

News



Ecolog, sustainability and logistics in Langa

As we always say, wine sustainability is a complex issue, which involves environment, people and economy. And that is not only done in the vineyard and in the cellar, especially in a complex production chain like that of wine. Where much passes through logistics, at the center of the Ecolog project, launched in the Langhe by the Consorzio del Barolo e del Barbaresco, together with Coldiretti Cuneo. In the first months of 2021, the project involved 28 wineries, and has an ambitious goal: to reduce by 50% the daily CO2 emissions and pollution on the Unesco heritage hills. Rationalizing traffic and movements, with technology (in the in-depth analysis).

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BERTANI

SMS

"Verona, with Vinitaly, wine capital"

"We want to be close to fairs, the wine world and Veronafiere, which, through Vinitaly, has created a National and International brand that has transformed Verona into the capital of wine", stated Gian Marco Centinaio, Undersecretary of Agricultural Policies (responsible for wine). He met with the heads of Veronafiere, the vice-president, Matteo Gelmetti and the general manager, Giovanni Mantovani, and discussed restarting, outlining Veronafiere's numerous initiatives scheduled over the next few months (as well as Mu. Vin., the Wine Museum that will be set up in the former Gallerie Mercatili, ed). From Operawine, the Vinitaly tasting with Wine Spectator, scheduled for June 19th and the Vinitaly Special Edition, together with the "General States of Wine", from October 17th to 19th.

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Report

The wine market, according to Statista

In 2020 the wine market, worldwide, moved something like 340.8 billion dollars. And the prospects, post-Covid, are really interesting, because in 2025 the global wine business should reach 528,7 billion dollars. According to Statista estimates, reported by WineNews. The U.S.A. remains the n. 1 for turnover in 2020, with 49.8 billion dollars, ahead of France (25.3 billion dollars), China (22 billion dollars), UK (21.3 billion dollars) and Italy with 20.8.

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First Page

The accommodation facilities of the Italian wine brands towards the restart

The possibility of welcoming clients only in outdoor spaces, as established by the law in Italy, at least until May 31, cuts off a good half of the establishments, while the curfew at 10 pm "kills" the dinner time. If the first problem is particularly limiting for city restaurants, the second one is an insurmountable obstacle for many country facilities, including those hosted by the wineries of Italian wine brands. These wineries, often and willingly, combine the productive aspect with welcoming, catering and hospitality. And if some of them have already reopened their doors, others are waiting to welcome again customers and wine lovers. For the first few times with the handbrake pulled, and with the uncertainty of bad weather, but it is a first step, a sign of hope, a beginning, especially in view of the summer. For a country, Italy, where tourism related to wine is an economic pillar, employment as well as one of the symbols of the Italian lifestyle. Doubts are many, and time will certainly not be short before seeing Americans and Canadians again, the real big spenders of international wine tourism. But, as entrepreneurs and wine managers tell WineNews (see the comments in the in-depth article), there is cautious optimism among Italian restaurants and wineries. The first reservations are starting to arrive, and there is a desire to breathe normalcy again, obviously respecting the necessary distances. In the countryside, yes, but also in the city, where designer labels often "set" important tables, even Michelin-starred ones. The testimonies of realities such as the Terra Moretti Group (Relais and Chateaux L'Albereta in Franciacorta and L'Andana in Maremma), Castello Banfi and Mastrojanni, in Montalcino, Borgo San Felice, Folonari (Borgo del Cabreo) and Ruffino (Agrisort) in Chianti Classico, passing through Antinori (with various establishments and restaurants between Florence and Chianti Classico, passing through Guado al Tasso in Bolgheri), Chiarlo (with Palás Cerequio, in Langhe), Planeta (La Foresteria) and Tasca D'Almerita (Capofaro) in Sicily, Bisol (Venissa) in Venice, Allegrini (Villa della Torre) and Tommasi Family Estate (Hotel Villa Quaranta and Caffè Dante) between Verona and Valpolicella, passing through Venica & Venica, in Collio

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Focus

Wine and food tourism is stronger than the pandemic

Already among the most successful phenomena in Italy, wine tourism is stronger than the pandemic: in time of Covid, experiences enjoyed and spending decrease (31% allocated a lower budget in 2019), but 10% more tourists have traveled with food and wine as a motivation. This is stated by the Report on Italian Food and Wine Tourism 2021 by Roberta Garibaldi, presented in the Senate, and focused on the "Italian demand", the main target also in the near future. In 2020, in fact, Italian tourists have rediscovered Italy, leaving a great desire to deepen their knowledge of territorial flavors. Maybe in 2021, since 33% will opt for wine & food experiences in their own region. Tired of staying at home, there is a desire for nature and novelty, beyond the classic winery visits and espousing new trends: bike&taste, wellbeing and bleisure linked to smart working. Always in safety. The preferred destination? Seaside resorts, gateway to wine and food experiences in the hinterland. The most desired region is Sicily, followed by Emilia Romagna, Campania, Apulia and Tuscany. Among cities, Naples, Bologna, Palermo, Rome and Florence. And in 2022 Italy will host the World Wine Tourism Forum of Unwto-World Tourism Organization, with Langhe as the candidate location.

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Wine & Food

Italian wine will return to pre-Covid19 levels in 2022

Omnichannels; new formats, casting an eye particularly on the topic of wine in cans; diversification and expansion of the product range, and lots of attention to the whole world of organic, natural and low-alcohol wine; sustainability and digitization: these are the strategic issues to be addressed by the wine supply chain, as emerged from the focus on wine of the "Forum of Economies", signed by UniCredit (in collaboration with the Consorzio del Brunello di Montalcino). According to Unicredit, Italian wine turnover will return to pre-covid levels in 2022. That means, it will return to 13 billion euros of production value registered in 2019, the last "clean" year before the Pandemic, when the wine sector contributed 10% to the total turnover of Italian food & beverage.

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For the record

Sparkling wines in 2020

On the one hand, there is Prosecco, which alone makes over half of the total, which means, over 750 million bottles, of which over 600 million are Designation of Origin, exports oriented over 70% and two-thirds of the DO and Geographic Indications. On the other extreme, instead, 80% of the denominations do not exceed 2.000 hectoliters of bottled wine, totaling a quantity that represents only 1% of the total. This is the picture of Italian sparkling wine, as depicted by the Wine Observatory of the Unione Italiana Vini (Uiv) and published in the journal, "Corriere Vinicolo".

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