

News



Land prices are steady in Italy

The highest valued lands in Italy are the vineyards of the most important wine denominations, from Barolo (1.5 million euros per hectare) to Brunello di Montalcino (700.000), Alto Adige (690.000), and the Prosecco DOCG hills (450.000). However, other sectors also command high prices like the apple orchards in Val Venosta (up to 700.000) and Val d'Adige (600.000), as well as floriculture in the Albenga plain (500.000) or in San Remo (320.000), and the nursery land in the Pistoia area (270.000), lands cultivated with asparagus in the Bassano area (220.000): this is what the Crea Politiche e Bioeconomia survey says.

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BERTANI

SMS

The "Sustainable Wine Roundtable"

While Italy is still waiting for the definitive law on a single standard for certifying the sustainability of wine (announced for weeks as imminent but still pending), the world is moving in a clear and unchanging direction. The "Sustainable Wine Roundtable" is a unique coalition of large and small producers, distributors, retailers, environmental organizations and others from around the world, united by the desire to make the wine sector a leader in sustainability. The founding members include Equalitas of Italy, Federdoc's subsidiary and holder of the standard (much of which will form the backbone of the new Italian national standard that is coming soon). The main objective is to define a global standard for the wine sector.

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Report

The tightrope walker over the vineyards

At first, we had asked ourselves what do wine and tightrope walking have in common? Then we saw it with our own eyes: a thrilling show. The tightrope walker, Andrea Loreni, was suspended 15 meters in the air to walk the 110 meters over the vineyards and the futuristic "L'Acino" winery of the Ceretto family's Monsordo Bernardina Estate. It is the way, though, that the historic and famous Barolo and Barbaresco brand, with a touch of magic, launched its message on the need to find the right "balance" between man and nature.

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First Page

The white wine boom in the world as seen from the top wine-producing areas in Italy

The growth of white wine on the global consumption market is impetuous and will not stop for at least the next decade, as the report "White Wine Market" by the analysis company "Fact Market Research" tells us. Its forecasts state that, between now and 2031, the world white wine market is expected to grow at an average annual rate of 5%, to exceed 60 billion dollars in value, from the 46 billion dollars forecast for 2022. Moreover, growth from 2016 to 2020 was also prodigious, exceeding 35 billion euros: only the pandemic slowed down the race, which resumed immediately in 2021. There are many reasons for the success of white wines, starting with their simplicity of approach and consumption, and ending with a quality/price ratio that cannot be found in any other type of wine. This is how, regardless of age or gender, white wine is slowly conquering wine lovers all over the world, from Europe (where in 2031 the share of white wines will exceed 50% of total wine consumption) to the United States and Asia (which in 2031 will be worth 35% of the global white wine consumption market), with Japan, Vietnam and China becoming increasingly interesting destinations. And if the big players are a handful of international appellations (the turnover of Chardonnay in 2022 will reach 6 billion dollars, and in 2031 Riesling will account for 1/5 of consumption), the prospects for Italian production, mostly linked to native varieties, are in line with the forecasts of the "White Wine Market" report, as the representatives of the most important Italian white wine appellations tell WineNews, from Ettore Nicoletto, president of the Consorzio del Lugana, to Andreas Kofler, president of the Consorzio Vini Alto Adige, from Sandro Gini, president of the Consorzio del Soave, to Alberto Mazzoni, director of the Istituto Marchigiano di Tutela Vini, the consortium that brings together all the appellations of the region, from Verdicchio to Bianchetto del Metauro, from Maurizio Montobbio, president of the Consorzio del Gavi, to Albino Armani, president of the Consorzio delle Venezie Doc, from Francesco Mazzei, president of the Consorzio della Maremma, to Irina Guicciardini Strozzi, president of the Consorzio della Vernaccia di San Gimignano.

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Focus

Frescobaldi invests in Nobile di Montepulciano

Even in difficult and uncertain times like the ones we are experiencing, authoritative, capitalized and profitable companies continue to invest in the most important territories of Italian wine. Like one of the most prestigious and historical names in Italian wine, Marchesi de' Frescobaldi, did with the group led by Lamberto Frescobaldi, which put down roots in the land of Vino Nobile di Montepulciano with the acquisition of Tenuta Corte alla Flora, a 90-hectare estate, 35 of which are vineyards, owned by Roman businessman Sergio Cragnotti, who is also famous for his presidency of Lazio football club. An investment that enriches Frescobaldi's kaleidoscope, which has almost 1,500 hectares of vineyards in the top territories of Tuscany (with Castello di Nipozzano and Castello di Pomino in Chianti Rufina, Rèmoles in Sieci, Tenuta Castiglioni in Montespertoli, Perano in Gaiole in Chianti, in Chianti Classico, Tenuta Ammiraglia in Maremma and Castelgiocondo in Montalcino), to which are added the absolute legends of world wine, such as Masseto and Ornellaia in Bolgheri, above all, or Luce in Montalcino, without forgetting Attems in Friuli Venezia Giulia (where he has recently acquired other hectares of vineyards, as in Bolgheri, ed).

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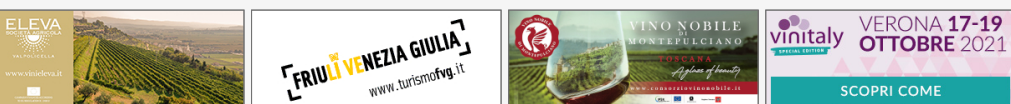


Wine & Food

Prosecco, 60 days of fire to oppose EU recognition of Croatian "Prošek"

The decision of the EU Agriculture Commission to proceed with the publication in the EU Official Journal of the application for registration of the traditional term "Prošek" by the Croatian authorities was not a surprise, but a step that Italian diplomacy failed to stop in time. Prosecco now has 60 days of fire ahead of it to prevent a real injustice from taking place. It won't be an easy battle, because "Prošek" is not a vulgar imitation of the better-known bubbles from Veneto and Friuli, but a sweet wine with a respectable history behind it. And yet it escapes no one's notice - except the EU Commission - that the coexistence of a DOC like Prosecco and a traditional mention like Prošek is simply impossible.

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For the record

The Masi Prize no. 40

The renowned physicist Roberto Battiston, the environmental researcher Jane da Mosto and the musician and entrepreneur Paolo Fazioli for the "Masi Civiltà Veneta Prize", Professor Attilio Scienza, one of the world's leading viticulture experts, for the "Masi Internazionale Civiltà del Vino Prize", and the internationally renowned life senator and biologist Elena Cattaneo for the "Grosso d'Oro Veneziano": these are the winners of the "Masi Prize no. 40" awarded by the Masi Foundation, headed by Isabella Bossi Fedrigotti and "Mr. Amarone" Sandro Boscaini.

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