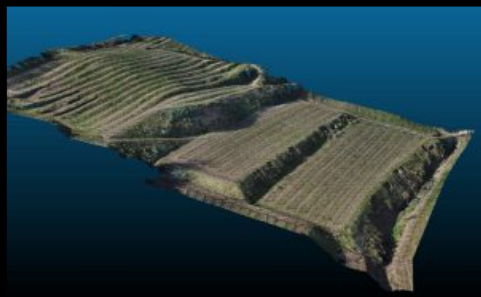


## News



### The Soave protagonist in 3D

Ancient and historical in their wine vocation, as well as modern and future-oriented in their storytelling and analysis: the Vitae del Soave hills, already FAO heritage site (Giah), thanks to the "Soilution System" project of the Soave Consortium are the protagonists, in 3D, of the "virtual" assembly of the European Union on Geosciences (Egu), live on the web until May 8th, with 15,000 scientists connected. An innovative project, "Soilution System", which, among other things, thanks to drones and 3D models, can provide an "erosion map" of the soil, to better preserve the territory and prevent geological instability.

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## SMS

### Piemonte Land, the anti-crisis "recipe"

Storage, crisis distillation, yield cutting, greater promotion in world markets but also in Italy and beyond: there are many proposals put on paper by Piemonte Land, the coordination of the Piedmont Wine Consortia, led by Filippo Mobrìci, to overcome the crisis linked to the Coronavirus, and to try to anticipate a very uncertain future. A series of ideas and measures designed for Piedmont but which, of course, can be valid for all the Regions and the many wine territories, on their knees because of the closure of restaurants, the slowdown in exports and the overall drop in consumption. "We ask for extraordinary measures to overcome this period - comments Mobrìci - and prepare the ground for the future relaunch of the sector. From now on we must plan a great promotional action to relaunch our wines in the world".

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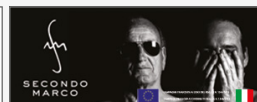


## Report

### Italy protagonist in the restaurants of Holland

The small but rich Netherlands is the ninth largest wine importer in the world, sixth for Italian still wines, with a turnover of 125.7 million euros in 2019 (+17.1% on 2018). With Italy at the top of the wine lists in Amsterdam's restaurants: according to MiBd analysis, in the top 15 of the most present territories on the wine lists, there are Tuscany, in second place overall, behind Rioja, followed by Barolo and Chianti Classico, Barbaresco and Amarone della Valpolicella. The top brands, in order, are Ornellaia, Marchesi Antinori, Allegrini, Gaja and Barone Ricasoli.

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## First Page

### Casamonti: rearrange the spaces, from the house to the restaurant to the cellar

Domestic life, work, catering, the relationship between cities that have expanded excessively to the countryside and increasingly less populated villages: the pandemic has changed many things, and revealed many limits of a model of life to be rearranged in many ways. Also in terms of living spaces. We talked about it with Marco Casamonti, from Studio Archea Associati, one of the most important Italian architects, and the signature of the futuristic winery of Marchesi Antinori in Chianti Classico. "This epidemic is not the first and unfortunately will not be the last, we must be prepared". And there is no lack of ideas, emerging from a comparison with other architects, including Ramon Prat from Barcelona and Massimiliano Fuksas from Rome. "In all the buildings - explains Casamonti - we will have to divide a dirty zone from a clean zone: we will have to find an entrance where we can take off our coat and shoes, wash our hands, and from there enter the clean zone. At home, it is easy, just a few square meters, and it is possible to do it in an office or restaurant". The main obstacle is the logic of profit: "it will be necessary to orient oneself not to the maximum use of surfaces, but the best exploitation of space in relation to the quality of life". This is a very topical issue, but there are already available and inexpensive solutions, especially on the very topical issue of sanitation. From ultraviolet lamps that kill bacteria that have been used for years in operating theatres, which can also be used in homes, offices and restaurants, for example, or different air conditioning systems. We need rules that require change. What has been done in the world of wine, especially in terms of greater respect for the environment, can be an example: "with the Antinori winery in Chianti Classico we have built over 50,000 square meters of building, recreating as many vineyards on the roofs. The cellars, in this sense, are a virtuous example of the use of resources". Another topic is the discussion on de-urbanisation, "an opportunity towards which we must strive", Casamonti says, "but if we all concentrate on the cities it is because the countryside and villages lack infrastructure and connectivity. Without them, these wonderful places in Italy will become increasingly depopulated". (the interview is the in-depth analysis).

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## Focus

### Between duties and Covid, the first 3 months of extra-EU exports

The Coronavirus crisis has come like a cold shower on the world and the wine market. With a sudden slowdown for exports from the Italian wine country, which, on the other hand, had started off with impetus. March 2020 was a watershed month for the world wine trade, with Italy playing a positive role in the first two months of 2020, but in retreat in March, after the end of the US anti-dazi stocks and in correspondence with the beginning of the lockdown by Coronavirus. As reported by the Vinitaly-Nomisma Wine Monitor on wine sales in non-EU countries in the first quarter of 2020. Overall, Italy loses less than the average in China (-13.3% compared to -20%) and gains more in the USA (+16.8% compared to +10.9%), and positive data also from Canada and Japan, while Switzerland holds on. "In the coming months the impact of the pandemic on international markets will be even more evident - said Giovanni Mantovani, CEO of VeronaFiere - but we hope that this autumn Italy will be the first to start again in China, where the lockdown on the wine on-trade began with a domino effect. On the program, the first edition of Wine to Asia in Shenzhen (9-11 November), as well as the events of Vinitaly Hong Kong (5-7 November) and Chengdu".

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## Wine & Food

### Fine Wine, Italy holds on, led by Brunello di Montalcino and Barolo. Liv-Ex data

The trend is always the same: Italy holds on and gains market share on a France that, while remaining leader, continues to decline. As the data updated to April 30, 2020 of the Liv-Ex reference platform, show. If in the last week, among the 5 wines in the world that moved more value there are Brunello Riserva 2012 Biondi Santi and Barolo Monfortino Riserva 2013 by Giacomo Conterno, Italy, represented 22% of the market in April. A figure that means that, with a +3.1% in the last 12 months, the Italy 100 - made up of the last 10 physical vintages of Supertuscans, Sassicaia, Masseto, Ornellaia and the "triptych" of the Antinori (Solaia, Tignanello and Guado al Tasso), as well as several vintages of Sorì San Lorenzo, Barbaresco and Sperss di Gaja and Giacomo Conterno's Barolo Monfortino Riserva - is the only one growing together with Champagne 50 (+1.6%).

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## For the record

### Chianti, 6 million euros for promotion

Operation Re-launch. In the midst of the toughest moment facing international markets, starting when the Covid-19 epidemic blocked "historical" outlets, the Chianti Consortium has instead developed a 6 million euros project (of which it is the leader, and in partnership with the consortia of Asti, Pinot Grigio delle Venezie, Formaggio Asiago and Pecorino Sardo) that will be promoted in Canada and the United States, key target markets for the extra-EU area.

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