



## News



### Montalcino, Rosso "doubles"

Rosso di Montalcino is doubling its potential, from 3.6 million bottles on average over the past five years, to more than 6, with a DOC vineyard that will grow by 364 hectares, up from 519.7 hectares today. So decided the assembly of the Consorzio del Vino Brunello di Montalcino, with a decision that now, to become effective, "will have to go through the Tuscan Region, which has actively collaborated in the definition of the plan", explains a note from the Consorzio. Which points out that the red wine production figure was considered "too small in the face of an international demand increasingly interested in the denomination's wines".

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## BERTANI

## SMS

### Web searches, beverage grows

Wine, the kind with bubbles, is the most sought-after beverage on the Internet, and e-commerce, in food & beverage, continues to expand. Idealo delved into whether online interest in beverages has also grown in 2023 and in which market segments. Although the largest share of online searches in "Eating & Drinking" remains prerogative of Champagne, Prosecco and sparkling wines (29%), coffee (23%) also finds its important audience. And then liquor (9%), whiskey (8 %), wines (7 %), gin (7 %) and rum (5 %). Also in the ranking, for the first time, are energy drinks, soft drinks and tea, showing that the entire industry is now opening up to the e-commerce world. As the holidays approach, there is further growth in searches for spirits driven (+50%) by gin in the first week of December over the last week of November.

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## Report

### Mezzacorona, record turnover

For a cooperative, welfare and remuneration to members is the first goal. And thanks to a record turnover of more than 217 million euros in the 2022/2023 fiscal year (+2% over the previous one), the Mezzacorona Group, one of the pillars of virtuous Italian and Trentino wine cooperation, has been able to pay out an impressive 69 million euros to its winegrowing members, with yields per hectare averaging 19,435 euros. Numbers of a success announced in the past few days, at the general meeting No. 119, by president Luca Rigotti and managing director Francesco Giovannini.

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## First Page

### Italian exports and wine, the drop is in Tuscany (-69 million euros), Piedmont (-56), Veneto (-39)

If Italian wine exports, in the first 9 months of 2023, overall lose -1.9% in value over the same period in 2022, looking at the performance of individual Regions, according to Istat data analyzed by WineNews, it emerges that among the "big" ones, Tuscany and Piedmont are the ones in the most difficulty, while Veneto, the leading Region and in perfect line with the national average, holds. While it is the smaller regions (and especially in the North) that are growing, with the only exception of Puglia. Of the 5.6 billion euros of wine exported during the period under review, Veneto is worth 2 billion euros, more than a third of the total, despite a -1.9% decline. Following at a distance is Piedmont, which stands at 877 million euros, but down -6%, and even worse is Tuscany, third in value, at 852 million euros, but down -7.5%. And in fact, on closer inspection, much of the negative balance of Italy, which exported 107 million euros less wine, volume being equal, in the first 9 months of 2023 over 2022, is almost all attributable to the decrease of the first three Regions in value, as Veneto is "missing" 39 million euros, Piedmont 56 and Tuscany 69. With other Regions somewhat offsetting the decline. Looking at the most important Regions by value, growing by +3.4%, for example, is Trentino Alto Adige, capable of exporting wines, in the first 9 months of 2023, for 469 million euros. Also on positive ground are exports from Emilia Romagna, at +7.2%, for 348 million euros, and Lombardy is also growing, by +5.4%, bringing the total value of exports, in the first 9 months 2023, to 241.5 million euros. Abruzzo also did well, rising to 169 million euros (+4.5%), as did Friuli Venezia Giulia, at 158 million euros (+10.1%), and Puglia, at 150 million euros (+4.3%). While among the larger regions to lose a few things, in the order of -3.9%, is Sicily, at 123 million euros. In percentage terms, but starting from small values, the two extremes are Liguria, which makes +65.4%, at 19 million euros, and Val d'Aosta, at -51.3%, for 1.6 million euros.

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## Focus

### White and rosé wines make up more than half of consumption

For the first time, white and rosé wines combined account for more than half of global wine consumption with reds, on the other hand, dropping in the liking index. This is reported by the International Organization of Vine and Wine (OIV). Since 2000, there has been a significant change in wine consumers' preferences: 43% of those consumed in 2021 were whites, up 3 % from the beginning of the century, while the proportion of red wines fell from just over half to 47 %. Since its peak in 2007, red wine consumption has declined by 15%, and in France alone, sales have fallen by nearly half since the turn of the century. According to OIV data, over the same period, global consumption of white and rosé wine has increased by 10% and 17%, respectively. The boom in sparkling wines in the United States, Germany and the United Kingdom, in particular, has continued to drive this growth since 2010. Sales, in these countries, are offsetting the "decline" in countries such as France and Spain, where wine purchases have dropped significantly. The United States has the highest consumption of white wine in the world, with a 65% increase between 2000 and 2021, while consumption in Italy, the world's second largest white wine market, has remained stable. France is the largest market for rosé wines.

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## Wine & Food

### Collis Heritage Spa is born, from the merger between Cantine Riondo and Casa Vinicola Sartori

After the ownership reorganization within Allegrini announced a few days ago, again from Valpolicella comes the news of the birth of Collis Heritage SpA, a merger between Cantine Riondo and Casa Vinicola Sartori 1898, which will manage the marketing of the brands worldwide. Technically, the operation, explains a note, takes the form of a "merger by incorporation" within Collis Veneto Wine Group, the wine group with more than 200 million in sales, and among the top 10 entities in Italy in terms of volumes produced and marketed. The operation involves the realities of Cantine Riondo, a company focused on sparkling wines, and Casa Vinicola Sartori 1898, a historic producer of Valpolicella wines. From whose union, precisely, Collis Heritage was born, which will be 75% controlled by the Group (while 25% of the new company, WineNews learns, remains in the hands of the Sartori family).

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## For the record

### Five Italian wineries in the international luxury elite

Only five Italian wineries - Ca' del Bosco, Fontanafredda, Montelivini, Ornellaia and Tenuta San Guido - have entered the elite of international luxury brands, selected in the "Top 100 Luxury Lifestyle Awards", a global award that identifies, celebrates and promotes the best luxury goods and services on a planetary level, divided into various categories. The "magnificent five" of wine made in Italy have been included among the "Premium Wine and Spirits Brands of the World 2023", or the 100 best wine and spirits brands in the world.

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