

News



The Brunello Wine Stage

A tale of the most beautiful, popular and authentic Italy, that of the territories of wine and bicycle, symbols of the soul of Italy: the Giro d'Italia, which in Montalcino experienced the "Brunello Wine Stage", departed from Perugia, to arrive in the land of one of the greatest wines in the world, passing through the white roads surrounded by the beauty of vineyards already in bloom, and which told 780 million people connected from all over the world not only the breathtaking victory of the Swiss Mauro Schmid, but also of a territory that is a symbol of the best of made in Italy, of Italian beauty made of history, agriculture and landscapes designed by man.

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BERTANI

SMS

Morellino di Scansano, "wine destination"

The territory of Morellino di Scansano is striving to become a full-fledged "wine destination", on the strength of its wine and agricultural territory, which is one of the most uncontaminated and intact. It is a territory capable of interpreting not only the trend linked to sustainability, with its famous and highly appreciated wines, but it also offers experiences related to wine. The Consorzio del Morellino di Scansano has declared that the objective of the www.visitmorellino.com project is actually "teaming up" and in addition to the member wineries, the project has engaged and will continue to engage all the players in the tourism supply chain in the area, such as Enel X, Terme di Saturnia, the Maremma Natural Park, and companies such as BMC Switzerland, Saturnia bike and the Tuscany Wine Tourism Movement.

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Report

The vaccination campaign in wineries

The vaccination campaign has arrived in wineries, and cooperatives are at the forefront. The wine cooperatives, La Guardiense and Cantina di Solopaca, in the Benevento area, are the first large Italian wineries, which have become vaccination hubs in the campaign to defeat Covid-19. The two wineries mark the path that has opened up the possibility of vaccinating in companies at a national level. Starting to vaccinate in the wine sector also has an important symbolic value, as UECCOP, pointed out.

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First Page

Iri: in the first 4 months of 2021, wine in large-scale distribution grew by 20%

The first four months of 2021 show important numbers for wine sales in large-scale distribution, which grew by 20% in value and 8% in volume over the same period in 2020, for a turnover that thus grew by 180 million euros: this is the summary data, presented by the research institute Iri, in the webinar organized by Veronafiere "Wine in large-scale distribution between reopenings and economic restart", attended by Giovanni Mantovani, CEO Veronafiere, Alessandro Masetti, head of Food industrial product Coop Italy, Gianmaria Polti, head of Beverage Carrefour Italia, Pietro Rocchelli, partner and managing director Maurizio Rocchelli Srl, Mirko Baggio, representative of Federvini and head of sales Italy large-scale distribution of Villa Sandi, and Enrico Gobino, marketing director of Mondodelvino Group and Unione Italiana Vini (Uiv). Returning to the trends that have characterized wine sales in large-scale distribution in the first four months of 2021, there has been a boom in online sales, which account for 1.6% of total sales, contributing to the growth of the sector for 9 million euros, and in sparkling wines, which have grown by 11.1 million liters sold, or 48.1%. The sparkling wines are driven by the classic method, even though Prosecco is worth half of the total turnover of the sparkling wine category. It is easy to imagine the reason for such a good performance: one year ago the total lockdown and the low Easter depressed sales, whereas in 2021 the closures of bars and restaurants pushed many to move their aperitifs at home. Looking at the trend of still wines, it can be seen that growth is getting slimmer month after month, so much so that in April, volume sales entered negative territory: the effect of normalization, and therefore of reopenings, which will inevitably lead to a contraction of sales in large-scale distribution. Where many things have changed in recent months. Starting from the premiumization of consumption, a trend that began a few years ago, but that the pandemic has accelerated: more and more medium and high end wines are being purchased, especially with denomination of origin, mostly regional productions, while ordinary wines, which in the first four months of 2020 had experienced a real exploit, in the first four months of 2021 are experiencing a sharp decline.

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Focus

Great wine and its "cathedrals" on Sky Arte, with B.E.V.I.

Telling the story of wine as a work of art, wineries as new cathedrals where good and beautiful come together, places where the production of one of the most distinctive products of Italy in the world is celebrated, art, creativity and good economy, with a "prime time 2 TV series, which is starting now, from May, with a first season but it is already working on the second one (which could be aired in September). It starts on May 26th the airing of B.E.V.I. "Bacche, Enologi e Vinattieri d'Italia" - L'Arte del Vinificare", wanted by Sky Arte, on air at 8.45 pm, for 10 consecutive Wednesdays. An initiative of great importance for the world of wine, supported by Unicredit and WineLivery, which starts in Italy but is designed for the world. Starting from Franciacorta, with Cà del Bosco, passing through the Langhe with Ceretto, and the lands of Prosecco Docg with Masottina, going to Sicily with Firriato and Donnafugata, or in Irpinia with Feudi di San Gregorio, and again in Alto Adige with Alois Lageder and Tramin, and in Sardinia with Madrolisai, in Apulia with Rubino family, Manduria Producers, touching Tuscany from Castello di Montepò in Maremma, of Biondi Santi family, to the one of Fonterutoli, of Mazzei family, to end up in Umbria with Lungarotti.

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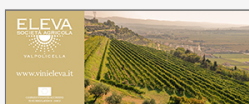


Wine & Food

Chianti, in the first 4 months of 2021, sales at +11%, better even than 2019, pre-Covid year

Despite the hard blow of the pandemic, Chianti continues to show positive results: as of April 30, 2021, sales marked +11% over 2020. And the positive result remains even comparing the data with the pre-Covid period: compared to the first four months of 2019, Chianti has recorded +9%, as told by the Consortium from "Chianti Lovers - Anteprema 2021 - Press Edition", the Preview of the largest and "pop" appellation of Tuscany, staged at the Fortezza da Basso in Florence together with Morellino di Scansano, in the week of the great "Anteprema", revisited in the modalities and period, obviously due to Covid. "The next months will be crucial for the companies that will have to be more present on the markets with greater economic efforts than in the past", comments the president of the Chianti Consortium Giovanni Busi.

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For the record

Vino Nobile, the market starts again

In the middle of crises, having the strength and the courage to look ahead is the first step to overcome them. As did, for example, the majority (70%) of the wineries in the Vino Nobile di Montepulciano area, in 2020 that, in addition to the obvious and well-known market difficulties linked to the pandemic, will also be remembered for an exceptional harvest, judged to be five-star, the highest rating, whose quality will be one of the pillars for restarting, with the first part of 2021 decidedly encouraging. This is the scenario outlined, in its Anteprema, by the Consorzio del Vino Nobile.

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