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News



# Prošek issue, all with Italy

The dispute between Italy and Croatia on the issue of the recognition of the traditional term "Prošek" is worrying the entire European wine industry, which is in line with the Italian positions and those of the Prosecco System (in the photo Stefano Zanette, president of the Prosecco Doc Consortium, Elvira Bortolomiol, guide of Prosecco Docg, and Ugo Zamperoni, of Asolo Prosecco Docg), as shown by the letter sent to the EU Commissioner for Agriculture, Wojciechowski, by Ceev - Comité Européen des Entreprises Vins, which unites 24 trade associations from 15 European countries, including Federvini and Uiv - Unione Italiana Vini (see further details).

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## SMS

## Chianti, a stock emergency

Bringing forward by two months the release on the market of the 2021 vintage, moving it from March 1 to January 1, 2022: this is the request of the Consortium of Chianti, the largest red wine denomination in Italy, headed by Giovanni Busi, to the Region of Tuscany. A necessary move to avoid a shortage of product on sale in light of the drop in production, following the difficulties of the last harvest. The two-month advance may be adopted voluntarily by the companies, for those productions that have already acquired the qualitative characteristics foreseen by the production regulations, and would also concern Chianti wines of the sub-areas and Chianti Superiore "Prices have already risen by 25%", explains the director of the Chianti Consortium, Marco Alessandro Bani, "and demand is growing: we cannot let the market run out of product".

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## Rosé wine conquers the USA

The USA is the leading destination for Italian wine exports, which, in the first 8 months of 2021, reached 1.16 billion Euros in shipments. An enormous turnover, essentially linked to red, white and sparkling wines, while rosé wines account for only 35 million euros (13.63% of total imports of rosé wines). In the research "The rosé market in the United States" signed by Enolytics for the Italian Trade Agency. data and future forecasts of a trend in continuous evolution, which Italy must learn to know in order to make its way in the world of pink wines.

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#### First Page

## Wine-Lister & fine wines: Piedmont tops for price growth, Tuscany for popularity

The "Wine-Lister Leagues 2021" report signed by the famous English portal, revealed the top performers. Over the past 10 years, Burgundy has seen 207% growth in the prices of its best wines, followed by Piedmont, at + 138%, while Bordeaux + 32% and Spain + 42%. In the last 12 months, price growth has ranged between 3% and 14%. In terms of popularity, Bordeaux and Tuscany are solidly at the top, ahead of the wines from Burgundy, California, Spain and Piedmont, which even though there has been a rise in prices, seem to have lost in popularity. The English portal (purchased in 2020 by Groupe Figaro, publisher of one of the most important newspapers in France, "Le Figaro", and of one of the most successful French sites dedicated to wine, "Figaro Vin"), through its algorithm, takes into consideration the quality and value of a wine within its vintage and its denomination, as well as the latest information on the sector from the main players in the global trade of fine wines. Among the 20 wines in the world that have grown the most in the last two years according to Wine-Lister's "Quality Score" there are the Italian Chianti Classico from Isole e Olena, number 1 in the world for growth (over 20%, ahead of Marqués de Murrieta Rioja Castillo Ygay Especial Gr), and Capanna's Brunello di Montalcino, on the podium for growth. For Italy, in the "top 20" there are also Valdicava's Brunello di Montalcino, Ceretto's Barolo Brunate and Casanova di Neri's Brunello di Montalcino. There are also Italian brands among the "wines to watch", the suggestions of the most "convincing" wines, or rather producers, in recent years. From the Tuscan winery Bibi Graetz to the famous Barolo griffe Roberto Voerzio. Among other things (in the in-depth analysis) a look at the current "Must Buys", the wines to buy right now: among the Italians, and at the absolute top, with 100 points is Castello dei Rampolla's Alceo 2013, Fontodi's Flaccianello della Pieve 2015, Giacomo Conterno's Barolo Cascina Francia 2006, the 2016 and 2015 vintages of Antinori's Tignanello, and again the 2006 Sammarco of Castello dei Rampolla, the 2013 Percarlo of San Giusto a Rentennano, the 2007 Masseto, the 2013 L'Apparita of Castello di Ama and the 2010 Collezione de Marchi Cabernet Sauvignon of Isole e Olena, to name the top 10. Read more on WineNews.it

### Focus

## The exploit of the Langa labels in the Liv-ex Power 100

The 2021 Liv-ex "Power 100", the ranking of the best-performing labels on the secondary fine wine market according to the reference index of every collector and investor in the sector (100 million euros pass through here in terms of daily offer value, and it is here that the quotations of 16,000 labels are made), has redrawn the balance between the different wine regions, Italy, after the exploit of 2020, remains the protagonist, with 14 wines in the ranking and a different geographical distribution, which rewards Piedmont, with the return in the "Power 100" of brands of Langa such as Comm. G.B. Burlotto, Giuseppe Mascarello e Figlio. Giuseppe Rinaldi and La Spinetta owned by Giorgio Rivetti, at position n. 40 and a year ago at 234, a jump of 194 positions and second among the "Top 10 biggest risers in the top 100". "Since the start of the pandemic, we have seen a real boom in the secondary market for fine wines from the Langa, because it is a channel where you can find old vintages and all kinds of brands", Giorgio Rivetti, head of La Spinetta, tells WineNews. "In order to achieve results like this, we need to work on brand building, going beyond scores, creating synergies between importers, restaurants and top-level wine lovers" (read more).



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# Wine & Food

# Creation of the "Historical Super Tuscans Committee"

The ability to express the creativity of producers and oenologists, with mainly international varieties, but capable of telling the story of the territory: this is the "secret of success" of the "Super Tuscans". And to celebrate this, the "Historical Super Tuscans Committee" has been set up, bringing together the wineries that have produced them in the Chianti Classico area. With Marquis Piero Antinori (Marchesi Antinori) as "honorary founder", Paolo Panerai (Domini di Castellare) as president and Davide Profeti (San Felice, where the Vigorello was born in 1968, the first of the type) as vice-president. San Felice, Antinori, Montevertine, Castello di Monsanto, Castellare di Castellina, Isole e Olena, Badia a Coltibuono, Querciabella, Castello di Fonterutoli, Ambrogio & Giovanni Folonari, Riecine, Felsina, Castello di Volpaia, Castello di Ama, Castello di Albola and Brancaia the founders. Read more on WineNews.it











## For the record

## UIV: increases in raw materials, transport and energy push up finished product prices by 30%

Wine sales in Italy and Europe are in double figures, but there is little cause for celebration. It is the fault - remarks the Unione Italiana Vini (UIV) - of the boom in price increases, also in double figures, which affect the finished product by 30%. The skyrocketing costs concern everything from the dry raw materials to the product, from glass to labels, from cartons to bottle closures, from transport to electricity, right up to the average price of wine itself which, thanks to a low volume harvest, has seen increases of up to 40% compared to 2020.

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