



## News



### Giro 2023 starts from Fantini's "home"

Giro d'Italia No. 106 will not have a "Wine Stage", but it will still, as is easy to imagine, cross many Italian wine territories. Starting as early as the first stage, today, with the 18.4-kilometer individual time trial along the Via Verde of the Costa dei Trabocchi, from Fossacesia Marina to Ortona, Abruzzo, a wonderful bike path overhanging the sea, where the old, now disused railway used to pass, and a route dear to the Fantini group, which was born in Ortona in 1994.

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## BERTANI

## SMS

### Wine tourism in 2022 by Divinea

Italy's wine tourism offer remains strongly focused on traditional tastings, which account for 70.8% of the total, and are bookable on Sundays in only 31.8% of wineries, despite it being the most popular day. It is also an increasingly segmented offer, in which experiences recommended to wine lovers and sommeliers account for 73.3%, while those designed for couples and high-spending clients are growing strongly, standing at 48.1% and 47.3%, respectively. These are some of the most interesting data that emerged from the "Wine Tourism and Direct-to-consumer Sales Report 2023", signed by Divinea, a technology platform dedicated to wine business management, based on data from 300 client wineries (in more detail).

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## Report

### Roma Doc conquering the capital

The Roma Doc Denomination carries with it the prestige of the name of the Eternal City and the productive and qualitative strength of an area that can legitimately be called Europe's agricultural capital. But this authoritative business card exhibited by the Consortium's 47 producers lacks consideration on the part of restaurateurs, hoteliers and wine merchants in Rome and Latium, who, unexpectedly, do not give visibility to the area's wine. A flaw that the Consortium is determined to remedy (in more detail).

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## First Page

### The coronation of Charles III, the "farmer-king" and lover of Italian wine

Ecologist for decades, agricultural entrepreneur, ambassador of the environment, fine gourmet: today the highly awaited coronation - at Westminster Abbey, together with his wife Camilla and 2,000 emblazoned guests - of King Charles III, a monarch who has always been particularly close to the world of food & wine. A great lover of Italian food and wine (a historic supporter of Slow Food and an honorary sommelier), with solid friendships with the great wine families of Italy, King Charles has always paid great attention to what is put on the table: so there is a lot of curiosity regarding the convivial aspects of his coronation (many limited edition labels created for the event, in more detail). Starting with the decision to abolish the traditional, sumptuous court reception and instead launch an innovative, "widespread" and democratic banquet, the Coronation Big Lunch (conceived by the nonprofit Eden Project Communities, whose goal is to use food as a means of bringing communities together): on Sunday, May 7, across the United Kingdom, small and large groups of people will all celebrate together, in private gardens, streets and parks, in a sort of virtual "connection" at the table that will involve the entire nation. King Charles is a great lover of Italy and its wine heritage, as recounted in many anecdotes reported by WineNews (in more detail). Starting with his friendship with the Frescobaldi family, which, for seven hundred years, has had relations with the British Crown, of which, for wine and oil, it is a historical supplier, also thanks to Bona and Vittorio Frescobaldi's personal acquaintance with the Royal House. A connection that had already blossomed in the 1980s, and was strengthened in 2017, when as Prince of Wales, together with his partner, Camilla Parker Bowles, he personally met in Florence with many protagonists of Italian wine, from Jacopo Biondi Santi, at the time at the helm of Tenuta Greppo Biondi Santi in Montalcino and his estate in Scansano in the Tuscan Maremma Castello di Montepò, to Giovanni Manetti (Fontodi) in Chianti Classico, from the Antinori family to Vittorio Moretti, patron of the Moretti group, at the meeting organized by Franco Ricci, patron of the Italian Sommelier Foundation (Fis), who, on that occasion awarded Charles and Camilla the diploma of Honorary Sommelier.

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## Focus

### Fashion and wine: two excellences with an increasingly strong bond

The richest man in the world, at least for the moment, is Bernard Arnault, president and CEO Lvmh - Moët Hennessy Louis Vuitton, the largest international luxury group, capable of bringing together some of the most prestigious brands in fashion and wine. In Italy, where both haute couture and wine are highly competitive sectors, nothing like this exists yet. Something, however, is changing. The fashion world, for some time now, has been showing some interest in that of wine, capable of making its way into the fine wine segment, an almost exclusive fiefdom of the greats of France. The connection is not accidental, but the forms, motivations, and economic and cultural backgrounds of the entrepreneurial stories are far removed from the example from which we started. For the big names in fashion met by WineNews (in more detail) - Brunello Cucinelli, Renzo Rosso, Sandro Veronesi, and Salvatore Ferragamo - wine is not a trivial part of the business, and however many points of contact exist with fashion, starting with quality and exclusivity, wine is first and foremost a way to reconnect with the land, with one's origins. Learning, from fashion, how to best use communication and marketing to conquer international markets.

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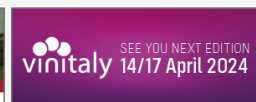


## Wine & Food

### Luxury wine market will grow again

According to a recent report by Allied Market Research, the "Luxury Wines & Spirits" market will grow 6.2% per year between now and 2031, touching a turnover of \$414 billion. In this context, however, the "holy monsters" more or less remain the same. As an update of the "Top 100 Most Searched-For Wines & Spirits" by Wine-Searcher confirms. Among the world's most searched labels, Italy, in the "Top 10", is always represented by Sassicaia, at No. 6 in the world ranking. Which, among the top 100, also sees Tignanello and Solaia, among the flagship wines of Marchesi Antinori, Ornellaia and Masseto, Bolgheri jewels of the Frescobaldi world, and again the "myth" Barolo Monforte Riserva Giacomo Conterno, and the very famous Flaccianello della Pieve by Fontodi.

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## For the record

### Hic et Nunc among the Italian realities where people work best

Every year, Great Place To Work lines up the realities that are most attentive to workplace culture and personnel management, and among the realities with fewer than 50 employees there is also a wine company, the only one in the ranking, which, in the 2023 edition of "Great Place To Work Italy", came in at position No. 5: Hic et Nunc. The Monferrato-based label, with its 21 hectares under vine, has been owned since 2012 by the Rosolen family, which has launched an ambitious project to enhance the Basso Monferrato's wine heritage and its native varieties.

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