

News



Vernaccia di San Gimignano, after the pandemic

In the glass the vintages 2021, 2020 and the Riserva 2019 (in depth our best tastings), in the numbers the fact that San Gimignano, a city of unique beauty, with its medieval towers, iconic in the world, and its Vernaccia, already sung by Dante in the Divina Comedia (the only wine mentioned by the "Sommo Poeta", ed) and immortalized by Vasari, overcame the criticalities caused by the pandemic, closing 2021 positively. Market shares increased by 12% on 2019, and the turnover, according to the data of the Consortium of Vernaccia di San Gimignano, exceeds 13 million euros with 52% of the production sold abroad.

[Read more on WineNews.it](#)



BERTANI

SMS

Generation Z and the wine

They approach the winery thanks to the internet, they prefer a visit with a tasting, they spend up to 60 euros per person and are very interested in sustainability practices. It is the consumers of the "Z" generation, between 20 and 25 years especially, on which the market analysis of the Consortium of Vino Nobile di Montepulciano has focused. According to the research, carried out among the wineries in the area (where the Anteprima of Vino Nobile di Montepulciano presented the new vintages, including 2021 which introduces the "Pievi", additional geographical mentions, on the label), 93% of these have already begun to receive "Z" consumers who, for over 70%, arrive via the internet (private website or booking portals), and 12.5% by word of mouth. The preferred type of visit, for 81.3%, is the story of the company followed by a tasting, for 15.6% only tasting.

[Read more on WineNews.it](#)



Report

The Chianti in the glasses of WineNews

Chianti, the "container" denomination, which with its sub-areas - Chianti Colli Aretini, Chianti Colli Fiorentini, Chianti Colli Senesi, Chianti Colline Pisane, Chianti Montalbano, Chianti Montespertoli and Rufina - includes the whole territory of Tuscany, brings the latest vintages in the glass. 2021, with some critical emphasis due to a generally warm climatic trend, but with pleasant wines, the 2020 of Chianti Superiore, of greater balance, and the 2019 Riserva, almost for the textbook, (the tastings in depth, with the numbers of a 2021, closed at +10% on the market).

[Read more on WineNews.it](#)



First Page

At the top for its quality, exports, denominations and "bio": this is the wine Tuscany

One of the "big" regions, which grew the most in exports in 2021 (+16.1%, to 1.1 billion euros), among the absolute leaders in terms of quality, with 56 denominations (52 DOP and 6 Igt), a production that, alone, in 2020, was equal to 8% of all Italian DOP wine in volume and 11% in value, and also at the top in organic, with a third part of the certified regional vineyard (17% of total in Italy) and a production of 350,000 hectoliters (15% of all organic wine made in Italy). These are just some of the numbers to describe the wine of Tuscany, presented at "PrimAnteprima", "Settimana delle Anteprime" in Tuscany, with the events of (and in) the territories. The story of a wine region that confirms itself as a land with an absolute prevalence of red wines (87%) and of wines with a protected designation of origin, which in 2021 reached 70% of total production, against a national average of 45%. The areas planted with vines stop below the threshold of 60,000 hectares, of which 20,000 in the province of Siena and 16,000 in the province of Florence. With the great DOCGs of Chianti and Chianti Classico claiming respectively 31 and 21% of the surface, and Sangiovese which dominates 60% of the vineyards (36,000 hectares). Numbers that only partially express the value of wine made in Tuscany, beloved in the world, an expression of what is a "universal language, as music is", said on stage Gianna Nannini, queen of Italian rock and wine producer with the Certosa di Belriguardo, in Siena, chosen as the exceptional testimonial of the wine production of the Region. "My passion for wine - she said - was born as a child, because from 9 to 18 years I grew up in the countryside, in Certosa di Belriguardo, in Siena, which belonged to my parents, among farmers and sharecroppers, and I participated in the harvest ritual. When you live like this you are captivated by the scent of the wine coming from the earth, and I wrote the first songs running away with the scooter among the clods and the vineyards. In 2006, when I was able, I took over the company. Today I produce five reds, "in the name of Sangiovese". The sixth, close to its debut, is called "La Rossa": a name that draws inspiration from the magical character of an old woman and from childhood memories in the Siennese estate", already appeared in the song "La lupa e le stelle".

[Read more on WineNews.it](#)

Focus

The wine market in Italian Modern Distribution

The wine market in Modern Distribution, in 2021 recorded positive and interesting trends, closing the year with a total turnover of 3 billion euros, up 2.1% in value, despite a decrease in volumes sold by 2.2%. excellent performance of denomination wines (Docg, Doc and Igt), which grew by 1.8% in volume and 5.9% in value, with an average price of 5.55 euros: emerges from the data of the "Iri for Vinitaly" research which will be presented on 11 April with the representatives of Conad, Coop, Carrefour, Federvini and Unione Italiana Vini - Uiv (conference n.18 on wine and modern distribution at Vinitaly, Verona, April 10-13). The ranking of best-selling wines sees at the top the traditional triad Chianti, Lambrusco, Montepulciano d'Abruzzo, with each type selling between 10 and 15 million liters, but with a decline in Lambrusco (-6.7% by volume and -5.7% in value) and a good starting point for Chianti (+3.7% in volume and +5.4% in value). The Ranking of "emerging" wines sees Lugana, produced between Veneto and Lombardy, on the podium with an increase of 34% the Venetian Amarone della Valpolicella (+32%) and Valpolicella Ripasso (+26%), the Nebbiolo, both from Piedmont and Lombardy (+22%), the Ribolla del Friuli Venezia Giulia (+19%), the Sagrantino di Montefalco (+16%) and the Brunello di Montalcino (+13%).

[Read more on WineNews.it](#)



Wine & Food

The tasting of Chianti Classico

Chianti Classico rises on the markets (with +21% in sales over 2020, and +11% over 2019) and "embraces" the "Unità Geografiche Aggiuntive" and puts on the table the new vintages, Riserva and Gran Selezione of the 2020, 2019 and 2018 harvests. The 2020 vintage, with a regular climate trend and without water stress, is lively and well balanced, with aromatically centered wines and reactive gustatory progressions; the 2019 has an important breath, well interpreted by Riserva and Gran Selezione, which tell the Gallo Nero in a homogeneous way; the complex 2018 brings some debts balance over the years, but also a certain authority at a distance. (in-depth our best tastings, data and comments from producers).

[Read more on WineNews.it](#)



For the record

The "Premio Gavi - La Buona Italia 2022"

The concept n. 1 is: you can be the best producer in the world, and it's already a great satisfaction, but if you don't make yourself known, you won't sell your wine. It is necessary to become "systemic consortium", in which wine and territory collaborate and operate supporting each other. Thus, from the "Premio Gavi 2022", awarded today in Milan to the Consortium of Brunello di Montalcino for the best communication of the territory, with "Special Mentions" to Bolgheri, Soave and Garda.

[Read more on WineNews.it](#)