

News



Young people love wine

Most young people like wine, but they don't know too much about it, despite considering it more than just a drink; in fact, for almost all of them it is a symbol of excellence and culture. Organoleptic characteristics and territory are the first elements of choice, while, belying many studies, aesthetics and notoriety are in the last positions. This is the summary that emerges from the survey (in more detail) "Vintage 2.0: wine for digital natives" by Swg for Carrefour, in "Milano Wine Week 2022". According to the data, young people particularly appreciate wine, which is unrivaled by Millennials (88%) and, among spirits, is second only to beer for Gen Z (60%).

[Read more on WineNews.it](#)



BERTANI

SMS

"The Golden Vines Awards"

The goal is to raise more than £2 million to support the charitable projects of the "Gérard Basset Foundation", the nonprofit established by the legacy and in memory of Gérard Basset, a leading figure in wine communication for decades who passed away in 2019, mainly wine education programs related to diversity and inclusion and other grants for educational programs. The setting is that of "The Golden Vines Awards", the prizes for the leading figures in the world of fine wines, presented in Florence (Liquid Icons, Amorim Cork, Grant Macdonald and Shantell Martin will design, develop and finance the "Award Trophy"), at a gala dinner signed by chef Massimo Bottura staged in the super-exclusive Salone dei Cinquecento in Palazzo Vecchio (which WineNews will attend, ed.).

[Read more on WineNews.it](#)



Report

The "talented bubbles" of Trentodoc

Trentino has a lot to say about the wine world, thanks in part to its "mountain bubbles" that have proven to withstand significant competition, building over the years a brand - Trentodoc - that is credible from every point of view: quality, reliability and longevity, the protagonist of the "Trentodoc Festival 2022" by Istituto Trentodoc and by Trentino Marketing. In more detail the best WineNews tastings and hot topics of the moment, from sustainability to climate change.

[Read more on WineNews.it](#)



First Page

Wine, inflation emergency and expensive raw materials. The real risk is "neo-prohibitionism"

The Italian wine sector is healthy, is all in all solid, has grown, at least so far, in the markets, and sees many of its most important realities having solid shoulders to face the future. But it is also a sector, still very fragmented, and one that has perhaps unseen challenges ahead. Not only the emergency and contingent one of rising raw material and energy costs, but also the recession predicted by many in 2023 even in important markets, from the domestic one, which remains the largest, to those of Germany and the UK, which, with the US (suffering less to date), are worth even more than half of exports. And, above all, a strong push under the wind of what is called a "neo-prohibitionism" that not only jeopardizes important instruments and financial resources within the policies of the European Union, but also risks, in the name of an exaggerated healthiness and a deresponsibilization of the individual's behavior, to undermine at the base the very values of wine framed in Mediterranean consumption, which is made up of conviviality, moderation and consumption at meals, with food, by identifying wine, or at least this is the risk that is increasingly being proposed again and again, as a beverage that is bad for health tout court, with the hitherto foiled but repeated and repeated attempt by some to place on bottles notices like those seen on cigarette packs. Facing the future, then, will not be easy, but there are tools to do so: from more dialogue between companies and institutions to a greater sharing of efforts and resources among companies themselves, to the opening (in truth, increasingly frequent) of business capital to the world of finance, not only to have more resources to grow and invest, but also to graft into companies, often family-run, new skills, and increasingly important to keep up with the times. This is, in a way, the "Wine Agenda", which emerged from the round table signed by Federvini, in Milano Wine Week 2022, with market analysts and entrepreneurs and managers of some of the most important Italian realities, from Masi to Pasqua Vigneti e Cantine, from Santa Margherita Gruppo Vinicolo to Villa Sandi, to Angelini Wines & Estates, among others (their words in more detail).

[Read more on WineNews.it](#)

Focus

The top of Gambero Rosso's "Wines of Italy 2023"

Terra Moretti Group (Bellavista, Petra and Tenute Sella & Mosca), Santa Margherita (Lamole di Lamole, Ca' del Bosco and Kettmeir), Domini di Castellare Group (owned by Gambero Rosso editor Paolo Panerai, with Castellare di Castellina, Rocca di Frassinello and Feudi del Pisciotto) and Claudio Tipa's ColleMassari Group (ColleMassari, Grattamacco and Poggio di Sotto): these are the wineries and wine groups capable of putting together the highest number of "Tre Bicchieri", three, the highest recognition of Gambero Rosso's "Vini d'Italia 2023" guide, considered the most important on the market, and historic, which will be presented on October 15 in Rome (Palazzo dei Congressi), where all the "Tre Bicchieri" will be freely tasted (the list in detail). Among the Regions, Tuscany leads, with no less than 98 labels awarded "Tre Bicchieri", ahead of Piedmont (76) and Veneto (43). With 27 wines, however, Barolo is the most awarded appellation, followed by Chianti Classico with 22, Verdicchio (Matelica and Castelli di Jesi) with 16, Brunello di Montalcino with 15, Amarone and Etna (in red and white types) with 13, Barbaresco and Franciacorta with 11, Trentodoc, Montepulciano d'Abruzzo and Primitivo di Manduria with 7, Bolgheri and Nobile di Montepulciano, with 6.

[Read more on WineNews.it](#)

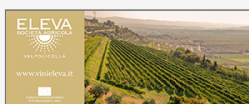


Wine & Food

Zaccagnini winery passes to Argea Group

"Today is the joy of the beginning": this is how Marcello Zaccagnini sums up to WineNews the meaning of the operation by which Argea, the 420 million euro turnover group born out of the new Botter-Mondodelvino set-up, with the direction of the Clessidra fund, has taken over the Montepulciano d'Abruzzo label Cantina Zaccagnini, with a stake (20%, ed.) remaining in the hands of the Abruzzo wine family (and reinvested in Argea's capital), as well as the 60 hectares of vineyards it owns. The value of the transaction, according to WineNews estimates, is expected to be around 70 million euros. In the new corporate asset that will be configured, Marcello Zaccagnini will remain as a partner and as a brand ambassador (continues in more).

[Read more on WineNews.it](#)



For the record

At school to become "ampelonauts"

The first level begins by providing the basics of monitoring and then explores the technique useful for determining the characteristics and health of grapes; the second focuses on the efficiency of the method in terms of time and resources, for a streamlined management of the production sector; and finally, the third level focuses on the connection between the vineyard, grapes and wine to evaluate them from a production and quality point of view: these are the three steps of Academy 4Grapes, the Advanced Wine Training Course to become "ampelonauts" (starting on November 7).

[Read more on WineNews.it](#)