

## News



### Brand names, Bolgheri beats "Bolgaré"

After five years, finally, Euipo, the European Trademark Office, fully agrees with the Consorzio per la tutela dei Vini Bolgheri e Bolgheri Sassicaia Doc against the Bulgarian winery, Domaine Boyar, which, in 2017, had applied to register the "Bolgaré" trademark. Particularly, explains the Consortium led by Albiera Antinori, Euipo affirms the strong similarity of the two names and the risk for the consumer of mistakenly associating the Italian name and the Bulgarian brand, reaffirming the maximum protection of the names against any type of evocation. Which also bodes well for the Prosecco-Prosek case.

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**BERTANI**

## SMS

### The message of Don Luigi Ciotti

"First the Covid storm, and today the war, but the most dangerous variant is crime, because the mafias have money to launder and strength. They come with the faces of angels, build businesses, and enter every context, expanding more and more, invest in food and agriculture, buy bars, restaurants and hotels. They undermine the agri-food chain, in the fields there are many companies in which work takes on forms of slavery, and it is a problem that affects us all". From the Slow Wine Fair, the declair of the founder of Libera, Don Luigi Ciotti: "Mafia people like to open companies, but they don't like the land, they just want to show it off".

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## Report

### 9 out of 10 Italians love wine

There is also good news for Italian wine: in two years of the pandemic, wine consumers have grown (9 out of 10 Italians drink it), especially among young people. The health battles do not scare wine lovers: for most of them moderate consumption doesn't seem bad at all (and only 1 in 10 knows what the infamous Nutriscore is). Organic and native vines are among the most important values in the choice, and mixology is growing. Thus, the survey "Italians and wine", by the Vinitally-Nomisma Wine Monitor Observatory.

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## First Page

### Vinitally in the future? More international. The Veronafiere strategy

Vinitally is back in full force, with a wide international scope, which, in Veronafiere's plans, is destined to increase further, both in terms of incoming and in the presence of foreign exhibitors. The main event of Italian wine is back in a complex context, with the criticalities linked to expensive raw materials, the scarcity of supply of materials, and the international crisis triggered by the war between Russia and Ukraine. But the numbers that will be found at Veronafiere, from 10 to 13 April, (with the traditional Preview of "Opera Wine" by "Wine Spectator" & Veronafiere on 9 April, with 130 major Italian wine brands for tasting; and again with "Wine Spectator" who comes back on stage, at the fair, on 10 April, for the first time with "The Wine Advocate", another world-leading magazine in wine criticism, with journalists Alison Napjus and Monica Larner who will lead a tasting dedicated to "6 iconic women in Italian wine", namely Albiera Antinori, Priscilla Incisa della Rocchetta of Tenuta San Guido / Sassicaia, Marilisa Allegrini, Elisabetta Foradori, Elena Fucci, Arianna Occhipinti, Chiara Boschis), are important pre-pandemic numbers: 4,400 exhibiting companies, from 19 countries, 700 top buyers from 50 countries already accredited, the USA and Canada at the top, and a lot of Europe and Africa, thanks to the work between Veronafiere and Ice Agency. "It is almost a re-foundation - said the president of Veronafiere, Maurizio Danese - in these two years without events, exports have grown, but only for the largest companies. Small and medium-sized businesses have suffered, and this confirms that trade fairs are important for most of our businesses. One euro invested in the fair generates 60 in business and 23 in related activities". But Vinitally, "fundamental for wine, which is worth 13% of agri-food exports", said the Minister of Agricultural Policies, Stefano Patuanelli, looks to a new future, standing on three pillars, "agreed" with companies, probed by a research by the Roland Berger agency, explained the director of Veronafiere, Giovanni Mantovani: "international growth and qualitative improvement of buyers, further selective reduction of wine lovers at the fair, more online tools in favor of b2b, adaptation of city logistics services" (in depth).

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## Focus

### Petrini: "wine revolution, between environment and work"

"I have experienced historic changes in the way of producing, promoting and enhancing wine. Today, we are experiencing a historical moment - ecological transition - that will allow us return to living in harmony with nature. Wine production will play a very important role, freeing us from chemicals, exploitation, and giving winemakers the freedom to make the wines they want to make, telling their story, without scores, because dialogue is much more important. Today, making wine is a form of art: keep ethics and aesthetics, the good and the beautiful together. Enjoy, free yourself from homologation, be virtuous in your relations with the earth and with your collaborators. Live joyfully, but keep your eyes open: never consider yourselves immune from responsibilities". From the "Slow Wine Fair", in the words addressed to the winemakers by Carlo Petrini, founder of Slow Food, the revolution starts with the "Manifesto of good, clean and fair wine" which gave life, in 2021, to the "Slow Wine Coalition". And the event organized by BolognaFiere, with the Slow Food artistic direction, in partnership with FederBio and Concommercio Ascom Bologna, is its first real act. "The new paradigm will be in the way in which it is decided to work in harmony with the environment and with respect for the workers".

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## Wine & Food

### Wine paying duty on the world market: 1.1 billion euros estimated additional costs

High priced energy, increases in raw materials, the impact on world economies, and war : the unpleasant ingredients on the "menu" of current events, which will cost Italian wine 1.1 billion euros more in 2022. We must also add, under the heading of losses, more than 212 million euros in exports to Countries at war - Russia and Ukraine first of all, but also Belarus. Furthermore, we must bear in mind that downward repercussions are quite likely to occur even in strategic Italian wine markets such as the United States, the United Kingdom, France and Spain. It emerges from the study of the Censis-Alleanza Cooperative Agroalimentari Wine, "The fever of costs". "An additional burden on companies' profits that will inevitably reduce their margins, and compromise competition on International markets", explained Luca Rigotti, Wine Coordinator of Alleanza Cooperative Agroalimentari.

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## For the record

### 54.8% of wine companies have a high level of sustainability

54.8% of wine companies have a "high" or "medium-high" level of sustainability, against 49.1% of agricultural activities, all together. Another 36.4% is at medium sustainability, and 8.8% at a basic level of sustainability. To tell it, the numbers of "Agricoltura100: Report 2022. The contribution of the agricultural and wine sector to growth and sustainable development", on stage at the "Slow Wine Fair" with Confagricoltura. Out of 2,162 companies analyzed, almost 1 out of 4 belongs to the wine sector, showing the sector's strong focus on sustainability issues.

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