

## News



### "The Sotheby's Wine Indices"

A series of indices to understand the performance on the fine wine market from different regions of the world, based on a single source, Sotheby's, and on the results of all the auctions in London, New York and Hong Kong, reflecting the global secondary auction market: these are the "The Sotheby's Wine Indices", derived from the sale prices of the auctions, and therefore able to reflect the real market prices, paid by both consumers and the trade. The Sotheby's Italy Market includes top brands such as Biondi-Santi, Bruno Giacosa, Masseto, Ornellaia, Sassicaia, Solaia, Soldera and Tignanello.

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**BERTANI**

## SMS

### Wine, a difficult recovery in the on-trade

Since Monday, Italy in the yellow zone has eased restrictions on consumption outside the home, with bars and restaurants that return to welcome customers at the table, but only in outdoor areas. An inauspicious beginning in a large part of the country due to weather that is anything but compliant, from which the consumption of wine and spirits will also restart. According to the estimates of the analysis company Tradelab (which took into account the number of venues with outdoor seating, and the different productivity between indoor and outdoor) for Federvini, not even the probable and long-awaited return of international tourism in summer will be enough to reverse the trend. 2021 will close, according to forecasts, with a drop in consumption of wine outside the home of -37% and -41% of spirits, compared to the average of recent pre-Covid years.

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## Report

### Dolce&Gabbana and wine & food

From the "clothes" designed to dress Italian wines, such as Donnafugata's Rosa and Tancredi, to the wine territories "paraded" on the catwalk, such as Montepulciano, "home" of Nobile and set for the launch of the men's fragrance "K", the "collection" of collaborations between Dolce&Gabbana and Italian wine & food is increasingly rich. The latest testimonials of the brand? The Boschetti, a historic family of shepherds from Lunigiana, chosen for the new "D&G Family" campaign to represent the value of family and the comparison between generations.

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## First Page

### Ferrari, Berlucchi, Donnafugata: the top wine brands in Italy, according to "Wine Intelligence"

The wine market is also about brands. It is fundamental to distinguish oneself in a huge offer of labels and references. And, in Italy, the strongest are the Trentodoc brand, Ferrari, the winery that invented Franciacorta, Berlucchi, and Donnafugata, the Sicilian winery of the Rallo family, among the signatures of the wine renaissance in Sicily, which is now one of the most prominent regions of Italian wine. According to the "Global Wine Brand Power Index 2021" by Wine Intelligence, which, for the first time, also includes a focus on the Italian market, which remains one of the most important in the world, third in absolute terms of quantity of consumption, according to OIV data, and with a weight of more or less half of the total volume and value. In the Top 15 of Italy, just at the foot of the podium there is one of the historical names of Barolo, such as Fontanafredda, led by the Farinetti family. In the sign of Prosecco, follows Mionetto, one of the historical wineries of Valdobbiadene, and again Feudi di San Gregorio, a reference winery of Irpinia's viticulture, led by Antonio Capaldo. Then there is another winery which made Franciacorta great, Ca' del Bosco, founded by Maurizio Zanella (and today under the aegis of Santa Margherita Group), and then one of the most important groups of Italian wine such as Antinori, led by the Antinori family for 26 generations (today at the top there are Albiera, Allegra and Alessia Antinori, guided by Marquis Piero Antinori and managing director Renzo Cotarella). Next is another historical name of Prosecco Docc and Valdobbiadene, such as Valdo, and one of the most precious and admired jewels of Italian wine, such as Tenuta San Guido, the cradle of Sassicaia, guided by the Incisa della Rocchetta family. To close the list of the best 15, another great group of Sicilian wine such as Duca di Salaparuta, and Sella & Mosca, one of the reference wineries of Sardinian wine, today part of Terra Moretti Group. Together with Marchesi di Barolo, a winery which is a piece of history of the great wine of Langa, of the Abbona family, San Michele Appiano, one of the pillars of the wine of Alto Adige, and Argiolas, the winery of the Argiolas family, among the leading wineries of Sardinia. Worldwide, the no.1 brand is again Yellow Tail.

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## Focus

### Federica Boffa, 23 years old, at the head of Pio Cesare

Among the few Italian wineries with a more than centenarian life, there is one of the symbols of Barolo, Pio Cesare, which is celebrating its 140th anniversary, just few days after the premature death of the man who led it for years, namely Pio Boffa. Now, the reins of the company, have been given into the hands of his very young daughter, Federica Rosy, 23, and his nephew Cesare, "following the company's unique, rigorous and unmistakable style". "Each area, and plot of land, has its own character and only through the combination of these multiple differences that the wines we make are truly ours, traditional" said Federica Boffa, recalling the words of her father, "it is our signature". The property of Pio Cesare boasts 75 hectares of vineyards, located in particularly valuable positions, and "respecting their uniqueness, but representing them as a whole, is the mission that has always been handed down to us". To highlight the anniversary date, the double digit 1881-2021 will be shown on the Barolo Pio label and on the capsules of wines. Two limited editions have also been created: a Barolo that celebrates the historic attachment to the terroir of Serralunga d'Alba, "produced in 1881 bottles", and 500 bottles of Barolo of the great vintage 2000, the first to come out of the family's historic cellar.

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## Wine & Food

### Wine territories, the "Nizza Manifesto": the quality summit of the Barbera world

Nizza, a wine gem of the Monferrato territory, DOCG since 2014, produced in 18 municipalities around Nizza Monferrato, in which many leading producers of the territory have invested (from Chiarlo to Vietti, from Cascina Garitina to Bava, just to name a few), united in the Associazione Produttori del Nizza, founded in 2002 and led by Gianni Bertolino, puts forward a new step in the promotion of Nizza DOCG, "The Manifesto of the Association of Nizza Producers", which "embodies the essence of the wine and territory project dedicated to Nizza". A communication tool, structured in 6 articles, which in addition to highlighting the characteristics of Nizza, addresses the cru, evolution, long term dynamism, dialogue and people getting involved.

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## For the record

### After Botter, the fund Clessidra acquires the majority of Mondodelvino

After finalizing the acquisition of the majority of Botter Spa, Clessidra Private Equity Sgr, on behalf of the fund Clessidra Capital Partners 3, has signed an agreement for the acquisition of a majority stake also in Mondodelvino, one of the leading Italian wine groups, with 120 million euros of turnover in 2020 and an export share of 90%, led by the Martini family, which will remain in the shareholding structure. The result is a true wine giant, with total revenues of 350 million euros.

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