

News



25 million (more) for promotion

Good news for Italian wine: 25 million euros could soon be added, compared to the 100 already provided annually by the Wine CMO, for the promotion in Third Countries. From what WineNews learns, it should start the process to discuss, in the State-Regions Conference, the ministerial decree that will set the modalities of access and use of national funds, which derive from the 300 established for the year 2021 by the "Fund for the development and support of the agricultural, fishing and aquaculture sectors", established by the "Budget Law" of December 30, 2020. Many details to be defined, but an important signal for the supply chain.

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BERTANI

SMS

Wine, sales grow in Italy in 2021

Wine sales in Italy in the first half of 2021 confirm the trends of 2020, with a growth in sales in large-scale distribution and an exponential increase in e-commerce. This is stated by the Nomisma Wine Monitor Report on sales in the off-trade channel in Italy, realized in collaboration with NielsenIQ. In the first half of 2021, wine sales on generalist websites recorded a 351% increase in value and a 310% increase in volume compared to the same period of the previous year. The upward trend in value sales in large-scale retail outlets was confirmed (+10% in supermarkets and supermarkets, +2% in discount stores), as well as a recovery in Cash & Carry (+18%). A recovery further confirmed by the figure for the second quarter of 2021: +45% compared to the first quarter of the year, with e-commerce as the absolute protagonist (+350%).

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Report

The "Malvasia Wines List" is born

A prestigious though small vineyard, where a legendary and strongly identifying wine is produced. The vineyard supports the ancient tradition of its local culture, as well as endorsing an entrepreneurial model centered on quality, which is in the DNA of the dynamic nature and heritage around which the whole community revolves, with a new contemporary dimension of Malvasia in dry version and relaunching tourism. This is the "vigneto Eolie" that, with the Malvasia delle Lipari Doc and Igp Salina Consortium, launches a new development strategy that passes through the "Lipari Wine List".

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First Page

Towards the harvest between drought, Easter frosts and hail: but the Italian vineyard resists

In the Italian vineyard, it is already time for balances, because with the end of July is approaching, inexorable and expected, the preparations for a harvest accompanied by good premises and by a situation, on the whole, positive, as it is told by the report, Region by Region, of Assoenologi, Ismea and Uiv. Starting from the Center-North, delays in the flowering will determine a delay in the harvesting of one week, because of the negative thermal anomalies recorded in April and May. Crucial moments of the vintage were, in a negative way, the frosts of the week just after Easter of April 7, 8 and 15, with minimum temperatures going down even more than 4 degrees below zero: damages were initially very important, then some vineyards, where the vegetative state was still at the beginning, resumed in a pretty regular way, however at a productive level there are differences not only from area to area, but also from vineyard to vineyard. In many of the affected areas - from Tuscany to Sardinia, from Umbria to the Adriatic regions as well as Foggia - damages have been important and did not allow a new budding, whereas in other areas losses have been partially reabsorbed. Some further problems are linked to the fluctuating climatic trends of June and July, when important thunderstorms occurred, accompanied by exceptional hail storms, especially in the North East. At the same time, Central Italy is facing scarce water resources and exceptional peaks in temperature, especially in Tuscany, but also in the South, especially in Salento. Heterogeneous are also the indications related to a possible advance or delay in the ripening of grapes compared to what can be considered as the "norm". In short, a mix of issues that have reduced production expectations, although it is still too early to give quantitative indications that, as always, Assoenologi, Ismea and Uiv will discuss in the September report (the report region by region in the in-depth analysis).

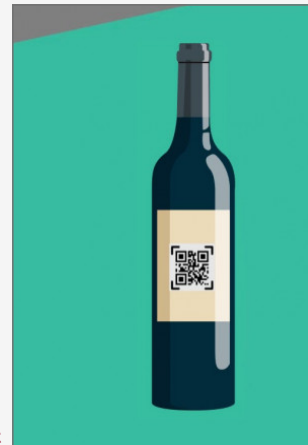
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Focus

The QR Code will save the European label

For many years, wine and all other alcohol produced in the European Union has been exempt from indicating nutritional values and ingredients on the label. However, this situation is now going to be changing starting from the end of 2022, the date that the European Commission decided back in 2017, and therefore wine producers will also have to indicate the list of ingredients and the nutritional values on the back label. This innovation has risked turning into a bloodbath, in strictly practical terms, of course, for wine companies. They saw the specter of a kilometers-long as well as illegible back label materializing, translated into the language of each European Union country to which they export their bottles of wine. Then, fortunately, during the discussion on the new CAP (Common Agricultural Policy), the Italian proposal that the UIV (Unione Italiana Vini) introduced, took hold. The proposal is to insert the ingredients (quantity of fats, saturated fatty acids, carbohydrates, sugars, proteins and salt), alongside other information, in an electronic label, which can be accessed through a QR Code, and yes, on the label. This solution has pulled the sector out from the impasse, while the nutritional declaration may be limited to the indication of the energy value on the label, expressed using the "E" symbol for energy.

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Wine & Food

The works of the "Artists for Frescobaldi" for a collectible Brunello di Montalcino 2015

The Canadian Andrew Dadson, the American Erica Mahinay and the Italian Gian Maria Tosatti: these are the "Artists for Frescobaldi", young and promising artists under 40 on the international art scene, the protagonists of the 5th edition of the biennial contemporary art Prize, conceived by Tiziana Frescobaldi, artistic director, and curated by the art critic Ludovico Pratesi, in the wake of the centuries-old tradition of patronage of the historical Frescobaldi wine family. The name of the winner, among the artists invited to create a work inspired by the spirit, history and terroir of CastelGiocondo, the Montalcino estate, will be revealed on September 15. Each artist has also created a drawing, recalling their work, for the label of a limited edition Magnum of CastelGiocondo Brunello 2015, a great vintage dedicated to the project.

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For the record

The "Banfi Experience", in augmented reality

In the hardest phase of the pandemic, recourse to digital technology was a necessity. But it is also an opportunity to be exploited. As done, among others, by one of the leading companies in Italian wine and the Montalcino area, Castello Banfi, which has launched its "Banfi Experience". An app that, via smartphone or with a 3D viewer, allows to "visit" vineyards and wineries even from home, in a virtual way, or to enrich the direct experience among the rows of vines surmounted by the historic Castello di Poggio alle Mura, with "augmented reality".

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