

News



"Valpolicella Annual Conference" on the web

It will discuss the commercial future of wine, between large-scale distribution, horeca and e-commerce, and wines of method and territory in relation to climate change and the evolution of consumption, and will analyze the new policies in support of the Italian wine market and the positioning in target markets, with tastings dedicated to Amarone, Ripasso and Valpolicella, with the voices of experts in global connection. Because everything will be on the web. Between virtual conferences and digital tasting, here is the "Valpolicella Annual Conference", the first completely digital event designed by the Consorzio Vini Valpolicella (February 26-27).

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SMS

Europe's Beating Cancer Plan approved

As anticipated by WineNews, the European Commission approved Europe's Beating Cancer Plan. The objective of this document, the fight against cancer, is more than acceptable, but it presents critical points for the wine sector (and not only), although with softer tones compared to the draft circulated in recent days. The document, now, calls into question the abuse of wine and alcoholic beverages (literally harmful alcohol consumption) and no longer the consumption, but proposes, however, the revision of taxation, limitations on advertising and promotional actions, changes in labels, such as the list of ingredients by 2022, warnings about health risks on the label, but from 2023. And now come the official positions of the wine industry, at European level, signed by Ceev, and Italian, through the voice of Unione Italiana Vini and Federvini.

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Report

Pledge, agreement Bolgheri-Crédit Agricole

The top wine territories are continuing to invest in the "Revolving Pledge", which allows wineries to transform their wine in stock into monetary liquidity. Just a few days ago, Albiera Antinori, head of the Consorzio dei Vini Bolgheri (protecting the Bolgheri and Bolgheri Sassicaia denominations) has also signed an agreement with the bank Crédit Agricole that will permit the wineries in the area to activate the pledge. The agreement provides the possibility of granting credit based on the market values of PDO and PGI wine in stock, subject to certification of existence.

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First Page

A dreamy 2020 for Italy's fine wines, according to Justin Gibbs, director of Liv-Ex

"Firstly, the introduction of US taxes on EU wines at the end of 2019, to which Italian wines and Champagne were not subject, has translated into an advantage on sales value; the second point is that wines from regions such as Burgundy and Bordeaux, and top level Italian wines, have increased their value, pushing consumers to invest in them. Third point, the entry into the market of Brunello 2015 and Barolo 2016, judged by critics and the market as two particularly successful vintages": this explains the dreamy 2020 of Italian wine on Liv-Ex, as reported to WineNews by Justin Gibbs, director and co-founder of the reference platform of the secondary market, commenting on an extraordinary 2020, which saw Italy absolute star of the secondary market of fine wines, thanks to champions such as Barolo Monfortino by Giacomo Conterno, absolutely the wine that has moved more value in the world with the 2013 vintage, and with the Belpaese able to place 4 labels among the top 10 in the ranking of growth in prices, such as Sassicaia 2013, Tignanello 2013 and 2016 and Solaia 2013, still signed by Antinori. Again, in the 12 months just concluded, the Italy 100, the index dedicated to the great wines of the Belpaese - made up of the last 10 physical vintages of the great Supertuscans, namely Sassicaia, Masseto, Ornellaia and the great "triptych" of the Antinori family, formed by Solaia, Tignanello and Guado al Tasso, as well as Sori San Lorenzo, Barbaresco, Sperss (2005-2011 and 2013-2015) of Gaja, and Barolo Monfortino Riserva di Giacomo Conterno (with vintages from 1999 to 2002, from 2004 to 2006 and then 2008, 2010 and 2013) - grew by 6.65%, trailed only by "Champagne" 50, at +6.24%. And if ever so many, as many as 17, are the Italian labels in the Liv-Ex Power 100 2020 (Gaja, Sassicaia, Ornellaia, Masseto, Solaia, Luciano Sandrone, Biondi Santi's Tenuta Greppo, and again Tignanello, Giacomo Conterno, Bartolo Mascarello, Casanova di Neri, Poggio di Sotto, Vietti, Tua Rita, Bruno Giacosa and Quintarelli), according to Gibbs, "although Supertuscans and Piedmont are leading the way, wines from Abruzzo, Chianti Classico are growing as well, and there are positive signals, even if they are more limited, from Sicily, Sardinia, Campania and Trentino" (the complete interview in the in-depth article).

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Focus

E-commerce of wine, the boom of 2020, in Italian bigwigs' data

Driven by the closures to restaurants imposed by the pandemic and by the desire of wine lovers not to renounce a good glass of wine even at home, the boom of wine e-commerce in Italy has been one of the phenomena accelerated by Covid. A phenomenon still limited in absolute values, but important for several aspects. First of all, it represents an important channel for many small wineries focused on catering and that, due to strategy, structure, and size, do not want or are not able to access large-scale distribution, which, especially for the larger wineries and historically present in modern distribution, has been the real barrier to the crisis. Secondly, because more and more wine e-commerce portals are also communication tools, capable of connecting producers who want to make themselves known and consumers who are looking for something new, as well as training, with different proposals for tasting courses and food matching. Third, because many of those who started buying wine via the web for the first time are continuing to do so. And that this sector will have an important future, is also told by the investments magnetized by some of the most important realities of the sector, and their 2020 turnovers, as revealed by data collected by WineNews on Tannico, Vino.com, Callmewine.com and Xtrawine.

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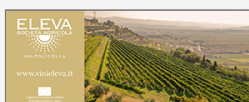


Wine & Food

Riccardo Cotarella: Dante gave the key to reflect on the link between wine and culture

Riccardo Cotarella, one of the most famous Italian oenologists, at the helm of Assoenologi, wrote (in the editorial of the magazine "L'Enologo" edition number 1/2 of January / February 2021), "Our soul, our traditions, our knowledge are all in a glass of red or white wine" and "Dante's writings related to wine continue to remind us of this seven centuries after his death". Continuing his thoughts on the "Divine Comedy", he said, "each year, with great emotion and immense amazement we re-experience the miracle of nature when we oenologists are called to assist and intervene. It is a privilege that makes us proud of our profession, and makes us responsible for wine excellence, which is the history, the present and future of a country".

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For the record

Wine tourism, between training and "Recovery Fund"

Wine tourism will be, according to everyone, one of the pillars of Italian tourism. But for a real relaunch, ideas and proposals will be decisive, including the use of the "Recovery Fund". And to make concrete and shared proposals in this sense is the objective of the work table that has united many important representatives of the industry, such as Assoenologi, Città del Vino, Federvini, Movimento Turismo del Vino and Unione Italiana Vini (Uiv), and from which was also born the "super" Master of Wine Tourism of the "24Ore Business School".

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