well, a country that has managed to make the most of this aspect that represents a distinctive feature of its image. According to research conducted in 18 countries on our strengths and weaknesses, food and wine is a leading sector, which not only qualifies our economic activity, but also represents a factor of attraction for tourism. If the first factor is the cultural-artistic heritage and the beauties, immediately next to it is food and wine. This is the analysis in WineNews by Nando Pagnoncelli, Italy's most famous surveyor, a point of reference with his highly followed political surveys on La7. The Italian Sounding is the price to pay, but the attention to sustainability is the aspect that will make the country more loved.

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## Report

### Toast to 2020 with the top wines of 2010

2020, a new decade begins. And so, to celebrate it, the portal specialized in fine wine Wine-Lister, has drawn up a list of "Must Buy", vintage 2010. And, at the absolute top, the only wine with a score of 100 out of 100, there is Italy, with one of its most famous wines, Barolo, signed by one of its greatest interpreters, the late Beppe Rinaldi, with Barolo Brunate 2010. But there are many Italians in the top positions, from the Collezione de Marchi Cabernet Sauvignon di Isole e Olena, to the Chianti Classico Vigna del Sorbo Riserva di Fontodi, to Masseto, to be among the wines with 98 points.

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## First Page

### In 2020 Montalcino and Brunello at the center of the wine industry

Barolo, Bolgheri wines and Brunello di Montalcino. Looking at the rankings dedicated to fine wines, bottle prices, international and national critics' opinions, and also the ability to attract investment in vineyards and wineries, it is not a gamble to say that this is the triad of "blue chips" territories of Italian wine in recent years. 2020 will see Montalcino at the center of the news, both from an oenological point of view and on the front of "mergers & acquisitions" of companies and wineries. Thanks to an appeal that seems immune to the changing trends of the market, and to the attention of the media and the market that will inevitably attract two great vintages, as has already been judged 2015, which is about to arrive on the market, defined as one of the best vintages ever for Brunello, and as 2016, which, according to many, could be even higher in quality. According to WineNews rumors, there are many realities in the area that are attracting the interest of investors, with many offers already on the plate, and with players of the highest level at stake. Including big names in French wine, ranging from the big luxury groups to iconic names of territories such as Bordeaux, look at top-ranking companies, also in terms of size, of the territory, and on small brands of absolute prestige. There is no shortage of business officially underway, like the one that sees a new property approaching for the Cantina di Montalcino (now owned by the Cantina Leonardo da Vinci Sca), a design winery, and modern in its facilities (15 million euros have been invested in its renovation), and with the added bonus of having "Montalcino", the only reality in the area, in its corporate name, for a deal that could be around 20 million euros. "Montalcino is a great attractor of investments - comments Wine News, one of the leading experts in the mergers & acquisitions sector, Lorenzo Tersi, at the head of LT Wine & Food Advisory - and it is a fact confirmed by insiders that, at this moment in time, there is a great interest on the part of national and international players, including the French, in taking root in the territory through the acquisition of wineries or the entry into the property capital of realities large and small, but always of great and absolute world prestige".

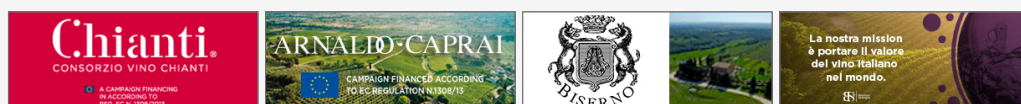
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## Focus

### EU wine and US duties, the alert level rises

The public consultation launched by the Ustr (United States Trade Representative), which will influence the decision of the U.S. Department of Commerce on whether or not to apply a new wave of duties, up to 100%, on all European wines, is due to close on January 13. A threat that has emerged almost a month ago, since Federvini among the trade organizations, and WineNews among the media, gave news of the Trump administration's initiative, and that, as many messages and phone calls from important names in Italian wine confirmed, arouses a strong and tangible concern, at least among Italian companies (mobilized through their representatives, such as Unione Italiana Vini, between lobbying actions and a social campaign), while the institutions, for now, seem limited to watch. Not a clear and official position, if not a few statements, such as that of the Minister of Economic Development, Patuanelli, extrapolated from other contexts, nor initiatives that could influence a crucial decision for the sector. Some producers have launched a petition on Change.org to stir things up, and within a few days 3,000 signatures arrived. Meanwhile, even "The New York Times" has defined the possible arrival of duties as a catastrophe. According to some estimates, U.S. operators could lose 10 billion dollars.

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## Wine & Food

### Veneto driving force

Between Amarone and Prosecco, between Soave and Pinot Grigio delle Venezie, just to mention the most famous wines, Veneto confirms itself as the "locomotive" of Italian wine, especially on the export front. This is stated in numbers of the "Tritico Vitivinicolo Veneto", presented today by the Veneto Region, in the Cantina dei Colli Berici of the Collis Group, in Lonigo. In 2019, from Veneto, wines were shipped to the world for a value of 1.6 billion euros, which makes it not only the first Italian Region, but the "fourth world power" after whole countries such as Italy, France and Spain. A wealth that comes from 97,347 hectares of vineyards, almost one in six of the national total, which, in 2019, produced 10.9 million hectoliters of wine, more than one in five (despite a drop in production of 18% in 2018).

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## For the record

### Vineyard value: the Bigot Index

If it is true that a great wine is born first of all in the vineyard, we can measure the quality of a vineyard as objectively as possible. This is what the Bigot Index do, a method to evaluate, from 0 to 100, the qualitative potential of the vineyard, conceived by agronomist Giovanni Bigot: "based on nine parameters, it was born from years of studies". Giovanni Bigot, together with Angelo Gaja, Stefano Poni (Catholic University of Piacenza), and Carlo Petrini (Slow Food), will present his conclusions on February 1 in the setting of Castello di Cigognola.

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