

News



WE: Sassicaia and Guado al Tasso at top

In the world of wine critics, scores, tastes and rankings are often detonators of debates and comparisons. But if taste is "disputable", other data are incontrovertible. Such as the sales photographed by the "Top 10 Best Selling Wines" by Wine Enthusiast, whose "Italian editor" is Kerin O'Keefe, who, in 2020, saw among the best selling wines online by the historic US magazine, Sassicaia 2017 by Tenuta San Guido, at number 4, and Bolgheri Superiore 2017 by Guado al Tasso, the estate of the Antinori family, at number 9.

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SMS

2020: WineNews bursts onto the web

2020, the "annus horribilis", is finally over and it was totally the worst year ever for WineNews as well, but at the same time, one of the best. It goes without saying that no one would have ever expected a year like the one that is, finally, over. However, 2.8 million users (+ 151% compared to 2019), connected to the website, plus the boom of followers on (57.761 since 2018), Instagram (30.278, in just 16 months), Twitter (21.706, now a veteran, alongside YouTube), has registered fantastic data for our work. These first 20 years of being online and providing daily information about the wine, agriculture, wine tourism and catering worlds is powered today, more than ever, by social networks, making a more exciting and direct difference and successfully keeping the sector united and connected.

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Report

Wine consumption will grow again

It is difficult, but not impossible, to make forecasts about the trend of global wine sales and consumption, especially after a year like the one just passed. However, the world wine market, in 2021, should generate a turnover of 381 billion dollars, an increase of 11.9% on 2020, according to the analysis of the portal Statista. The growth of wine turnover, from now until 2025, will be on average +8.5%, but already this year it should return to the levels of 2019, to return to growth, in an important way, in 2022

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First Page

"Wine Clubs" of Italian wineries: a growing phenomenon, driven by the pandemic

There are those that allow to buy old vintages impossible to find on the market directly from the producer's cellar, those that simply offer discounts, those that, together with more or less rare and peculiar bottles, limited editions and not only, offer to their members personalized experiences, "Taylor made" visits in the winery, and many other services, for a relationship between producer and wine lover more and more direct, through digital, and based on the experience, more than on the product itself. These are the many "wine clubs" of Italian wineries, a tool that is, on the whole, far from new, but which now, on the wave of digitization accelerated by the Pandemic crisis, which is also pushing companies to reinvent part of their business with the restaurant business still essentially at a standstill (and it is still unclear for how long, in Italy and in many areas of the world), has found a new, important push. With wine clubs directly managed by producers which are joining the many "third party" experiences which, for example, already allow wine lovers to receive at home, on a regular basis, selections of wines based on the most different criteria. According to data from the research "The wine business in the post-Covid-19 era" by the Vinitaly-Nomisma Wine Monitor on a panel of 165 wineries representing 4 billion euros in turnover, if in 2019 wine clubs were a niche tool (11% of the panel), in 2021 they will be adopted by 57% of Italian wineries. And there are many examples, both recent and historical (described in the in-depth analysis): from the new Repertorio 1694 of the Sicilian label Planeta, the Umberto Cesari Wine Club, a reference reality for wine in Emilia Romagna, from the historic (founded in 2006) Mazzei Wine Club, to the "26 Generazioni Wine Club" of Marchesi Antinori, a leading reality of Italian wine, from the Argentiera Wine Club of Tenuta Argentiera, one of the most beautiful realities of Bolgheri, the D'Wine Club of Dievole, a microcosm of wine between Chianti Classico, Montalcino and Bolgheri of the Argentinean oilman Alejandro Bulgheroni, from the Piedmontese Michele Chiarlo Wine Club and Poderi Luigi Einaudi Wine Club to the Sicilian Firriato Wine Club, and even passing through the Tommasi Family Estates, Il Monsnel, Barone Ricasoli, Zeni, or Cantine Barbera.

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Focus

Quintarelli, Ferrari and Cervaro della Sala: Vivino's best sellers

Sharing, in 2020, is more and more through social networks and virtual communities. Even that of wine, which can count on the largest of all, Vivino, populated by millions and millions of wine lovers from every corner of the world. Who, in the last 12 months, have scanned more than 380 million labels. But which are the most purchased wines? This is revealed by Vivino's "Best Sellers", 25 wines divided into four price ranges. Under 15 euros, Fanciaccorta Ca' de' Pazzi, Chianti 2018 Maramai and Valdobbiadene Prosecco Superiore Priol by Bortolomai stand out. Between 15 and 30 euros, the Edizione Cinque Autoctoni from Farnese, the Bruciato 2018 from Tenuta Guado al Tasso (Antinori) and the Amarone 2017 Otre. Going up one more step, under 50 euros per bottle, Vivino's advices focus on Cervaro della Sala 2018 by Castello della Sala (Antinori), Mille e Una Notte 2016 by Donnafugata, Fanciaccorta Satén 2015 by Bellavista, Champagne Brut Premier by Louis Roederer and Champagne Brut (R de Ruinart). Finally, the great wines, without caring too much about the wallet: Dom Pérignon vintage 2010, Sassicaia 2017 by Tenuta San Guido, Bolgheri Superiore 2017 by Tenuta Guado al Tasso (Antinori), Valpolicella 2012 by Giuseppe Quintarelli, Trentodoc "Giulio Ferrari" Riserva del Fondatore 2008 and San Leonardo 2015.

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Wine & Food

Barolo "Italian City of Wine": viticulture as driving force for the territory

The slogan the "capital" of the Langhe territory and the first "Italian Wine City", has chosen for the entire year of 2021 is: "Barolo 2021. Infinite tale". The initiative has been promoted by Wine Cities and sponsored by the Ministry of Agriculture, and will bring activities, events, exhibitions and conferences to the Langa, mainly in Barolo, but also in the other villages of the Langhe and Roero. The companies will be able to take the projects left behind in 2020 and start a series of activities that will definitely affect the cultural, social and economic fabric of the territory, starting with winemaking. This is the reason why, together with the events, the focus is also on commitment and scientific research, narration and creativity, the search for new communication language, the development of models and services aimed towards the community, the benefits of which will last a long time.

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For the record

Prosecco Docg in 2020 confirms 2019 record

In a year as disastrous as 2020, equalizing 2019 sales is no small accomplishment. Especially if that now distant 2019 was an all-time record year. A great little feat archived, among others, by the territory of Conegliano Valdobbiadene Prosecco Superiore Docg: according to data from the Consortium, led by Innocente Nardi, 92 million bottles of the famous bubbles that are born in the Unesco Heritage Hills, the historical territory and origin of the Prosecco phenomenon, were certified in 2020.

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