

News



Fine wines, investing out of passion

Unlike sectors such as art and jewelry, investing in fine wines is definitely more accessible, and the market has several channels on its side to target, especially online. Those who invest in wine, however, do not do so for purely economic reasons: as the portrait of the wine investor drawn by eWibe reveals, 50.9% of trading platform users say it is their passion for wine that drives them to invest, while 32% do so to diversify their portfolios. Finally, 12.1% invest because they are attracted by the high potential of an asset that, over the past 10 years, has generated a cumulative growth of +94% (in more detail).

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BERTANI

SMS

Basilicata rewrites the history of wine

The Greeks brought viticulture to Italy, but the question of how has never been asked. Until now: research proves otherwise, following their traces in penetrating the Apennine territories, starting with the Alta Val d'Agri, in Basilicata, where at the time of their arrival viticulture was already a widespread practice, in search of grapes and wines that they would bring back home. Studies continue on "Enotria, Grumentum and the Wines of the Alta Val d'Agri", which will be illustrated in the conference "Discovering the Alta Val d'Agri. Land of origin of some grape varieties we believe arrived in Italy from Greece" by the Terre dell'Alta Val d'Agri Doc Consortium in Viggiano (June 9-10).

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Report

Ferrari Trento and F1 for Emilia Romagna

Once again, wine joins the fray for solidarity: from Max Verstappen to Lewis Hamilton, Carlos Sainz to Charles Leclerc, along with many others, all the drivers of the 2023 Formula 1 World Championship signed the special bottle of Ferrari Trento, which will be auctioned for Emilia Romagna. All proceeds will be donated to the Emilia Romagna Agency for Territorial Security and Civil Protection.

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First Page

Italian wine, wineries leading in turnover and profitability according to Mediobanca survey

The Cantine Riunite-Civ group (Gruppo Italiano Vini), with 698.5 million (+10.1% over 2021) is confirmed as the leader of Italian wine in turnover, ahead of the newly formed Argea group, born under the aegis of the Clessidra Fund (and bringing together realities such as Botter, Mondodelvino and Zaccagnini, ed.), with 455.1 million euros, +9.6%, and Italia Wine Brands, with 430.3 million euros, up 5.2% over 2021. Just at the bottom of the podium is the Romagna giant Caviro, with 417.4 million euros, up 7.1% on 2021. Still, among the biggies in the "top 10" is Trentino's largest cooperative, Cavit, with 264.8 million euros (-2.3% on 2021), and then the Marzotto family's Santa Margherita group, with 260.7 million euros, up a whopping +18.2% on 2021, and in fact the top private Italian wine company, closely followed by Antinori, the top brand of Italian wine, with 245.4 million euros, at +14.9% on 2021. Rounding out the list of the top ten by volume of business are Piedmont-based Fratelli Martini (237.6 million, +8.2%), La Marca, a Treviso-based winery specializing in sparkling wine production, with 2022 turnover of 235.2 million euros (+30.9%), Mezzacorona, another pillar of Trentino wine cooperation (213.4 million, +8.6%), and Veneto-based Zonin1821 (200.1 million, +0.8%). This is stated in the "Survey of the wine sector in Italy" 2023 by Mediobanca Research Area. In terms of profitability, on the other hand, 2022 sees the Tuscan Frescobaldi in the lead, with a 28.4% ratio of net profit to turnover, followed by the Veneto-based Santa Margherita (19.7%), and the Moretti family's Terra Moretti with a 13.7% profit on turnover, up 4.4 percentage points on 2021, the second highest growth rate after that of Berlucchi (10.7%, +6% on 2021). On the other hand, at the level of export propensity, Fantini Group (formerly Farnese Vini, which, as of 2019, is owned by the U.S. Platinum fund, ed.) excels, with a 96.4% share of turnover realized abroad, and Ruffino, a historic Chianti reality, but with wineries and vineyards also in the land of Prosecco Doc, and owned by the American group Constellation Brands, with 93.2%, and then again Pasqua (90.9%) and Argea (90.2%). But these are just some of the aspects investigated by the survey (in more detail), which also shows that major Italian wine producers look forward to 2023, according to which overall wine sales will grow (+7.3%) and exports (+3.1%).

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Focus

Cucinelli: "with Solomeo's wine we will build libraries"

Making wine, in its philosophy of "Human Sustainability" and "Humanistic Capitalism", is "a tribute to Mother Earth". Because doing agriculture means "entering into a "contract" with Creation", and making quality wine means producing it with respect for the earth, taking care of the cellar and vineyards, but also restoring economic and moral dignity to human beings and labor, achieving the balance between profit and donations, towards communities and territories. In a logic of enterprise, which, in fashion as in wine ("if we don't sell pullovers, we can't produce it"), gives back to the Earth the "right profit" for its fruits. This is the story with which Brunello Cucinelli, founder of one of Italy's most successful made-in-Italy brands, welcomed Italian and international media (including WineNews) at a "Wine Symposium" in Solomeo, Umbria, where his entrepreneurial adventure began and today "Village of Cashmere and Harmony", where his first wine, Castello di Solomeo 2018, a Bordeaux blend produced in 9,000 bottles with enologist Riccardo Cotarella, inspired by Supertuscans, and whose "fair profit" from the sale - 1,000 euros for the 3-bottle case (830 euros for the Magnum) and soon in other sizes (3, 6 and 12 liters) - will be used to build libraries around the world.

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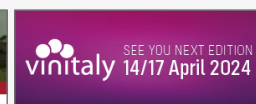


Wine & Food

Attilio Scienza: from Tea the hope for a resistant viticulture

The green light for field trials of crops obtained through Assisted Evolution Techniques (Tea), which formally will come with the conversion into law of the Drought Decree, but which is already so an element of a certain relevance, opens new horizons for viticulture, which, on genetic research, has been betting for a long time and with excellent results. "This is excellent news", as Professor Attilio Scienza, one of the world's leading experts on viticulture and an early proponent of genetic research on vines as an answer to the challenges of Climate Change, tells WineNews. "We will finally have the ability to verify the adaptation to climatic conditions and the response to vine diseases of modified vines born in the laboratory" (in more detail).

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For the record

Donnafugata, Ferrari and Ceretto among the most "instagrammed" wineries

The most "instagrammed" vineyards in the world are those in Boschendal, South Africa: the hashtag #boschendal, as told by the analysis of international travel agency CV Villas, is associated with as many as 95,500 posts. In second place is Penfolds Magill Estate, in Adelaide, Australia, and in third place is Amorosa Castle, in Napa Valley. At position No. 4 is one of the most beautiful estates in Sicily and Italy, Donnafugata, with its historic cellars in Marsala. For Italy, there are then to be reported Ferrari at position No. 12 and Ceretto at position No. 25.

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