

## News



### Chef José Andrés, the emergency response

The response to the COVID-19 crisis, which is bringing the world's major economies to their knees, with social repercussions that risk proving devastating, has a face: that of José Andrés, chosen by "Time" for the cover of the special issue dedicated to the Coronavirus emergency. A strong but sensible choice, as reported in the article dedicated to the Spanish chef, who with the non-profit World Central Kitchen serves every year, with the help of 45,000 volunteers, 15 million meals, in 13 countries worldwide. Even in the western metropolises, starting from the USA, where poverty and marginalization, with the crisis triggered by the health emergency, will increase.

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## SMS

### Online sales of Tannico

Due to this prolonged emergency, Italians have found that they are changing not only their social habits but also their drinking and eating habits. They are relying more and more on online platforms for their purchases. TANNICO, leader company in online wine sales, has revealed that wine sales in the last three weeks of March alone, registered 100% increase in volume, 10% rise in frequent purchases and 5% in quantity of bottles of wine placed per order. The types of bottles purchased have also changed and on the whole have registered 10% reduction on the average price per bottle. Consumption of sparkling wines and Champagne has dropped and so have the Super Premium denominations. Purchases of denominations with more moderate prices are growing. White wines in general have increased. Non-denomination red wines have not showed any variation in price.

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## Report

### Wine, a billion exports at risk

The dramatic 2020 of Italian wine brought with it the worst crisis since the Second World War, linked to the spread of the Coronavirus, with the activation of measures that led to lockdown large geographical areas, both in Europe and worldwide. Among the countries concerned, many play a very important role for Italian wine, such as the United Kingdom and the United States. The reason for this is the sharp drop in demand from Ho.re.ca., the main channel for consumption, and making an approximate estimate, according to Ismea exports could be at risk for almost one billion euros.

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## First Page

### Gino Colangelo: communication at the service of wine brands supports trade

After China, Italy and Europe, the Covid-19 epidemic hits the USA, a vital market for Italian wine exports. Which, beyond the commercial aspects, the most urgent ones, will also have to rethink its communication and promotional strategies - in a context in which public health is obviously in the foreground - in order to reach the wine lovers in this period of lockdown, in which the "filter" of restaurants and bars is zeroed, but also to be ready, as companies and institutions, at the moment of the restart. At WineNews, we talked about this with Gino Colangelo (Colangelo & Partners Public Relations), one of the reference agencies for the communication and marketing of wine in the United States. "To talk directly with consumers - says Gino Colangelo - we use all the most advanced tools and technologies: social media (Facebook Live, Instagram Live), video platforms (Zoom, Google Teams, Skype) and database marketing. A very important thing: we are working a lot with retailers, both traditional and online". In lockdown time, therefore, it becomes important to "focus efforts on connecting physically isolated consumers at home with our customers, influencers, and each other to create online communities where people can eat and drink together virtually. People", continues Colangelo, "want to connect now more than ever, in every possible way. There is a hunger for content and communication". In the future, when all this will be behind us, "we expect to emerge from the crisis stronger than ever, because we are working more closely with distribution channels than ever before. Even before the Coronavirus crisis, however, we saw the increasingly evident trend of convergence between brand content and sales activation. Which is now, due to the disruption of the on-premise business, accelerating. Companies that continue to trade and communicate - intelligently and sensibly, of course - will come out stronger once the crisis is over. In the future - concludes Colangelo - I believe that the traditional definition of "off-premise" and "on-premise" will change radically".

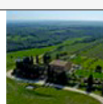
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## Focus

### Antinori at No. 6 of The World Most Admired Wine Brands

Antinori, the historical dynasty of Tuscan and Italian wine, from Giovanni di Piero Antinori, who in 1385 became part of the Guild of the Art of Winemakers, to the 26th generation, that of Marchese Piero Antinori and his daughters Albiera, Allegra and Alessia, at the head today of the Marchesi Antinori, is the first brand of made in Italy and n. 6 absolute of "The World Most Admired Wine Brands 2020", signed by Uk Drinks International magazine, in collaboration with Wine Intelligence. In front of Sassicaia (at position No.15), Frescobaldi (at position No. 22), Tignanello (at position No. 34), Planeta (at position No.39), Zonin (at position No. 41) and Ornellaia (at position No. 42). Here is all of Italy in "The World Most Admired Wine Brands 2020", unveiled, unlike the programs, far from ProWein, which, in recent years, hosted the presentation of the ranking, made prestigious by the votes of professionals from around the world, called upon to express their judgments based on parameters such as the "qualitative consistency" of the wine, also based on price positioning, the wine's ability to express the territory of origin and the grape varieties from which it is made, the level of professionalism in marketing and distribution, and packaging, also concerning the target audience.

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## Wine & Food

### The World's 50 Best Restaurants cancels the 2020 edition

It is not surprising, but the announcement of the World's 50 Best Restaurants, which for some years now has become the most eagerly awaited ranking in the world of haute cuisine and food lovers from every corner of the globe (which has seen at the top for two years, 2016 and 2018, Massimo Bottura, chef and soul of the three-Michelin-starred Osteria Francescana di Modena, ed) to cancel the 2020 edition, scheduled for June 2 in Antwerp, Flanders, and give everyone an appointment in 2021, as expected, is yet another proof of the extraordinariness of a 2020 destined to go to the chronicles as a tragic year. Events canceled, fairs canceled, the economy on the brakes, and the World's 50 Best Restaurants, which not only cancels the event, but the ranking itself, because if the situation is dramatic for everyone, it is especially so for the catering world, the most affected by the lockdown.

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## For the record

### Bolaffi, between Burgundy and Langhe

Piedmont and France, Langhe and Burgundy, never so close as under the hammer of Bolaffi. Which auctioned 318 lots of fine wines and spirits online. Collected at 280,000 euros and among the top wine lots six bottles of Barolo Monfortino Riserva 1985 by Giacomo Conterno (6,250 euros), three bottles of Gevrey Chambertin Grand Cru 2009 by Domaine Armand Rousseau (5,625 euros), a selection of four bottles of Bruno Giacosa (4,400 euros) and two bottles of La Tâche Grand Cru 1976 by Domaine de la Romanée-Conti (3,900 euros).

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