

News



56 magnums Barolo Monfortino auctioned

The desire for wine did not stop in the lockdown phase, not even among collectors. And looking to the future with confidence, even the auction market is trying to restart, exploiting the web. A nearby appointment on the calendar is the internet auction of Bolaffi Auctions, scheduled for June 9, with a great lot: a 56 magnum vertical of Barolo Monfortino Riserva by Giacomo Conterno, from 1990 to 2010, which starts from an auction base of 81,600 euros. A super lot of absolute level, accompanied by other big names from Italy and France, with a desire for great wines that does not stop, not even in a pandemic.

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SMS

E-Commerce, Campari buys 49% of Tannico

That the boom in wine e-commerce linked to the Covid emergency is destined to consolidate is the conviction of many, and now in this sense comes a signal that seems destined to sweep away any doubts: the beverage giant Campari Group has acquired 49% of Tannico, Italy's leading e-commerce platform for the online sale of wines and premium spirits. This has been confirmed by an official note where "Campari Group announces that it has signed an agreement with all its shareholders - including the main ones (Ceo Marco Magnocavallo, P101 SGR and Boox srl, jointly to acquire a 49% stake of Tannico Spa), for a sum of 23.4 million euros. The structure of the transaction includes the acquisition of 39% of Tannico's share capital by Campari Group and the simultaneous subscription of a reserved capital increase to reach a total stake of 49%.

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Report

Marilisa Allegrini: Order of Merit for Labour

"Proud as a woman, a wine entrepreneur, and finally as a Veronese and Venetian". These are the words of Marilisa Allegrini, one of the great queens of the Amarone della Valpolicella, who runs the historic family business (with wineries also in Montalcino, with San Polo, and Bolgheri, with Poggio al Tesoro), awarded Order of Merit for Labour by the President of the Republic, Mattarella. Together with names such as Ferruccio Ferragamo, at the head of the fashion label and wine producer with Il Borro, and Gianni Fiasconaro, top name of the pastry shop in Sicily.

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First Page

Wine, the Italian market in "Italy Wine Landscapes" by Wine Intelligence

At zero and with a very slow recovery, the Italian market will be more important than ever for Italian producers soon. And the good news is that, on the whole, out of 50 million adults, those who drink wine in Italy are 34 million, of which 28 drink a glass at least once a week, with 1 wine consumer out of 3 who drinks almost every day. This is one of the evidence that emerges from Report no. 1 "Italy Wine Landscapes 2020" of the English agency Wine Intelligence, analyzed by WineNews. Which shows consumption of 43 liters per capita for still wines alone (behind Portugal alone, with 56.4 liters, and France with 49 liters), with consumers equally divided between men and women. 42% are over 55 years old, 32% are between 18 and 44 years old. A "curious" population of wine lovers, so much so that 55% want to try different wines regularly (a percentage that rises to 69% among those under 34), and who drink mainly because they love the pleasure and taste of wine. 78% look for wines of the highest quality according to their ability to spend, and 6 out of 10 are convinced that enjoying a glass is also good for their health. In general, more than 1 out of 2 consumers consider wine an important element of their lifestyle, a strong interest in wine, and 53% also believe that bottles are generally reasonably priced. 41% feel competent in the matter, while 24% say they do not understand much about it. Furthermore, it emerges that red wine (89% of those who have drunk at least once in the last year) and white wine (88%) are the most consumed alcoholic beverages by Italians, followed by beer (85%). At a distance follows the Spritz (54%), ahead of sweet sparkling wines such as Asti (51%), craft beer (47%), Italian bubbles in general (46%) and other sparkling wines (45%). Among the varieties consumed by the largest number of Italians, on the white front stand out Chardonnay, Pinot Bianco, Pinot Grigio, Moscato, Falanghina and Verdicchio, while among the reds lead Nero d'Avola, Montepulciano, Lambrusco, Merlot, Sangiovese and Primitivo.

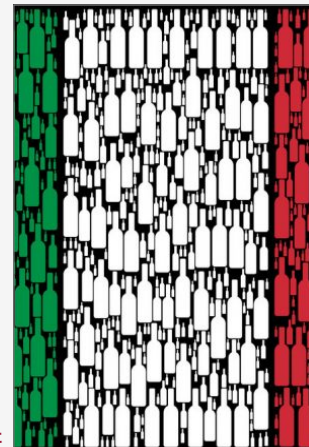
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Focus

Prosecco and Brunello the best known, Ferrari top brand

Prosecco Doc (52% the percentage of those who have heard of the denomination), Brunello di Montalcino (51%), Montepulciano d'Abruzzo (50%), Chianti (48%), Chianti Classico (45%), Franciacorta (45%), Barolo (40%), Barbera d'Asti (40%), Lambrusco (40%), Asti and Moscato d'Asti (38%): these are the 10 best known Italian denominations, according to Wine Intelligence. While the strongest brands in Italy, according to the "Global Wine Brand Power Index", are, in order, Ferrari, Berlucchi, Fontanafredda, Donnafugata, Cà del Bosco, Mionetto, Feudi di San Gregorio, Valdo, Sella e Mosca, Antinori, Zonin, Mastroberardino, Sassicaia, Duca di Salaparuta and Marchesi di Barolo. Among the purchase channels, supermarkets (72%) and hypermarkets (48%) remain the most popular channels for buying wine among regular Italian wine consumers, but 2 out of 5 Italian consumers have also bought wine in specialized shops, such as wine shops or wine shops (46%), in the last 6 months, while 29% buy directly from the winery, and 14% on the internet. The brands where more wine is bought are Conad (30%), Coop (28%) and Esselunga (21%), and among the others, 6% use Eataly as their main channel, 3% use Vini.it and Tannico, and 2% use Signorvino.

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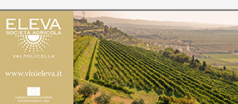


Wine & Food

Richard Parsons: "Usa, brilliant prospects for Brunello di Montalcino"

"Everyone here in the USA says that Brunello di Montalcino, of all Italian red wines, is the favorite and for this reason, despite the difficulties of the moment, the prospects for Brunello in the American market are brilliant". This are the words of Richard Parsons, ex economic advisor of former U.S. President Barack Obama, and already a leader of giants such as Time Warner and City Group, and producer, since 2000, of Brunello di Montalcino, with the winery "Il Palazzone": 5 hectares of vineyards all registered with Brunello, from which it produces 11,000 bottles of Brunello di Montalcino per year. Half of these wines, are sold directly in the company, and the rest in the world. Of which 1 out of 5 in the USA. A market that Richard Parsons knows well and which, net of the difficulties linked to the pandemic, has never stopped desiring great Italian wine, starting with its great forerunners.

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For the record

The 21 Italian wineries worth over 100 million euros in turnover

The 21 wineries in Italy that had turnovers of more than 100 million euros in 2019, represent the top of journalist Anna Di Martino's annual 100 major Italian wineries, published in "Corriere della Sera", and analyzed by WineNews. The top private brands are Marchesi Antinori, Casa Vinicola Botter Carlo, Fratelli Martini, Zonin 1821, Enoitalia, Santa Margherita, Italian Wine Brands, Gruppo Ruffino, Marchesi Frescobaldi, Mondodelvino Group, Schenk Italian Wineries and Gruppo Lunelli. Cantine Riunite-Giv, Cavio, Cavit, Mezzacorona, La Marca and Cantina di Soave are the best wine cooperatives.

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