

News



19 subareas of Conegliano Valdobbiadene

There are 19 subareas of Conegliano Valdobbiadene Prosecco, described in the "I Terroirs del Conegliano Valdobbiadene Prosecco. Studio sull'origine della qualità nelle Colline Patrimonio Unesco", the volume edited by researchers Federica Gaiotti and Diego Tomasi, on one of the most precious Italian wine-growing areas, obtaining distinctive specificities for each subarea, told in 19 stories, as many subareas are analyzed. Each of them reveals the characteristic traits of the single plot, which can give back the right authoritativeness to the vineyard and thus break the homogeneity of the Denomination.

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SMS

World wine cooperatives

"This global crisis has affected major wine markets such as Europe and the United States, and emerging markets such as Brazil. It is estimated that it will not be possible to recover turnover levels before 2024/2025. We need to take lessons from the Southern Hemisphere which, in this crisis, has been able to better support the wine sector, enhancing it. The approach of the bubbles sector, which has had a great relaunch following the 2008 crisis, is also a lesson. We will have to reformulate our offer". Between the wine market and the economic, social and environmental challenges of the near future, the words of Pau Roca, dg Oiv, at the World - virtual - Forum of Wine Cooperatives on the global situation and the effects of the pandemic, promoted by Caviro and chaired by the president of the Group, Carlo Dalmonte.

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Report

Primum Familiae Vini launches "The Pfv Prize"

Excellence in sustainability, innovation, craftsmanship and the transmission of responsibility and commitment from one generation to the next: the characteristics in the business world according to Primum Familiae Vini, the association founded in 1991 by Robert Drouhin and Miguel Torres, which brings together 12 great wine family realities, including Marchesi Antinori and Tenuta San Guido, which launches "The Pfv Prize". A €100,000 prize, to be awarded to a family-run company, operating in any business area, and demonstrating its excellence.

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First Page

New U.S. duties: the account is 3.1 billion euros, in the black list nothing new for Italy

The U.S. Department of Commerce (USTR) has published a new black list of European products that, as of June 26, will be evaluated for the introduction of new duties, or the tightening of existing ones. An expected passage, which will have to bring another 3.1 billion dollars to Washington's coffers in the Trump Administration's intentions, strengthened by the WTO ruling of October 2019, when in the dispute between the U.S. and the European Union on the dispute between Boeing and Airbus, set at 7.5 billion dollars the number of new duties that Washington can impose on European products. It has been a long war of nerves, with Italy saved in many of its excellences, starting with wine, but affected, with tariffs of 25%, on other specialties, such as Parmigiano Reggiano, Grana Padano, Gorgonzola, Asiago, Fontina, Provolone but also salami, mortadella, crustaceans, citrus fruit, shellfish, juices and liqueurs such as bitters and limoncello. The list published on 23 June does not change much, only a new annex - Annex III - appears with new products being examined by the U.S. Trade Representative, but only from four countries, France, Germany, Spain and the United Kingdom (including Scotch whiskey, Irish whiskey, brandy, vodka and gin), i.e. Airbus members who, according to a lot of American and British press, could pay the biggest bill. In the other two annexes - Annex I and Annex II - the long list of products under observation is the same as in October, 2019, and as in the other "carousels" there will be to wait (and to tremble, even if in February the country came out unscathed): the comments of the producers' associations, for and against the imposition of new tariffs (up to 100% of the initial value, at least potentially, editor's note), will be collected on the website of the U.S. Trade Representative from June 26, and the hope is that the lobby of importers and distributors of Italian wine and agri-foodstuffs will assert their reasons and their weight, saving, at least for a few months, trade towards a 4.7 billion euro market in 2019. A complex situation, accompanied by the understandable apprehension of the productive associations, starting from Coldiretti to Confagricoltura and Cia - Agricoltori Italiani, who entrust diplomacy with the hope of coming out unscathed.

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Focus

"Wine2Wine Exhibition" and "Opera Wine"

A real "physical" fair of Italian wine, because only digital - although increasingly important and integral - the business can not live. The first major event of the post-Covid Italian wine system, developed according to "safe business" safety protocols, with one day open to the public and two dedicated to business: here is "Wine2Wine Exhibition", the new format of VeronaFiere, which will be on stage from 22 November to 24 November. Preceded by "Opera Wine", on 21 November, the great tasting, signed by "Wine Spectator", with the best 100 Italian wineries (initially postponed to 2021, like Vinitaly). Everything in Verona, which returns as the capital of Italian wine. This is the first major unified event in the autumn dedicated to the wine sector, which brings together public institutions, regions and consortia, in collaboration with the Ministry of Agriculture, Foreign Affairs and the Ice-Agency, which, together with VeronaFiere, is involved in the incoming activity of foreign buyers. Together with the new "Wine2Wine Exhibition" - three pavilions involved, with the logic of "walk around tasting", with a path through thematic and geographical areas with which to tell the names and types of Italian wine - the traditional "Wine2Wine Business Forum" will also be on stage, focusing on the post-Covid wine market.

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Wine & Food

Good news from Brussels

"In response to the objection raised by the S&D Group, EU Agriculture Commissioner Janusz Wojciechowski has taken up a large part of Parliament's proposals. In particular, for wine we expect fresh resources for promotion (and therefore an increase in appropriations), but also an increase in co-financing from 50 to 60% of the whole CMO measure (plant restructuring, green harvesting and so on). There are two different aspects: on the one hand, the increase in the budget, and therefore in resources for promotion, which we expect, and on the other, as announced by Wojciechowski, the very important news for the sector, of the 10% increase in European co-financing". So, to WineNews, Paolo De Castro, S&D coordinator at the Agriculture Committee of the European Parliament.

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For the record

Italian wine at the General State of the Economy

Wine was also a top player, like every important Italian production sector, at the General State of the Economy meeting/event that Prime Minister Giuseppe Conte called to bring together government representatives, social partners - trade unions and production associations - and intellectuals to define the lines of economic intervention needed to revitalize the country after the crisis caused by Covid-19. Franco Maria Ricci (president of Fis) was at the discussion table and brought to the Premier's attention the demands of the wine world.

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