

## News



### Online abroad with Tannico and Ice

Tannico, the leading online wine shop in the Italian market, and Ice Agency, the "arm" of the Ministry of Foreign Affairs for the promotion and internationalization of Italian companies in the world, join forces with wine companies to face the drop in turnover caused by the Covid emergency and the consequent crisis of the traditional sales channel, which has inevitably involved the wine sector as well, allowing 400 small wineries to land on WinePlatform, the Tannico platform that supports wineries in selling online in 20 countries around the world, on favorable terms, or totally free of charge for the eight regions of the South Export Plan.

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**BERTANI**

## SMS

### A database for the Italian organic vineyard

"The Italian organic vineyard deserves more attention than it has today. We represent a quarter of the hectares of organic vineyards in the world, with an extension that in the last decade has increased by over 100%, but we still do not have a database on the sector to observe the phenomenon, starting from its fundamentals, related to production, packaging and sales". The words of Alberto Mazzoni, director of the Istituto Marchigiano Tutela Vini (Imt), laid bare one of the most evident limits of the world of sustainable wine. "The Marche region can be the trailblazer for a national project", he added. An assist immediately picked up by Mirco Carloni, Councillor for Agriculture of the Marche Region: "it's not only a shareable idea but also a strategic choice to grow a practice with high added value that goes in the direction desired by the Region".

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## Report

### Ferrari's Trentodoc makes its debut in F1

Hope may often be a long way away, but sometimes dreams, especially in sports, come true. And, maybe it could be Ferrari, in the sense of the "rossa" to baptize the debut on the podium of Ferrari, the Trentodoc sparkling wine of the Lunelli house at the "Pirelli Grand Prix of Made in Italy and Emilia-Romagna", which will take place on April 18th in Imola. Ferrari is an icon of Italian Style in the glass and officially begins as the official toast on all Formula 1 podiums for the next three seasons.

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## First Page

### Sting, Bolgheri, Tignanello (Antinori), Ceretto and Montalcino at the top at Zachys

The charm of the great territories of Italian wine, to be able to touch with one's own hands in an exclusive way, meeting the greatest producers of Italy, or "VIPs" who, for a long time, have lent themselves to wine, made the difference. And so the "The Conscious Collection: A Virtual Fine Wine and Spirits Auction" raised 1.6 million dollars, supported by Southern Glazer's Wine & Spirits, one of the largest importers and distributors of wine in the U.S., which will go to support U.S. restaurants affected by the pandemic. Italian top lot, the "Experience Il Palagio with Trudie Styler, Sting and Riccardo Cotarella", that is three days in the Tuscan estate of Sting and Trudie Styler, which also includes a "Gran Wine Tasting" for 10-12 people together with the producers and their enologist Riccardo Cotarella, sold for 140,000 dollars. It is all "made in Italy" even the first lot, strictly related to wine, that is the "Bask in the Glories of Bolgheri": sold for \$50,000 dollars, it will see 8 people enjoy a three days stay in Lodovico Antinori's Tenuta di Biserno, with a private wine tasting, and three dinners of absolute level, one in the Masseto estate (owned by the Frescobaldi family), with the director Axel Heinz, one at Guado al Tasso of Marchesi Antinori, with the tasting of the very famous Matarocchio, and a tasting of two legendary vintages of Sassicaia, 1985 and 1988, in magnum format. Among the top lots, awarded for \$40,000, the "Iconic Wines & a Trip to Tuscany with Tignanello", three nights for 8 people in the splendid Tenuta Tignanello, with a visit to Antinori's Tuscan estates, and several magnums of Tignanello and Solaia. 36,000 dollars, on the other hand, was the price for the "White Truffles & Barolo in Piedmont, Presented by the Ceretto Family", for 4 people at the Bricco Rocche estate in Castiglione Falletto, with truffle hunting, tasting of Barolo Bricco Rocche and Barolo Bussia 2016, and Barolo Cannubi 2009, and a dinner at the Ceretto family's three-starred Piazza Duomo in Alba. And again, important prices for the dinner at Pio Cesare, in Langhe, or for the experiences in the sign of Brunello di Montalcino at Castelgiocondo, of Frescobaldi, and at Mastrojanni, of the Illy group, but also at Castello di Bossi, in Chianti Classico, and for the Tignanello Collection of Antinori.

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## Focus

### Vivite, wine cooperation resists pandemic

In the year of the pandemic, the cooperative wine system (423 wineries for 4.9 billion euros of turnover and a production equal to 58% of Italian wine), has seen its turnover keep up (+1%), thanks to growth in large-scale distribution and exports (+3%, compared to an Italian wine that overall closed at -2.3%). An overall figure that, however, is the result of the growth of the larger companies, given that, at an individual level, there were more cooperatives that recorded a drop in turnover, compared to those that kept it stable or those that closed with a positive result. On the other hand, even in the cooperation of Italian wine, fragmentation is great (the first 25 cooperatives account for 65% of the turnover). This is probably one of the reasons why the process of aggregation that "is already underway and has always been in the DNA of wine cooperation" will intensify, said Luca Rigotti, coordinator of the wine sector of the Alleanza Cooperative Agroalimentari (who is also president of a leading player such as the Trentino-based Mezzacorona) during the "Vivite Talk", where the portrait (in Nomisma Wine Monitor numbers) of an important part of Italian wine emerged.

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## Wine & Food

### The "Gallo" (black or any other color) belongs exclusively to Chianti Classico

The Black Rooster is the historical symbol (and collective brand) of Chianti Classico wine, and cannot be used by individuals for any other wine. The ruling also applies to brands that, besides the color, resemble the symbol. This is, in short, the meaning of the sentence of the EU Court, published in recent days, which supports the Chianti Classico Consortium, confirming the pronouncement of the Euipo that had blocked the attempt of the company Berebene srl to register the Chisu trademark, depicting a rooster, in 2017. "The ruling confirms the Consortium's strategy on trademark protection", Carlotta Gori, the director of the Chianti Classico Consortium, told WineNews, "which is the unique symbol of the denomination that we have also protected for years through controlling trademark registration of similar brands that damage our brand and unduly benefit others".

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## For the record

### Italian wine & exports: in the first 2 months of 2021 the USA at -26%

In January 2021, according to Istat data, analyzed by WineNews, Italian wine shipments lost 21.6% on the same month in 2020, stopping at 388 million euros, compared to 495 million euros a year ago. Merciless numbers, but expected, because 2020 had started with a bang (+13.5% on January 2019). Data that confirm the analysis of Nomisma Wine Monitor illustrated in the talk "Vivite" of the Alleanza delle Cooperative. In the first two months of 2021, on Third Country markets, the trend of Italian wine shipments was mixed, with the USA at -26.1%.

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