

## News



### Consorzio dell'Asti and the Tennis Finals

The combination of great wine, cuisine and sport is synonymous with guaranteed success. This will also be the case at the Nitto ATP Finals, the most important event in the world tennis season, which will be held in Turin from 2021 to 2025. Which, from November 14 to 21, will become the capital of world tennis. Where the great champions of the present and those of the past will toast with Asti Spumante and Moscato d'Asti, as Official Sparkling Wine and Silver Partner of the event, where Alessandro Borghese, Brand Ambassador of Asti Docg, and Lorenzo Sonego, the Turin tennis player, will also take to the courts, under the direction of the Consorzio dell'Asti.

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## BERTANI

## SMS

### Cooperatives: "aware of EU alcohol policies"

"We must express our deep concern regarding the actions that the European Union intends to implement in the near future. These include the European plan to fight cancer that the European Commission presented, which will have effects on the policy of promoting alcoholic beverages, and the simplistic and incomplete evaluation methods such as Nutriscore. In this period, there are actually too many elements that could damage the sector", stated Luca Rigotti, Coordinator of the Wine Sector of the Agro-food Cooperative Alliance, at "Vinitaly Special Edition" 2021. Rigotti continued, "it is necessary to promote correct consumer education, which must underline the moderate and conscious consumption of wine. Furthermore, it is equally necessary to work to reach positions of equilibrium".

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## Report

### 20% of consumers want "green" wine

Organic, sustainable (for 20% of consumers) and low-alcohol (for 12%) wines will be the ones driving market trends in the near future and, to intercept these opportunities, the role of certifications is becoming increasingly important. This emerges from the Nomisma-Valoritalia Observatory Report on the value of certifications in the perception of producers and consumers, released together with the Annual Report 2020 by Valoritalia, a leading company in Italy in the certification of wines with Denomination of Origin.

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## First Page

### The Italian wine industry is the No. 1 in the agri-food sector. Unicredit and Nomisma "rating"

The Italian wine industry confirms its position at the top of the agri-food industry. In terms of production value, market projection (with exports growing by 60% from 2000 to 2020) and more. And this despite a fully pandemic 2020 that has severely tested a sector that, however, in 2021, especially in its second half, is experiencing a rebound that the work of companies, banks, trade fairs and institutions must be able to transform into structural growth. This is the message conveyed by "Vinitaly Special Edition" 2021, held in Verona over the last few days, which, despite an event with forcibly reduced numbers, marks a restart not only for the market but also for exhibitions in what is "our third initiative after "Opera Wine" and "Vinitaly Preview", a sector from which companies develop over 50% of their exports", said President of VeronaFiere and Aefi, Maurizio Danese. At the center, as mentioned, is the wine supply chain (represented here by over 400 of the most important names in Italy). With a value of 68 points, it took first place in the classification of the "AGRI4index", the super-index created by Nomisma for UniCredit. Wine's scoring surpasses that of the dairy chain (second with 56), pasta (54) and fruit and vegetables (51) and in comparison at the European level, places us above Spain (48), but behind France (76). There is also excellence at regional level, starting with Veneto, the leading region ("and the fourth largest wine exporter in the world, with over 2.2 billion euros", emphasized the President of the Veneto Region, Luca Zaia) according to the "AGRI4index", with 89 points, ahead of Tuscany and Trentino Alto Adige with 77, and Piedmont 72 (four regions that together account for over 77% of national exports, ed.). This is a snapshot of a wine supply chain "that is one of the sectors driving the recovery of Italian products on world markets", said Unicredit chairman Pier Carlo Padoan. A recovery that must also be supported by trade fairs and institutions, as recalled by VeronaFiere CEO Giovanni Mantovani, Ice President Carlo Maria Ferro, and the Minister for Agricultural Policies Stefano Patuanelli (see further details in the article).

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## Focus

### "Top 100 Cellar Selection" 2021 by Wine Enthusiast

Brunello di Montalcino and Barolo, but also Valtellina, Soave, Vino Nobile di Montepulciano, Valpolicella, Abruzzo, Chianti Classico and Lessona: the best wines for ageing come from these territories according to the "Top 100 Cellar Selection" 2021 by "Wine Enthusiast". If the Californian Ramey 2018 Hyde Vineyard Chardonnay is at no. 1, Italy is on the second step of the podium, with the Brunello di Montalcino 2016 from Le Chiuse, one of the 9 wines with 100 points (4 Italian, 3 of which from Montalcino) in the selection. These include Barolo di Serralunga d'Alba 2016 by Famiglia Anselma, Brunello 2016 by Fuligni, Barolo Bracco Boschis Vigna San Giuseppe Riserva 2016 by Cavallotto, Brunello 2016 by Salvioni, Barolo Monvigliero 2017 by Comm. G. B. Burlotto, the Valtellina Superiore Sassella Rocce Rosse Riserva 2013 by Arpepe, the Barolo Brea Vigna Ca' Mia 2017 by Brovia, the Soave Classico La Frosca 2018 by Gini, the Nobile di Montepulciano Mulinvecchio 2016 by Contucci, the Barbaresco Montefico Vecchie Viti 2015 by Roagna, Villa Guelpa's Lessona 2018, Il Marroneto's Brunello di Montalcino Madonna delle Grazie 2016, Castello dei Rampolla's Sammarco 2017, Allegrini's Amarone della Valpolicella Classico 2016, Istine's Chianti Classico 2018 and Torre dei Beati's Montepulciano d'Abruzzo Mazzamurello 2017.

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## Wine & Food

### Franciacorta "Destination Partner" of the Michelin group

United in the sign of excellence, which the wineries of the area seek in the production of wines and in the management of vineyards, society and the environment, and which the critics look for in Italian restaurants: Franciacorta, one of the most prestigious areas of Italian sparkling wine, is the "Destination Partner" chosen by the Michelin group, with the Lombardy area which, for the next three years, will host the presentation of the Michelin Guide (on November 23, 2021, the launch of the Michelin Guide Italy 2022), one of the major international references for assessing the quality of the restaurant offer. An alliance between the Consorzio del Franciacorta and Michelin, in the sign of a profound sharing on the enhancement of food and wine and a sustainable environmental approach.

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## For the record

### Uiv-Vinitaly observatory on prices: Italy in the "popular" bracket

Only 5% of bottles of Italian still wine destined for export leave the cellars at more than 9 euros per liter, while 75% do not exceed 6 euros. A lower position than competitors such as New Zealand, France and Australia, but also on the world average of trade. This was revealed by the Uiv-Vinitaly Observatory presented at "Vinitaly Special Edition". The "popular" segment (3-6 euro/liter) is the most popular for Italian wine with almost half of volumes, followed by "basic" (up to 3 euros) with 28%, "premium" (6-9 euros) with 20% and "superpremium" (over 9 euros).

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