

News



Tannico bets on France

After closing 2020 with an 82% growth, at €37 million, Tannico's growth path continues, with a leading operation on the French market, where it has reached an agreement to acquire a majority stake in Venteàlappropriété, an e-commerce company founded in 2008 and active in the premium wines market, which closed 2020 with €34 million in sales. The operation will be carried out with its own resources, thanks to a €32 million capital increase reserved for Tannico's shareholders, including Campari Group (which controls 49%), which has committed to underwrite up to 100% of the capital increase.

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BERTANI

SMS

Italy, a "harvest" in the cellar

Italian wine, even in the pandemic, as we have often told, was drunk. At home more than at restaurants, of course, in Italy, but also in the world. And, in general, the wine cellar stocks of Belpaese, after one year of limitations and closures of an "out of home" that is, slowly, trying to restart, are not so different, overall, than one year ago. On April 30, 2021, in fact, in the cellars of Italy, there were 52.7 million hectoliters of wine (more or less as much as the product of the entire 2020 harvest, according to ISTAT data, ed), +1.5%, compared to April 28, 2020 (while on March 31, 2021, the figure was +3.6 higher than 2020, ed). To which must be added 5 million hectoliters of must (-6.5%) and 123,650 hectoliters of new wine still in fermentation (-27.9%). This is stated in the latest report Cantina Italia of the Ministry of Agriculture.

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Report

Prosecco Docg, the strength of a district

In a very difficult 2020, the Conegliano Valdobbiadene Prosecco Superiore Docg district managed to recover in Italy the volumes lost in the world (+2.5%), thanks to large-scale distribution (17% in volume and +15% in value) and e-commerce (more than tripled), with exports that grew in value (+2.2%). With a small but significant growth in production volumes on the market (92.1 million bottles) and values (526.6 million euros in production). This is stated in the economic report edited by Cirve of the University of Padua.

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First Page

From Italian wine to the USA, from digital to the future of critics: at WineNews, Antonio Galloni

The great potential of Italian wine, by now capable of expressing great quality at every latitude; the recovery in the USA, a strategic market for Italian wineries, where confidence and optimism are in the air; the legacy of the pandemic in the wine market sector and critics. Topics that WineNews discussed with Antonio Galloni, founder of Vinous and one of the most authoritative voices of international critics, and a great connoisseur of Italy. Starting from the States, where Galloni lives, and where the restart, between vaccination and reopening of restaurants and economic activities, proceeds at full pace. "In Italy, by now you can find quality wine in all the regions, it's a strong point. Obviously, there are Barolo and Brunello di Montalcino in the spotlight - Galloni says - but I am also thinking about Alto Piemonte, Chianti Classico, the wines of Montepulciano, and the areas that are always in my heart, from Alto Adige to Veneto, from Friuli Venezia Giulia to Campania, to Sicily, where my family comes from. Italy has the potential to make great quality everywhere". In a world that the pandemic has changed in every aspect, even in the way of marketing, events and critics, with the boom of digital, even when it will be possible to go back to doing everything in presence, something will remain, according to Galloni: "the real challenge for companies is to communicate more and more with the end customer". In these days, the launch of Vinous' new service, "Vinous Preview", has caused much discussion, especially in the US, among insiders, which, from what we have learned, allows subscribers to access scores and reviews 48 hours before they are published on Vinous, but also to access the editorial calendar. "We wanted to create this specialized product for professional users. "Vinous Preview" is geared toward importers, distributors, wine shops, the sales channel, not for producers, and there are various things, like access to the editorial calendar, and the ability to get reviews 48 hours in advance. But our editorial work does not change at all, we do the same articles as always, we taste the same wines we have always tasted" (the full interview in the in-depth article).

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Focus

The recipe for the future of wine, signed by Tuscany

To send a signal of confidence and restart to the whole world, in the awareness that it is necessary to start again from the territories, from that synergy between the small villages where the great excellences of Italian wine and gastronomy are born, strategic assets for the economy, employment, environmental sustainability and tourism, and the great cities of art and business, the driving force of the markets and great international showcases able to project the territories in the world. A message that comes from Tuscany, from "PrimAnteprima2, the event dedicated to the 12 consortia "smaller, but not minor", while from tomorrow to May 21 it will be the turn of Brunello di Montalcino, Chianti, Chianti Classico, Vernaccia di San Gimignano, Nobile di Montepulciano and Morellino di Scansano. "The brand Tuscany is strong, we can compete only with quality", said the Councillor for Agriculture and Vice-President of the Region Stefania Saccardi. A wine, that of Tuscany, which in 2020 has suffered, but has exported almost 1 billion euros, and in retail has grown more than twice the national average, according to Ismea. "This crisis can be overcome only all together", said Francesco Mazzei, president of Avito, which brings together all the wine consortia of Tuscany (the speeches in the in-depth analysis).

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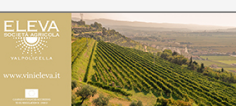


Wine & Food

The restart in the USA

The restart in the United States, which is worth a quarter of Italian wine exports, is fundamental. According to customs data reported by Unione Italiana Vini (UIV), after the -22% in value of January, there was an important recovery in March, with -9.7% on 2020 (with sparkling wines at +11%). Also thanks to the many reopenings of bars and restaurants: according to a survey by Cga Strategy, in more than 36% of US states restaurants have reopened at full capacity, in 64% with some limitation in number, but working both indoors and outdoors. Similar situation for bars. And the speed of spending in the out of home is at +225 on 2020, but also at +4% on the more normal year 2019.

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For the record

How much wine grapes yield

When talking about the world of Italian wine, it is almost always taken for granted that it is a closed cycle, in which the producer is also a winemaker. There are, along the chain, also those who limit themselves to the vine-growing aspect, then selling the grapes to other producers, or giving them to a cooperative of which they are part. With sometimes abysmal differences from region to region, as shown by Ismea data: one hectare cultivated with wine grapes in Trento, on average, guarantees revenues of 21,463 euros. In Calabria just 3,122 euros (full data in the in-depth analysis).

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