

## News



### The new head of Primum Familiae Vini

An Italian woman at the head of the most historical and important families of wine: Priscilla Incisa della Rocchetta, who leads with her father Nicolò and her cousins Tenuta San Guido, cradle of Sassicaia, is the new president of "Primum Familiae Vini", an association that unites 12 of the most important European wine families, from the Italian Marchesi Antinori and Tenuta San Guido to the French Baron Philippe de Rothschild, Joseph Drouhin, Domaine Clarence Dillon, Pol Roger, Famille Perrin and Famille Hugel, from the Spanish Familia Torres and Vega Sicilia to the Portuguese Symington Family Estates, to the German Egon Müller Scharzhof.

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**BERTANI**

## SMS

### Liv-ex, the good of Italy

More than 107,000 wine and spirits labels cataloged on the Lwin - Liv-ex Wine Identification Number database have arrived, from 86 different countries, including Italy, with bottles from 17 Regions, representing the enormous variety, but also the great growth on the secondary market of fine wines. If in 2017 Italian wine was worth 6.4% of Liv-ex exchanges, today the share is 16.2%: Barolo and Bolgheri touch 4%, Brunello di Montalcino exceeds 2%. It signals a continuous expansion of the offer, made of labels loved by international critics, at affordable prices, such as analicchio di Sopra's 2015 Brunello di Montalcino Casaccia, Tenuta di Trinoro's 2018 Toscana Rosso, Paolo Scavino's 2016 Barolo Carobric, Marcarini's 2016 Barolo La Serra, Elvio Cogno's 2015 Barolo Riserva Vigna Elena and Cava d'Onice's 2015 Brunello di Montalcino.

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## Report

### The first "Diesel - Canevel" Prosecco

Just a few months after Renzo Rosso joined the board of directors of Masi Agricola (with the fashion entrepreneur owning 7.5% of the Boscaini family's wine group), here comes the first Prosecco signed Canevel Spumanti, the Valdobbiadene winery that Masi acquired control of in 2016 branded Diesel, a top fashion brand owned by Rosso's fashion holding company, OtB (Only The Brave, with a turnover of €1.3 billion, ed.). "A new Prosecco Doc Biologico Extra Brut, a co-branding project between the two companies in the sign of a common vocation for sustainability".

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## First Page

### Science at the center of everything: OIV according to its new president, Professor Luigi Moio

Forty years after the presidency of professor Mario Fregoni, the only Italian to have chaired the OIV besides Pier Giovanni Garoglio, Italy is back to lead the Organisation Internationale de la Vigne et du Vin, the UN of wine, with Luigi Moio, professor of enology at the Department of Agriculture of the University of Naples Federico II, producer with the winery Quintodecimo, in Irpinia, the new president of the OIV. At WineNews, the value and the weight of an apex role in the politics of world wine, but also the next challenges that await wine and Luigi Moio himself, from a political, agricultural, normative and economic point of view, with many challenges on the table and some knots to untie. At the center of his presidency, Professor Luigi Moio will put science, the lighthouse of every OIV initiative, especially when it comes to the challenges to be faced, from climate change to the need for increasingly sustainable viticulture. "For me, the OIV is the technical and scientific reference organization, recognized worldwide, and it will remain a scientific organization, an aspect that I would like to emphasize even more - Professor Luigi Moio tells WineNews - both in the Congresses and at the level of participation of the various countries. And also because we know what the challenges to be faced in the near future are, they are complex, starting with climate change, which we must solve at a multidisciplinary level, bringing together different and very advanced skills. At the viticultural level, we must continue to make wines of great quality, in the historical places of viticulture, which are the locomotive of world enology. And then, this enormous growth of sensibility towards ecological problems requires a revision of some strategies, in agriculture, in viticulture and in the winery. I am more and more talking about a light enology, therefore with minimal interventions, but also with a different approach, of respect for the environment, in the construction and management of wineries". Another hot topic is the one concerning the regulatory apparatus regulating the dynamics of wine, particularly delicate when it comes to international trade (see the complete interview for more details).

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## Focus

### "The Temple of Brunello" among wine and history of the territory

On one side the millenary artistic richness of the territory, on the other the agricultural and food and wine richness, represented by Brunello di Montalcino in primis, but not only. Two pillars of the economy and history of Montalcino, one of the most important wine territories in the world, that now begin a path of mutual and common valorization, with the project "The Temple of Brunello". An innovative and immersive museum, born in the 14th century Monumental Complex of Sant'Agostino in Montalcino, destination of millions of wine tourists every year, and that unites history, archaeology, art, culture and landscape, but also commerce, craftsmanship and the promotion of the other precious products of the territory (from honey to saffron, from oil to truffles, from organic pasta to plums) with the direction and private investment of Opera Laboratori, a leading company in museum services for museums ranging from the Uffizi to the Vatican Museums, from the Archaeological Park of Pompeii and Ercolano to the Royal Palace of Caserta, from the cathedral of Siena to that of Spoleto, which promoted it in the project "L'Oro di Montalcino", together with the Municipality of Montalcino, the Consorzio del Brunello and the Archdiocese of Siena, Colle di Val d'Elsa and Montalcino.

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## Wine & Food

### E-commerce, Lvmh with Campari and Tannico

Moët Hennessy and Campari Group are partnering to create a joint venture and their aim is focused on investing in Wine & Spirits e-commerce companies. The Campari Group will participate in the joint venture through its channel, TANNICO, focused on online sales of wines and premium spirits, with a 30% stake in this segment, which already also controls a majority stake in Ventealapropriete.com. The creation of the joint venture provides for selling 50% of the capital of the joint venture itself from Campari Group to Moët Hennessy, totaling 25.6 million euros. "With the support of Moët Hennessy and Campari, Tannico will have the power to consolidate the fragmented European e-commerce sector", comments Tannico CEO Marco Magnocavallo.

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## For the record

### Nonino at the Elysée for the 100 years of Morin

In its history, the Nonino Prize has repeatedly awarded personalities who then received the most coveted award in the world, the Nobel Prize. And now, with good reason, it can also be said to be a wish for long life, since Edgar Morin, one of the greatest philosophers of our time, turned 100 years old, who was awarded in 2004 by the company led by Giannola Nonino, present for the philosopher's centenary celebrated at the Elysée Palace, in Paris, in the presence of Emmanuel Macron and Premier Dame Brigitte Trogneux.

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