

## News



### Italy woos the Crown

It is a delicate moment for the UK as "Brexit" leads to uncharted waters, but the Italian wine world is worried, since that is one of the most important and receptive markets, as showcased by the popularity of Prosecco. The sparkling is capable of conquering even the most peculiar niches, to the point that among the very few, and accurately selected, guests of Prince Charles of Wales at Highgrove - his private residence, and a model farm with organic crops and animal farming - during the event that is held there every five years with Slow Food UK, there is also, together with coffee specialist Lavazza, was Villa Sandi, the Prosecco winery owned by the Moretti Polegato family.



### Alibaba, full steam ahead

Back in April Jack Ma, owner of e-commerce giant Alibaba.com opened the doors of the online wines sales universe in China to Italian wine, which is an opportunity that Italian wineries are not going to miss. In fact, after the first flagship store the Trentino Cooperative Mezzacorona created, the Chinese platform is ready to host the wines of two other big players: GIV - Gruppo Italiano Vini, which controls brands like Cavicchioli and Tenuta Rapitalà, and ISWA - Italian Signature Wine Academy, which unites brands such as Allegrini, Arnaldo Caprai, Feudi di San Gregorio, Fontanafredda, Frescobaldi, Planeta and Villa Sandi. And, smaller firms will also be given space, since VINO75.com, which hosts 600 wineries, was the first Italian e-commerce website to close a deal with Alibaba.

## Report

### More M&A in Langhe

After Krause Holdings acquired Langhe winemaker Vietti, Poderi Luigi Einaudi, which the first President of the Italian Republic founded in 1897 in Dogliani, "acquired 9 hectares (4 for Barolo), in Dardi di Bussia, one of Langhe's most prestigious and historic crus, adding them to the 54 vineyards (some in the Cannubi and Costa Grimaldi crus) that it already owns", a press release stated. The sum was undisclosed, but market estimates put Barolo crus around one million Euros per hectare.

## First Page

### Italian wine grows 4% on world markets

Wine imports on the top 10 markets in the world grew 3.8% in value between January and May 2016, year-over-year, and overall, Italian wine imports followed suit (up 4%), while Spanish and French wines went higher (9% and 8%), and China is gobbling up Australian wines (up 43%), also due to the free trade agreement between the two countries that is active since last december. The data comes from a mid-year snapshot of global markets penned by Wine Monitor-Nomisma, and at the end of the day, one can say that Italy is keeping up the pace with its direct competitors, is outperforming those in the southern hemisphere, but is definitely struggling a bit against its European counterparts. In the first five months of 2016, wine imports in the top 10 markets (United States of America, United Kingdom, Germany, China, Sweden, Canada, Japan, Switzerland, France and Russia, which, taken together, account for 70% of all global wine imports in value) have gone over 7.3 billion Euros. The United States and Japan have grown 4%, but Germany and the UK have gone down sharply, around 6%. But, the real surprises come from Russia, a country that after two years of plummeting figures, seems to be rebounding at 9% growth, and especially from China, which has already imported the same value of wine that Switzerland imported in all of 2015 (namely, 1 billion Euros). The United Kingdom and the United States are still the main markets for Italian sparklings (up 20%), and Prosecco is still king of the hill, even performing quite well in France itself, home of "His Majesty" Champagne, at 6.5 million Euros. Italian still wines, on the other hand, are not growing rapidly on the North American market (with less than 2% growth), but seem to be gaining ground in China and Russia, as imports of our wines there have grown 42% and 16% in value, respectively. Spain, conversely, is still gaining ground in table wines, mainly thanks to Russia, but is also doing well with bottled wines, both in the United States (up 8%) and in China (up 42%), while Australia rules this last market, with no less than a remarkable 25% market share.

## Focus

### Farewell to "Le Pape du Blanc"

Denis Dubourdieu, one of the most renowned wine experts of all time, to whom French winemaking - and not only - owes a lot, passed away this week. Born in Barsac in 1949, he graduated in agronomy and oenology in 1972 in Montpellier, then earned a Master's Degree and a Ph.D. in Bordeaux. He taught Oenology at the University of Bordeaux from 1987 on, and it is there that in 2009 he founded and directed the Institut des Sciences de la Vigne et du Vin de l'Université de Bordeaux. "The Pope of white wine" and "The Professor of Bordeaux" were his nicknames, and they describe the deeper sense of his profession. He co-authored the two volumes of the "Treatise on Oenology", authored more than 200 publications and was quoted in more than 7.000 papers. In France, he worked as a consultant for Château d'Yquem, Cheval Blanc and Margaux, and in Italy, among others, for Zonin and Lungarotti. Moreover, with his wife and sons he was also a winemaker, with 135 hectares in Sauternes, Graves and in Cadillac-Cotes de Bordeaux. His awards include the French "Legion d'honneur" and "Decanter" nominated him as "Man of the Year" a few months ago.



## Wine & Food

### Italian wine abroad "a two-speed road", says OVSE

In the first half of 2016 Italian wine sent abroad went over 2.5 billion Euros in value, mainly thanks to sparklings - and particularly Prosecco - but still wines have dropped 2.1% in value and 1% in volume compared to 2015, and domestic per capita consumption could drop below 30 litres, says data from OVSE, the Economic Observatory of Sparkling Wines led by Giampietro Comolli. "We're in a dangerous regressive moment", Comolli commented, "and at the end of the day, we must go back, using different methods, to the private-public policies of the '80s and '90s".

### For the record

#### The cost of counterfeit wine in Europe

According to a study penned by EUIPO, the EU office for intellectual property, counterfeiting accounts for 4.4% of all alcoholic beverage consumption, and 2.3% of wine

consumption (530 million Euros), for a 3.3% drop in sales (1.3 billion Euros). If one adds on the effects on other sectors and taxes, the damage reaches 3 billion Euros.

