

## News



### Cara Delevingne, the Prosecco model

The passion of international celebrities continues to grow, with more and more fashion, entertainment and film stars entering the wine market as winemakers, choosing Italian wine territories as the "home" for their "celebrity wines". It is the turn of the English supermodel Cara Delevingne, who, together with her sisters Poppy and Chloe, has launched her Prosecco brand, in collaboration with Foss Marai, the estate owned by the Biasiotto family, committed to the sustainable production of the famous "Made in Italy" bubbles. Two labels of the brand Della Vite will arrive on the market, a Prosecco Superiore Docg and a Treviso Prosecco Doc.

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## SMS

### The sparkling wine in the US Market

The sparkling wine market in the USA knows no crisis. The consumer base, frequency of consumption and Americans' passion for bubbles is increasing. More for foreign ones than for domestic ones, actually, but after the lockdown the rebound in consumption, from June 2020, has affected sparkling wines of all types and origin, especially thanks to consumers under 55. For this reason, the United States, even for bubbles (with Italy which, in the first 5 months of 2020, saw exports of sparkling wines for 151 million euros, up, despite everything, on 146 of 2019, data from Istat, ed), are a key market from which to start again. It emerges from the report "Sparkling Wine in the US Market 2020" by the British agency Wine Intelligence. According to which, in 2020, sparkling wine consumers in the U.S. are now 50.6 million, almost 1 out of 6 Americans.

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## Report

### Made in Italy post Covid for Oscar Farinetti

"Up to now we have done very well going out into the world and narrating our traditions, customs, and the characteristics of the craftsmanship of Italian food and wine. Looking to the future, we must now add other values and new identifying elements to the narrative. It is now time to add sustainability to these topics, because it will be the greatest challenge over the next few years". Here are the observations of Oscar Farinetti, one of the most successful Italian entrepreneurs, creator of Eataly, at WineNews.

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## First Page

### Harvest 2020: the overview of Assoenologi, Ismea and Unione Italiana Vini

A good if not very good quality of the grapes, and in some cases excellent, for a vintage that promises to be interesting. A quantity in line with that of 2019 (-1%, at 47.2 million hectoliters), which, as never before, has been affected by the economic situation and the consequent voluntary reduction in yields implemented by the Government, in addition to those implemented by many Consortia. However, this should allow Italy to remain the world's leading wine producer, followed by France, with 45 million hectoliters, and Spain, with 42 million hectoliters. This is the summary picture, net of any further adverse climatic events, of the 2020 harvest estimates, elaborated by Assoenologi, Ismea and Unione Italiana Vini (UIV), and presented at an online conference, which was also attended by the Minister of Agriculture, Teresa Bellanova. According to the dossier prepared by the joint working group, high quality and slightly lower quantity than the average of the last five years (-4%) contrast with the particular international economic situation, which registers a significant reduction in the global wine trade (-11% in value and -6% in volume in the first half of 2020, on the same period 2019) and a contraction, the first after 20 years of growth, of exports of wine made in Italy (-4% in the first 5 months), although lower than that of the main competitors. These factors have led to difficulties among companies and an increase, albeit limited, in stocks of products with the denomination with the consequent filing of lists of IGT, DOC and DOCG. In this still difficult economic context, the current harvest represents, for qualitative and quantitative characteristics, an excellent opportunity for the restart of the Italian product, even more so if supported by an adequate national and international campaign to promote the wine of Italy. The geography of the production year sees a slight increase in the North (+3% on 2019), while in the Centre and South the quantities should be reduced by 2% and 7% respectively.

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## Focus

### The vineyards of Italy smile at winemakers

With a thousand worries coming from the markets of the world, all still more or less strongly slowed down by the effects of the pandemic, most of the wine producers of Italy breathe a little optimism looking at the vineyard. As told, to WineNews, by some of the most important enologists of the Belpaese, from Carlo Ferrini to Giuseppe Caviola, from Riccardo Cotarella to Donato Lanati, and as testified by the words of many important wineries throughout the country, like Pio Cesare and Damilano in the Langhe, San Leonardo and Ferrari in Trentino. San Michele Appiano and Cantina Kaltern in South Tyrol. Mosnel in Franciacorta, Le Monde in Friuli Venezia Giulia. Monte Zovo, Romano dal Forno and Villa Sandi in Veneto. The Consorzio del Soave in the Soave for Garganega and Trebbiano. PuntoZero in the Colli Berici and Cantine Lvnæ in Liguria. The Castle of Brolio, the Castle of Querceto and Nittardi in Chianti Classico. The Silvio Nardi Estate in Montalcino and the Tenuta di Trinoro in Val d'Orcia. The Tenuta Argenteria in Bolgheri and the Tenuta di Ghizzano in the Pisan hills. The Castello della Sala in Umbria and Umani Ronchi in Marche. Siddùra in Sardinia and Tasca d'Almerita, Passopisciaro, Marco de Bartoli in Sicily. To give an overview, finally, Schenk Italian Wineries.

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## Wine & Food

### Exports of bulk wine grew in volume but not in value between April 2019 and April 2020

The Bulk Wine Club gathered data which showed world trade of bulk wine in the 12 months from April 2019 to April 2020, (considering that the Pandemic greatly affected the last few months), has moved 3.3 billion liters of wine, which is 2.8% more than the previous year, for a value totaling 2.4 billion euros, or -5.1%, at an average price of 72 cents per liter (-7.8%). More current data also highlighted the performances of the topmost exporting countries. Spain remains the leader, despite a loss in value of -16.3%, at 447 million euros, ahead of Australia (-4.7%, at 311 million euros) and Italy (290 million euros). On the other hand, between June 2019 and June 2020, the main importers were, UK, Germany and USA.

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## For the record

### European harvests of the three largest wine producers

Except for the whims of the weather, the production of wine 2020, at least in the three great countries of Europe, will not be stingy, but not too abundant. In Italy, estimates by Assoenologi, Ismea and Unione Italiana Vini speak of 47.2 million hectoliters. In France, Agreste's estimates are between 44.7 and 45.6 million hectoliters (+6-8% on 2019). In Spain, the estimates are made by the Cooperativas Agro-Alimentarias of Castilla-La Mancha, which predict a 2020 vintage of 43 million hectoliters (+14% on 2019).

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