

## News



### The first toast with Ferrari on F1

Ferrari Trentodoc made its debut in the hands of Max Verstappen, the winner of the Grand Prix of Emilia Romagna, as the official toast on the Formula 1 podiums, for the next three years. It was a worldwide Italian toast, which, in addition to being a source of great pride for the Lunelli family winery and for one of the most important Italian sparkling wine territories, is also a symbol of rebirth, a good omen for the hoped-for, but not so easy restarting up in Italy, which is still struggling with the pandemic. Formula 1, on its official profile, tweeted: "started in the rain, ended up in the bubbles of Ferrari Trento", celebrating the new partnership.

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**BERTANI**

## SMS

### The "Italian Wine Crypto Bank"

The fast growing cryptocurrencies and the worldwide appeal of quality Italian wine, apparently two distant worlds, which are, however, connecting. The benefit for wineries is not only economic, but also image and communication, especially targeted to the users of the so-called "digital assets", made up mostly of 29-35 year olds that have spending power, and are perhaps more accustomed to the language of digital finance than to wine language. This is a short summary explaining the "Italian Wine Crypto Bank" project (in the in-depth analysis) managed by "I-Factor" in Hong Kong, but an all-Italian company. There are many Italian wineries already involved, names such as Allegrini, Castello Banfi, Baracchi, Elena Fucci, Gaja, Giuseppe Cortese, La Magia, Macchie Santa Maria, Mazzei, Planeta, Sordo and Tenuta Impostino.

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## Report

### "60/90th Anniversary" for Berlucchi

60 years of Franciacorta and of the first bottle of 1961 kept in the historical cellars, which tells the story of a type of wine created "ex novo", and of one of the most renowned territories of the world for Metodo Classico sparkling wines, and 90 years of its creator, Franco Ziliani, at that time a young enologist, today one of the "founding fathers" of modern Italian enology, who suggested Count Guido Berlucchi to make "a sparkling wine in the French way": here is the double "60/90th Anniversary" that Guido Berlucchi will celebrate in 2021, "which we hope will be a real rebirth".

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## First Page

### Sassicaia is the most popular Italian wine online, Monfortino the most expensive one

Tenuta San Guido's Sassicaia is the most searched Italian wine online, worldwide, and Giacomo Conterno's Barolo Riserva Monfortino is the most expensive. The Bolgheri label of the Incisa della Rocchetta family is at the position n. 7 among the most searched labels online by wine lovers according to the "Wine Searcher" portal. Barolo Riserva Monfortino by Giacomo Conterno, one of the most traded bottles on the secondary market of fine wines, is confirmed as the most expensive wine of Italy, with an average online price of 1,070 euros per bottle. At the second place, among the most expensive labels, there is not a wine, but a grappa: Acquavite d'Uva Picolit "Collezione Nonino", which costs 902 euros. On the third step of the podium, there is Roagna's Barbaresco Crichton Paje, online at 742 euros per bottle. On the podium of the most popular wines, behind Sassicaia stand out Marchesi Antinori's Tignanello and Masseto, which is also at the fourth place of the most expensive Italian wines: 741 euros per bottle. Talking about the "Most Expensive" labels, at position n. 5 there is the Brunello di Montalcino Riserva di Gianfranco Soldera - Case Basse (727 euros), at position n. 6 the Refosco Colli Orientali del Friuli "Calvari" of Miani (582 euros), followed by Giuseppe Quintarelli with his Amarone (561 euros per bottle). At position n. 8 is Giuseppe Rinaldi's Barolo (559 euros), followed by Mascarello Giuseppe e Figlio's Barolo Riserva Monprivato Cà d' Morissio (550 euros per bottle) and Cappellano's Barolo Piè Franco (531 euros). Out of the top ten, but noteworthy for the high prices that appear online, are the Barolo "Le Rocche di Castiglione Falletto" by Bruno Giacosa, the Brunello Riserva by Tenuta Il Greppo - Biondi Santi, the Barolo Etichetta d'Artista by Bartolo Mascarello, the Vin Santo di Montepulciano Occhio di Pernice by Avignonesi and the Barbaresco Sori Tildin by Gaja. Going back to the "Most Popular" list, in fourth position there is Ornellaia, followed by another label symbol of Marchesi Antinori, Solaia. In sixth position is Barolo Riserva Monfortino by Giacomo Conterno, followed by Le Pergole Torte by Monteverte (n. 7), Flaccianello della Pieve di Fontodi (n. 8), Brunello di Montalcino Il Poggione (n. 9) and Barolo by Bartolo Mascarello, which closes the top ten.

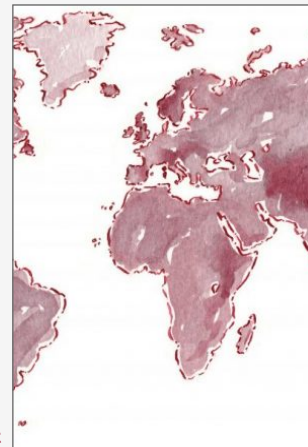
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## Focus

### Holding volumes, but destroying values: wine in 2020

If in 2020, marked by Covid, wine consumption held up in terms of quantity, on the other hand, it is once again clear that in one year a good part of the value painstakingly built up over years of work and investment by the supply chain has been destroyed. This is a general trend that applies all over the world, where the numbers show a slight decrease in overall quantities, but not as much as the values. A sign that less has been spent to drink the same, also due to the long closure of the restaurant industry. And yet, some positive elements can be isolated. Such as the substantial growth in the volume of wine consumed in Italy, the leading producing country, which, in spite of the great and understandable emphasis on exports (of which it is still the world leader in volume and second in value), is still the third most important market in the world in terms of volume consumed. This is the state of the art of world wine reported in the OIV's "Note on the situation of the world wine sector in 2020", illustrated in Paris, on streaming, by the director general Pau Roca. According to the figures, in 2020, the pandemic cost the global wine trade 6.7% of the total in value over 2019, with turnover falling to 29.6 billion euros, and an international trade volume of 105.8 million hectoliters (-1.7%).

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## Wine & Food

### Sun, sea, warmth, Vermentino: here is the formula that launches the young Doc Maremma

With spring now in full swing and the desire to go out to eat, the wish list of bottles to put on the fridge includes Vermentino, a wine that naturally looks to the sea and to summer, the production of which is historically linked to the most beautiful coastlines of the boot, facing the Mediterranean, between Sardinia and Tuscany. Especially in Maremma, where Vermentino is the leading grape variety in the enological revival of the young Doc, with a top ten, chosen by the "Vermentino Grand Prix", organized by the Consorzio dei Vini della Maremma Toscana, which includes Agricola Del Nudo Nudo Bio 2019, Azienda Guido F. Fendi Chicca 2019, Belguardo Codice V 2019, Castelprile Prelus Bio 2019, Colle Petruccio Norcias 2019, I Cavallini Diaccio 2019, Monterò Monterò Bio 2019, Tenuta Dodici Vermentino 2019, Terre dell'Etruria Marmato 2020 and Val delle Rose Litorale 2019.

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## For the record

### The "wine of Palatino" in the Archaeological Park of Colosseum

After the production of oil and honey, as in Roman times, the "laying" of the first rows of vines of the "Vigna Barberini" on the Palatine Hill, the new project of the "wine of the Palatine", the latest case history of wine and archaeology in the Archaeological Park of the Colosseum. To announce it on Instagram, the director Alfonsina Russo: "in addition to the production of oil from the beautiful olive trees of the Park and our sweet honey will follow the production of the drink par excellence so praised over the centuries, the "nectar of the gods", the Palatine wine.

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