



News



Wine, the "medium" of Italian beauty

The exhibition of masterpieces of Caravaggio's "Bacchus" and Guido Reni's "Bacchus Child", at "Vinitaly 2023" (April 2-5), in Verona, where, in synergy between the Ministries of Agriculture and Culture, they will arrive on loan from the Uffizi Galleries in Florence, represents a unique event for Italy, because it unites art with wine in its most important appointment. And makes us reflect on a concept that has always been fundamental in communication: the importance of wine as a "medium" of our great beauty, because of the link it has with the territories, their communities, their culture, made of stories, people and productions, which make us unique in the world.

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BERTANI

SMS

The Italian wines preferred by the Germans

Lugana, Prosecco Docc and Primitivo di Manduria are the main Italian PDO wines preferred by Germans, although, overall, red wines are the most purchased category. In Germany - which is the second largest export market for Italian wine, after the United States - Millennials and Gen Z are increasing among buyers, although, as in Italy, most purchases are made by Baby Boomers and Gen X (80% of bottles bought annually). This is what emerges from the wine E-commerce Observatory, born from the partnership between Nomisma Wine Monitor and VINO.com, dedicated to the German consumer and a comparison with the Italian one. In Germany in 2022, of the more than 2.7 billion euros of wine purchased from abroad, 38 percent was of Italian origin. The German market is characterized by stable consumption and imports.

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Report

"The Last of Us" and Col d'Orcia

A story between pandemic and zombies: a plot not so unusual, and from which "The Last of Us" was born, TV series born from a video game, by Sony Pictures Television for HBO, with an investment of 100 million dollars for the 9 episodes of the first season, which has reached exorbitant numbers, in the USA and in Italy. The story includes that of Bill and Frank, who, with the end is coming, decide to treat themselves to a dinner, toasting with Brunello di Montalcino from Col d'Orcia.

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First Page

Vinitaly: All the Government, great art and the school, in support of wine

The entire Government, "perhaps with the president Giorgia Meloni", at Vinitaly 2023, because "talking about wine means talking to Agriculture, but also to Infrastructure, Health, Made in Italy, Tourism, Foreign Affairs and etc."; the Bacchus by Caravaggio and the Boy Bacchus by Guido Reni, on loan from the Uffizi (which will be in the space of the Ministry of Agriculture, protected by unbreakable glass cases and constantly supervised by two Policemen, insured by Generali Assicurazioni, ed) in an event "Bacco di Vino", which is a "clear message about what Italy is, and about wanting to systematize the excellence we have, between goodness, quality and beauty"; the involvement of agricultural and hotel schools, "where those who tell the made in Italy story are trained and play an important role, because it is storytelling that creates added value, which we must grow and redistribute throughout the supply chain in order to avoid creating disequilibrium": here are the messages launched by the Minister of Agriculture and Food Sovereignty, Francesco Lollobrigida, interviewed by WineNews, in the presentation of Vinitaly 2023, staged from 2 to 5 April, at Veroafi, in Verona. "More and more business event and with more incoming than ever, in which we have invested all possible resources, including those of the gala dinner, for example, which we will not do, for a fair at the complete disposal for companies that need to do business and deals", said the president and CEO of VeronaFiere, Federico Bricolo and Maurizio Danese. "Vinitaly is an event that promotes itself, as proved by 55 years of activity in the promotion of the excellence of Italian wine - said Lollobrigida - and the growth of added value, which must be sought on the market because a product creates added value wealth that goes to support even the weakest. Today is water day, but we are talking about wine which contains a lot of it, between 75-90%, and then there is also alcohol which must never be abused, but we will talk about it with many initiatives against the model that standardize products and stigmatize some of them by penalizing diversity", said the Minister, with a clear reference to the Irish proposal on health warnings on labels. (more in depth).

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Focus

The Italian wine industry, which worth 31.3 billion euros

A "Vinitaly 2023" that will be focused on business, internationalization (with more than 1,000 top buyers attending, +43% over 2022, from 68 selected countries, invited and hosted by VeronaFiere, in collaboration with Ice Agenzia), to give even more impetus to a wine supply chain that is the "4A" sector of Made in Italy excellence (Agroalimentare, Arredamento, Abbigliamento e Automazione), no. 1 ever in terms of trade balance surplus, at +7.4 billion euros, for a supply chain that, as a whole, is worth 31.3 billion euros in turnover developed by 530 companies and 870,000 employees, the identikit of a strategic sector for the entire made in Italy, always flaunted, but which, at times, does not get the consideration it deserves. This is the extreme summary of the messages, launched today, in Rome, at the press conference for the presentation of "Vinitaly 2023", staged from April 2 to 5, at VeronaFiere in Verona, and which will be preceded, as per tradition, by the "Opera Wine" tasting, on April 1, at the Ex Gallerie Mercatali, with the 130 most representative wineries of Italy, selected by the famous U.S. magazine "Wine Spectator" with their best wines. For an increasing business and commercial fair that does not forget wine lovers, to whom the city of Verona opens with "Vinitaly and the City".

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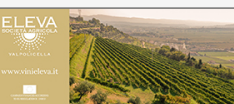


Wine & Food

"World's Most Wanted Italian Wines" by Wine-Searcher

Tenuta San Guido's Sassicaia, the Antinori Family's Tignanello and Solaia, Frescobaldi's Masseto and Ornellaia, Giacomo Conterno's Monfortino Barolo Riserva, Pieve di Fontodi's Flaccianello, Monteverdine's Le Pergole Torte, Gaja's Barbaresco and Biondi Santi's Brunello di Montalcino (Tenuta Greppo): these are the "World's Most Wanted Italian Wines" by Wine-Searcher, the ten labels most searched for by wine lovers over the past year, on one of the reference portals, globally, of the wine world.

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For the record

Pasqua's rosé is the n.1 of the world

The best-selling rosé wines in the world are without a doubt those from Provence. But the best in quality is Italian, i.e. the peculiar Pasqua's "Y By 11 minutes" 2020, increasingly established among the reference wineries of the Veneto and Italy, which, with its rosé, won the title of "Best Rosé of the Competition - Vinolok Trophy" in the session dedicated to rosé wines of the historic Concours Mondial de Bruxelles, which unveiled its best at ProWein 2023, with the Pasqua's best wine ever and guide of an Italy which, overall, obtained 33% of the total medals.

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