

## News



### Italy on the shelves of US, Germany and UK

Complicated first semester for Italian wine sales in organized distribution and liquor stores of the 3 main world markets: according to the Uiv-Vinitaly Observatory, which processed the performance of Italian wine on a Nielsen basis on the shelves of the USA, Germany and the United Kingdom, there was a double figures decline in volumes (-10.6%) over the first six months of 2021, for a value of 2.26 billion euros (-8.1%). The semester of Italian wine closed with a performance on volumes purchased in the US, Germany and UK off-trade at respectively -7.5%, -10.5% and -14%. A contraction that affects all the main denominations of Italy (in-depth).

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**BERTANI**

## SMS

### Brunello on the Liv-ex, in USA and Asia

Since the beginning of 2022, the US has been confirmed as the second market for investments in fine wine on the Liv-ex, both in terms of number of transactions and overall values traded, with over 3,500 labels handled by US buyers from 53 wine regions different. Bordeaux (28%) and Burgundy (19.3%) are the most represented, then Piedmont (10.6%), California (9.8%), Tuscany (9%), Rhône (8.8%) and Champagne (8.6%) %. The top 4 most traded labels in value are Californian, but at position no.10 there is Brunello di Montalcino 2017 by Poggio di Sotto, which will also find in position no.9 among the most traded wines in volume, with the Brunello di Montalcino Riserva 2015 by Altesino at the position no.4. In Asia, instead, in terms of volumes, Brunello di Montalcino is still the surprise, with the 2015 vintage by Il Poggione in third place among the most traded labels by wine lovers.

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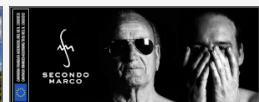


## Report

### Emilia Romagna launches "Legami di Vite"

The Emilia Romagna wine region builds a system and focuses on sustainable development and circular economy. The goal of the "Legami di Vite" project, coordinated by Enoteca Regionale Emilia Romagna, with involved companies of the caliber of Caviro Extra, Caviro, Agrintesa, Cantina Forlì Predappio, Cantina di Carpi e Sorbara, Terre Cevico, Le Romagnole, Medici Ermete, Cantine Riunite & Civi, and which has obtained from the Ministry of Economic Development, through Invitalia, the green light for an industrial agreement which includes a 95 million euro investment.

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## First Page

### Drought, costs, manpower: many unknowns about harvest and wine production 2022

The first bunches of the 2022 harvest have already been harvested in Sicily (the first to start were the Settesoli and Ermet cooperatives), in this torrid summer, in these days, while in these hours the harvest has also started in Franciacorta, in the Faccoli winery. According to Coldiretti, who tells of a harvest that started "at least seven days earlier than last year" and with the drought and the heat over 40 degrees that cut production by 10% at national level with the vineyards a tough test even from hot nights and very high minimum temperatures that did not allow the bunches to take a bit of climate "breath" with the traditional temperature change". A first quantitative estimate, therefore, to be taken for what it is but which seems decidedly optimistic, for a climatic trend that is really starting to worry the supply chain, and to give substance to the concerns of producers already collected in these days by WineNews. "We are witnessing a truly anomalous and extraordinary season. It resembles that of 2003, but this is a much harsher and deeper drought, which is joined by another dangerous element, which are the high temperatures which, together with the drought, constitute an environment that is certainly not suitable for the vine to bear fruit in the best possible way". Obviously, recalls Cotarella, there are "territories that suffer much more and others less. Overall, until today the vine has held up quite well". But the hard part starts now: "everything will depend on what awaits us in the next few days, when the plant will require an important quantity of water from the soil, not only to keep its vegetation alive, but also to feed the many berries of the bunches that the vine has produced. If within a few days we have rains we still have time to recover the season. If it does not rain we will witness the phenomenon in which the plant will require, even from its berries, the little water that it was able to give it. This is the worst of all forecasts, we hope it will not happen". Meanwhile, while the market is still growing, producers are dealing with rising costs and a lack of manpower (in-depth).

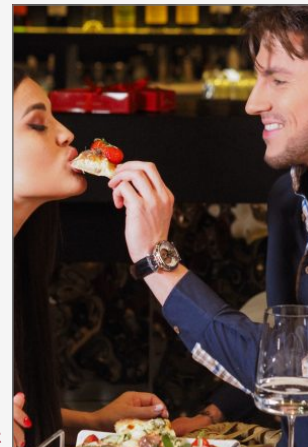
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## Focus

### Food is the number one pleasure of Italians. More than sex

Better to enjoy a great dish or admire a beautiful landscape than to lavish in amorous effusions. Because the pleasures of the palate, for Italians, are the best by far, the absolute favorite, better than sex. Reaffirming the Italians' huge and exuberant passion for food and wine, which materializes not only in the growth of "fine dining", interrupted by the pandemic but resumed as soon as the free everyone arrived, but also in the search for "food experiences" of all kinds, in attending tasting and cooking classes, and in the spasmodic sharing of photos and posts dedicated to food on social networks, the so-called "food porn", is a curious survey by GfK for "XloveCam", an adult entertainment portal. From which it emerges that among "the pleasures of life", 64% of the interviewees indicate that "savoring delicious food" is the gesture that elicits the most pleasure ever, in second place comes "the experience of contemplating a beautiful landscape" (61%) and, only in third place, there is "making love" (60%). Again, for 56%, pleasure comes from devoting time to loved ones, for 55% from listening to music, for 51% from taking moments of peace and silence for themselves. But there is also 29% who put tasting a good wine at the top of their preferences.

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## Wine & Food

### Wine and large-scale retail trade: in the first 6 months sales down for still and sparkling

Slightly improve compared to the first 4 months of the year, but the trend in the sale of wine in the Italian large-scale retail trade remains clearly negative. Where the rise in production costs has also begun to be felt and, consequently, the increase in price lists. If until April 2022, as we told you, the decrease had been -10.7% in value and -11% in volume over the same period of 2021, the data at the halfway point of mid 2022 show, for the category of still wines, -6.9% in value over the first half of last year (1.09 billion euros) and -8.4% in volume (to 347 million liters). And sparkling wines and Champagne are struggling even more, down by -8.4% in value (280 million euros) and -9.4% in volume (42.4 million hectoliters). To say the IRI data, relating to the period January-June 2022, analyzed by WineNews.

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## For the record

### Prosecco Doc, over 2 million per year spent on protection

The protection sector of the Prosecco DOC Consortium continues to register excellent results, which are also merit of their significant economic and intellectual commitment (over 2.2 million euros per year, ed.) to this fundamental activity. And after the registration of the "Prosecco" brand in China", can toast for the recognition of the Ig prosecco in the EU-New Zealand bilateral agreement. Which, after five years from the come into effect of the agreement, will stop the commerce of "Australian prosecco" which sees New Zealand as the first market.

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