

News



In 2023, the first harvest at the Colosseum

The Colosseum Archaeological Park has planted the shoots of the Bellone grape variety, at the foot of one of the "7 Wonders of the World", thus starting the cultivation of "Pantastic" grapes, as the historian Pliny the Elder called the very ancient native vine. The grape vine is still cultivated today in the territories around Rome. The Cincinnato cooperative will be managing planting the Bellone grape variety. It is one of the leading wine cooperatives in the Lazio, covering a small vineyard in the Vigna Barberini, on the Palatine Hill, within the one of the most important "wine-archeology" projects in Italy, part of the "PARCo Green" program. First harvest? In 2023.

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BERTANI

SMS

Montepulciano first territory Equalitas

From the company's sustainability to that of the territory: the VINO Nobile di Montepulciano is the first Italian wine area to receive the sustainability certification mark according to the Equalitas standard. "An important result, a qualifying cultural path", said the president of the Consortium, Andrea Rossi, who, together with the president of Equalitas, Riccardo Ricci Curbastro, and the Mayor of Montepulciano, Michele Angiolini, announced the new "green" goal of the Denomination, which, in 2015, had aside other things given life to a revolutionary project of Carbon Foot Print measurement of its wines, becoming a role model on a national scale. In a territory where also the first "off-grid" winery in Italy is located, namely Salcheto by Michele Manelli, which has given a pioneering and decisive impulse to the sustainability path of the entire territory.

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Report

Amarone restarts from the beauty of Rome

The event expressed a closer link to Opera and the Verona Arena, as well as to haute cuisine in the "Eternal City" and many more, but also to institutions for the protection of International markets. The future of Valpolicella comes from here, told by the Consorzio Vini Valpolicella led by Christian Marchesini (in the dept), in Rome, where, in the beauty of the Hotel Hassler overlooking the iconic Scalinata di trinità dei Monti the promotion in presence, with the "Amarone in Capitale" event, restarted (22-23 May), expecting "Amarone Opera Prima", in Verona, 19-20 June.

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First Page

Italian wine: after 2021 recovery, positive outlook for 2022 as well, despite everything

Cantine Riunite-Giv, with 635.2 million (+9.7% over 2020), Italian Wine Brands at 423.6 million (after the acquisitions of Enoitalia and Enovation Brands Inc) and the Botter-Mondodelvino cluster (controlled by the Clessidra fund) at 415 million (+19.3%) at the top in terms of turnover, after so many "mergers & acquisitions" operations, they are the new big players in Italian wine, with Antinori, which, with 265 million euros (+24.6%), is confirmed as the top private and family-owned Italian wine company, and on the podium for profitability (17%), along with Santa Margherita (21.3%) and Frescobaldi (25.6%). Again, in terms of turnover increases in 2021, Tenute Piccini dominates the scene with a +61% over 2020 which places it ahead of the Lunelli Group (+57.6%), Terra Moretti (+47.6%), Serena Wines 1881 (+40.1%) ending with +32.7% for Villa Sandi. While some realities are confirmed with an overwhelming propensity to export compared to the Italian market: Fantini Group touches 97.4%, Ruffino 94.5% and the Botter-Mondodelvino pole 91.1%. In a scenario in which, after 2021 overall growth, despite the difficulties of recent months, with the effects of the war, inflation and logistics having "replaced" the consequences of Covid among the main problems, 2022 expected growth by wine producers, with an estimate of +4.8% (which would reach 5.6% for the export component alone). Driving sales, according to expectations, will still be, above all, bubbles (+5.7% total revenues, +7.5% exports) while still wines expect +4.6% (+5.3% exports). More skeptical about the future are operators exposed to the off trade channel (large-scale distribution and retail), while the increased use of direct sales provides more security. With positive expectations on exports improved especially from neighboring markets of EU countries. This is, in a nutshell, the state of the art emerging from the annual "Survey of the National Wine Sector" by Centrostudi Mediobanca, which covers Italy's 251 leading corporations with a 2020 turnover of more than 20 million euros and aggregate revenues of 9.3 billion euros, accounting for 85.3 percent of the sector's national turnover.

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Focus

Wine, sustainability count less in the shopping cart

Certified sustainability has, surely, fundamental importance for wine. Especially in international markets, where, to access them, sustainable certificates and brands for a preferential lane, if not a necessary condition. In opposite, the guarantee of sustainability still weighs little with respect to sensorial qualities, origin and brand, in the choice of wines to drink at home that Italians buy in mass retail channels (the channel that moves most of the volume, 3 billion euros in 2021, according to IRI). These are the results of the WineNews analysis on the ISMEA, study, "Impact of inflation on Italian consumption", conducted on a sample of 3.000 families, and supported by Nielsen. Analyzing the drivers of consumer choices, when it comes to choosing a wine, the most important factor, according to consumers, is the origin of the raw material (40%), ahead of sensorial qualities (39%), and brand (16%), while the guarantee of sustainability accounts for only 6%. These data are, like all results from polls, to be taken for what they are, but nevertheless, they express the distance between narrating wine, where sustainability is the dominant theme today, where the merit goes to the numerous investments companies and institutions that work for a more virtuous supply chain have made, and values an important slice of the wine market is looking for.

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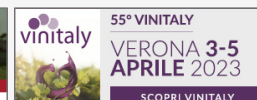


Wine & Food

Tenuta Liliana, the Salento share company is opening to popular shareholders

Tenuta Liliana is a winery in Salento that has undertaken an original strategy, part sharing economy and part financing that is counting on crowdfunding to grow on a market, where they have place their first 7,000 bottles produced from the 2021 harvest. Today, the company "is a share company that has a total of 10 partners, another 16 will be added by the end of the year, coming from the USA, Europe, Asia and Italy", the founder, Antonio Intiglietta, who opened the shareholding structure to popular shareholders with a crowdfunding campaign on CrowdFundMe, the only Crowdfunding platform listed on Piazza Affari, explained. Each shareholder will be given a free subscription, starting from the minimum of 250 euros, and will be able to participate in the company's operating profits and obtain a discount on Tenuta Liliana wines.

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For the record

Planeta's "Journey to Sicily # 9"

The title of the Sicilian wine brand Planeta's show, "Journey to Sicily # 9" is "Coppe di stelle nel cerchio del sole", inspired by the verses of the Arab-Sicilian poet, Ibn al-Qattā, it refers to wine and natural phenomena. The show, created by Planeta, was organized in collaboration with the Department of Cultural Heritage and Sicilian Identity of the Sicilian Region, started on May 24th and will end on July 10th. It will host a collective exhibition, with the works of the residence artists.

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