

## News



### Frescobaldi and Ducati

Wine and engines are something our country is traditionally good at, and now these two different worlds have come into contact with each other in a quite surprising manner. The lands and vineyards of the splendid Castello di Nipozzano, one of Frescobaldi's most iconic estates, will host, with great wines, cellar tours and so on, the "Dre Enduro", the Ducati off-road driving course, one of the historic names in Italian motorbikes. The partnership was recently "christened" during the visit of the two-time MotoGP champion Casey Stoner, in Chianti Rufina. "Nipozzano", the Australian pilot stated, "is something unique, it was a great experience".

## First Page

### Piedmont winery Vietti becomes American

Vietti, one of the most iconic wineries of all Piedmont, has officially changed hands: as WineNews anticipated, the firm led by Luca Currado and his brother-in-law Mario Cordero was purchased lock, stock and barrel by the American family Krause, owners of Krause Holdings Inc. - the same firm that, back in June 2015, bought Enrico Serafino from the Campari group (an investment of over 6.1 million Euros which included the winery itself, the Enrico Serafino Brand and 12 hectares of vineyards, all in the Municipality of Canale d'Alba: 6 for Nebbiolo grapes, 4 for Arneis and 2 for Barbera). Luca Currado will remain as CEO, and Mario Cordero will continue to be head of marketing and sales. The sale was concluded for an undisclosed sum (according to rumours should be very, very steep), and the new owner has acquired the brand, the historic winery located in Castiglione Falletto and over 32 hectares located, according to the website ([www.vietti.com](http://www.vietti.com)), in Castiglione Falletto (Scarrone, Villero and Rocche), La Morra (Brunate), Barbaresco (Masseria), Castiglione Tinella (Cascinetta and Tre Vigne), Serralunga d'Alba (Lazzarito) and Agliano d'Asti (La Crena) - which produce over 250.000 bottles of the most important wines in Piedmont, like Barolo, Barbaresco, Nebbiolo, Barbera d'Asti and Arneis. "We believe", Luca Currado told WineNews commenting the sale, "that this is a great opportunity for both our family and the firm itself, because now we have the quantity of vineyards needed - in a moment when Langhe is going through a process of "Burgundization" that is pushing values to the extreme [with one hectare in the best Crus valued at over one million Euros] - to have the land security needed for the next generation. We have the widest operational freedom. Nothing will change in Vietti, except for the fact that we now can use a selection of vineyards that is unique in Langhe, in order to maybe make fewer bottles, but, if possible, even better ones". And according to those in the know, the Vietti operation might be just the first of its kind that will maybe come to fruition in the next few months...

## Focus

### How (and how much) Italians drink wine

Italians, according to a WineNews survey conducted on 1.170 wine lovers, drink wine starting at 19 and a half years old: 6 out of 10 do it every day, 58% pair it with food. In addition, 79% do it at home, 65% also like to drink outside, 50% of the sample likes to do it at events and tastings, and 15% in wine shops or wine bars. For 94% of them, wine is part of the Italian culture: only one out of 20 (5%) considers it a status symbol, and a mere 1% sees it as just an alcoholic beverage. Still, in a country where the average consumption per year per person has been dropping steadily, reaching an eye-popping 35 litre low, 4 out of 5 wine lovers stated that their mode of consumption has changed in the last few years, and more than 80% drink wines from outside their own region, provided that they are still Italian (79%), while only 51% look beyond national borders. 30% of the sample, if given the opportunity to ask an opinion leader for a suggestion, would ask for the wine with the best price/quality ratio, and 27% would ask the expert how to properly assess its quality. Therefore, Italians are always mindful of the price tag, but quality and the search for excellence are right behind that concern.



### SMS Italians, wine & the Net

Internet is becoming more important each day for those who like to be informed about wine. But, how much, and what do Italians search for, exactly, regarding that? Specialized web agency SEMRush tried to answer that question. In the last 12 months, the agency stated, 18.100 people searched on Google with "wine" as the keyword. White wine is searched more in the northern regions and Italians gave their preference to Piedmont, Trentino Alto Adige, Liguria and Sardinia as the top areas and for reds, Tuscany, Verona (the only city not included in its region, Veneto), Apulia, Piedmont and Veneto. Italian wine lovers, moreover, search mainly for domestic and French wines (1.300), and then Portuguese and Spanish (480 and 390).



## Report

### Chianti in the future

"We want to strengthen the Chianti appellation with a scrupulous choice of the markets that our wine will approach in the future. Our products represent our territory and its excellence, and that is why we believe that a conscious and strategic promotion can allow our producers to demonstrate a quality that very few can equal in the world". This is how Giovanni Busi has pointed the future for the Consorzio Vino Chianti, for which he was unanimously re-elected President until 2019.



## Wine & Food

### Italian sparklings at the 2016 CSWWC

"Italy has without a doubt come of age as a producer of sparklings". The flattering statement comes from Tom Stevenson, founder and President of the tasting jury of the 2016 edition of "Champagne & Sparkling Wine World Championships", where Italy was awarded 30 gold and 36 silver medals, thanks to Franciacorta and Trentodoc. Guido Berlucchi and Ferrari got five each, Nino Franco, Rotari and Fratelli Berlucchi three each, Uberti got two and one each for Antica Fratta, Bellaveder, Biondelli, Bisol, Cantina d'Isera, Franca Contea, Lantieri, Maso Martis and Tenuta degli Ultimi.

## For the record

### Italy passes a law to recognize craft beer

The Italian Senate gave a final and affirmative vote to the "Collegato Agricoltura" bill, which - among other things - gives a clear definition of what qualifies as craft beer and official protection to Italian microbreweries, defined as "independent from others, and with an annual production below 200.000 hectolitres".

