

## News



### "Brunello di Montalcino Wine Stage"

It is a classic within a classic. The Giro d'Italia's "Wine Stage" has been a regular appointment for several years. This year, in 2021 for the 104th edition of the Giro, it will be called the "Brunello di Montalcino Wine Stage". The most beloved "Corsa Rosa" in bicycle racing will arrive along the picturesque white roads that speckle the territory and surround the vineyards of one of the most famous red wines in the world, as WineNews reported. Stage No. 11, on May 19: partenza da Perugia, e arrivo a Montalcino. "Eleven years later, the Giro d'Italia pink race pairs again with the Montalcino red wines", commented Fabrizio Bindocci, president of the Consorzio del Brunello di Montalcino.

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## SMS

### Sassicaia 2018, vintage number 50 of the myth

Few wines, in Italy and around the world, can be defined the champion of champions. Those who have changed the game or, in wine terms, have made an indelible mark on an era of growth for the reputation not only of that single wine, but of the entire territory, if not the entire Country. One of these is Sassicaia. It is an iconic Italian wine, famous all over the world. Sassicaia was created by the genius of Mario Incisa della Rocchetta, and built over years of dreams and research, together with the indispensable contribution of Giacomo Tachis. The family, Nicolò and Priscilla Incisa della Rocchetta and the director, Carlo Paoli, are still today at the helm of Tenuta San Guido. They have just released the 2018 vintage on the UK market, as Liv-Ex reported, marking the arrival of harvest number 50 of this outstanding wine (more in the in-depth analysis).

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## Report

### The "Wine Future" for Francis Ford Coppola

"You need more education to make a better future for wine. People have to learn more about wine, because it is very similar to music. The more you know about wine, the more you can enjoy it, and it also applies to food. The more we know about the nature of wine; for instance the differences in grapes, in climates, in territories, as well as the stories behind the wine, the more we can enjoy it" said Francis Ford Coppola, one of the greatest film directors of all time and wine producer in California, with his winery Inglenook, at the opening of "Wine Future 2021".

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## First Page

### Italian wine companies split on fairs and events in the second half of 2021

Perfectly divided on the sense and usefulness or otherwise of a concentration of physical events in the second half of 2021 (when, pandemic permitting, they hope for a better scenario, especially from the point of view of health and the possibility of travel), Italian wine businesses are certain that digital technology (including webinars, online tastings and "virtual fairs"), which exploded in the months of the lockdown, will remain important even after the health emergency, supporting events or replacing some of them. And there are more realities that, after the pandemic, think of participating in fewer events than before, looking mainly at large international trade fairs, and those dedicated to the trade. This is a sign that in an articulated production chain such as the wine one, where direct sales are still growing, the role of intermediaries between producer and final consumer (restaurateurs, wine shops, distributors or importers), is still fundamental for the future of wine. This emerges from a survey by WineNews, which investigated the sentiments and visions of a panel of leading companies from all over Italy (which, together, represent over 1.5 billion euros in turnover) very different from each other, small and large, private and cooperative, family-owned and financial groups, led by advanced managerial structures and by "family-run businesses", all grappling, like everyone else, with a scenario in which uncertainty reigns supreme. On the postponement of all physical events, major trade fairs in the lead, in the second half of the year instead of the first months as usually happens (such as Wine Paris & Vinexpo Paris and Vinitaly in Verona, both currently scheduled in June), and today the only possible scenario, assuming a much better situation from the health point of view, between vaccines and good weather, and consequently also a greater simplicity in terms of international travel, opinions are perfectly divided in half, between those who say that anyway being able to do events would be positive, both for the need to return to events in presence and to give a signal of restart, and those who see it as negative, for the limited influx of international visitors, and because events in the second part of the year are considered not very useful for international business (more in the in-depth analysis).

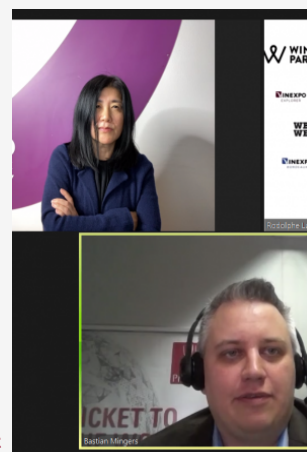
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## Focus

### Wine fairs and the future for Vinitaly, Vinexposium, ProWein

Not only organizers of fairs and events, both physical and hybrid, but more and more service providers for the wine business throughout the year, in a certainly different scenario, that of the post-pandemic, where a key could be more targeted events in target markets to bring producers to meet buyers in their markets of reference, in addition to the great classic fairs that until now have seen the world's buyers move to meet producers. With the Covid-19 crisis that has also opened up unprecedented and unthinkable scenarios, such as the collaboration between Vinexposium and Vinitaly, to find common measures and strategies to guarantee the presence and secure access of their exhibitors and buyers for the events scheduled in June (Wine Paris and Vinexpo Paris, in Paris from June 10 to 16, and Vinitaly, in Verona from June 20 to 23). With the awareness that fairs and physical events, in presence, face to face, are and remain fundamental for the wine business. This is the summary of the scenario that emerged from "WineFuture 2021", which saw together, on a virtual stage, the three largest organizers of wine fairs in the world, namely VeronaFiere with Stevie Kim, managing director Vinitaly International, Rodolphe Lameyse, CEO Vinexposium, Bastian Mingers, project director ProWein for Messe Dusseldorf.

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## Wine & Food

### Valpolicella Annual Conference: the performance of Italian wine in the world and the future

Suffering overall, but in all the most important markets stronger than average, with some even positive signs even in countries in negative territory (in the USA, which saw imports fall by -11.1%, Italy stopped at -3.3%, in the UK, which saw -12.4%, Italy stopped at -4%, in Germany, at -4.5%, Italian wines grew by 1.1%, as reported by Nomisma Wine Monitor). This is the situation of Italian wine exports in 2020, which tells of an ability to resist and adapt strongly to the impact of Covid, above all thanks to a shift of sales from the horeca channel to large-scale distribution. This is the scenario recounted at the "Valpolicella Annual Conference", promoted by the Consorzio Vini Valpolicella (more in the in-depth analysis).

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## For the record

### Italy has its first Master of Wine: Gabriele Gorelli in the legendary Uk organization

The Institute of Masters of Wine, the most authoritative and ancient organization dedicated to the knowledge and trade of wine, finally welcomes among its ranks the first Italian representative. To climb the Olympus of the memorable English association is Gabriele Gorelli. Born in 1984, grown up in Montalcino, the land of Brunello, over the years he has built up an enormous knowledge in the oenological field. Ranging from viticulture to communication and economics, making him an esteemed brand builder of wine companies, importers and big restaurants.

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