

## News



### HK, wine auctions start again from Italy

It was more than just an auction. It was actually a sign of rebirth and a return to normality. The auction sale organized by Gelardini & Romani held in Hong Kong marked a milestone: 801 lots for 99 buyers who were present in the room, and no offers were received online. And it was a success: sales reached 460.000 euros, with an average increase of 45% on the base prices of lots. The topmost lot was a magnum of Cros Parantoux Henry Jay 1993 (20.000 euros), 12 bottles of Barolo Riserva Monfortino Giacomo Conterno 1997 (12.300 euros), 6 bottles of Vosne-Romanée "Les Beaux Monts" Leroy 2001 (12.000 euros) and 6 bottles of Masseto 2001 (5.300 euros).

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## SMS

### Cdp and Unicredit bet on wine

The most structured and evolved wine companies are increasingly looking to alternative finance, while financial players and credit institutions are increasingly focusing on high added value agriculture, such as that which produces the best of Italian wine. This is the background to the first "Basket Bond of the sector", the program of a total of 200 million euros that Cassa Depositi e Prestiti and UniCredit have launched to finance the development plans in Italy and abroad of companies belonging to strategic sectors of the Italian economy. Inaugurating the program (with bonds for a total amount of 21 million euros) are three very important Italian wineries, Feudi di San Gregorio, a company with its heart in Irpinia but vineyards and wineries in different areas of Italy, and the Venetian brands Masi Agricola and Pasqua.

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## Report

### Montalcino, sister city with Napa is coming

Montalcino, the homeland of Brunello, will be linked to another capital of the world wine, Napa, beating heart of the wine production of California and of the United States: the mayor of Montalcino Silvio Franceschelli wrote a letter to the first citizen of Napa, Scott Sedgley, who responded with great enthusiasm to the idea of a twin town relationship between the two cities, which boast a common and strong wine tradition, the propensity to wine tourism and, interestingly, they are both great producers of plums.

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## First Page

### Cantine Riunite & CIV, Caviro, Botter, Antinori are the top Italian wineries for turnover

2020 was a very challenging year, even for the wine world. Those who are historically more focused in the catering sector, suffered and closed the year at a loss compared to 2019, while those who have always been strong in mass retail, in some cases, have also grown. Analysis by now consolidated, and now crystallized in one of the first turnover analyses, the one carried out by Pambianco on the preliminary data of the most prestigious wineries in Italy. In summary, the analysis revealed "the top ten mid-range groups grew 3%, while the top 5 of the high-end companies showed a double-digit decline, equal to -12%". The "Big 5" of sparkling wines, on the other hand, overall scored a -1%, primarily thanks to the stability of Prosecco. The situation, though, is quite different when we look at margins, which have been defended mainly by the high-end producers, and which in some cases have even registered growing numbers. The Cantine Riunite & CIV Group remains solidly at the top for overall turnover at 600 million euros (-4% compared to 2019), of which 395 pertaining to the Gruppo Italiano Vini - CIV (-3%). Then Caviro, at 362 million euros, up +10% (but they closed their 2019-2020 accounts in the summer, which often happens in the Cooperative world), and Botter, at 230 million euros (+10%). The strongest Italian wine brand in the world, Antinori, follows, at 221 million euros (-10%), better than what Pambianco defined the "Premium" segment, followed by Fratelli Martini at 210 million euros (+2%) and the leader of the Trentino Cooperative Cavit, at 210 million euros (+10%). Then Italian Wine Brand, at 204 million euros, up +30%. The Enoitalia Group follows, at 201 million euros (+1%), ahead of another top name in the Trentino cooperatives, like Mezzacorona, at 194 million euros (+4%), and yet another big name in Italian wine, like Zonin 1821, which closed at 190 million euros (-8%). To complete the "Top 10" there is the Santa Margherita Group of the Marzotto family, which sets the bar at 172 million euros (-9%). And then, again, important and very different realities such as La Marca, Contri Spumanti, Frescobaldi, Villa Sandi, Ferrari - Fratelli Lunelli, Mionetto and the Terra Moretti Group (the complete analysis in the in-depth article).

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## Focus

### Antinori, Planeta, Frescobaldi, Gaja, Sassicaia, Tignanello

Antinori is confirmed as the top brand of Italian wine in the world, while Planeta, the iconic name of Sicilian wine, is the one that has grown the most and, in the vision of the international trade, represents the best of Italian wine together with great names such as Frescobaldi, Gaja, Sassicaia and Tignanello. All realities led by great families of Italian wine. This is the verdict of "The Most Admired Wine Brands 2021" of the American magazine Drinks International. A 2021 ranking which sees Spain at the absolute top, with Familia Torres at no. 1. The first Italian brand, at n. 9 of the ranking, is confirmed by Antinori, the only Italian company to count two brands among the top 50 in the world, since at n. 49 there is Tignanello. At no. 17, instead, there is Planeta, a name which marked the history of the renaissance of Sicilian wine, today a reference point for Sicilian wine. At no. 24, instead, for another name which is the history of Italian wine, Frescobaldi. At no. 26, again, one of the most sensational new entries, that of Gaja, a brand which for decades is considered among the most important ones of Italian wine. At number 40, instead, there is another sacred monster of Italian wine, Tenuta San Guido's Sassicaia, of the Incisa della Rocchetta family.

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## Wine & Food

### Organic wine, a growing niche. The best ones in the "Challenge" by Millesimè Bio

Organic wine is still a niche in the overall wine consumption, but it is constantly growing. According to a study by Iwsr for "Millesimè Bio" (carried out in the pre-Covid era), in 2023 consumption in the world should reach around 976 million bottles, with a share of 35% of the total. And it was the "Challenge" by Millesimè Bio that elected the best ones. Eight gold medals for Italy: Velenosi's Rosso Piceno Doc 2019, Villa Bogdano 1880's Chardonnay Doc Venezia 2019, La Dama's Amarone della Valpolicella 2016, Col di Corte's Vigneto di Toria Verdicchio dei Castelli di Jesi 2018, Chiaramontesi Doc Sicilia 2018 by Orsogna, Campolungo Barbera d'Asti 2019 by Cascina Vèngore, Corvezzo Pinot Grigio delle Venezie 2020 by Corvezzo Winery and Matù Rive di Scorigo Prosecco Superiore Docg 2019 by L'Antica Quercia.

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## For the record

### Wine in video games

Choosing video games developed by Italian independent development houses to tell the story of territories and their excellence. This is the approach taken by IIDEA, the Italian association of the sector, and Nintendo, that among the case histories have selected "Hundred Days", a game that simulates, in every aspect, the process of production and sale of wine, signed by Broken Arms Games, a studio based in Alessandria, and coming in spring for PC and then for the Nintendo Switch console.

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