

## News



### “New emotions” of WS

Following the official preview of the 104 winemakers chosen by “Wine Spectator” for the 2017 edition of “Operawine” (the only grand tasting that the magazine organizes outside the U.S., with 20 new entries this year), which took place during the Wine2Wine b2b forum, Alisson Napjus, senior editor of the American publication, told Winenews.tv, “every year we taste more Italian wines, and what excites us the most are the new entries. Past editions were wonderful, with many excellent producers in 2016, but we like to present something new, so we chose a lot of new entries for the 2017 edition as well”. The tasting will take place next April 8th in Verona.



SMS

### The weight of packaging

“Studies tell us that if one considers the value of a wine bottle as 100, 52% is represented by what is not wine: brand, label, packaging and communication. In some cases, when the wine is not yet known and still has to find its position, this percentage can go as high as 75%. And in Italy we have many such wines”, as Luca Fois, creative advisor and Professor at Milan’s Technical University - where a course is held on “Wine Design” - told WineNews. Packaging is therefore a fundamental aspect when it comes to the purchasing decisions of the consumer, and “design and wine design deal with all added values, both tangible and intangible, that go beyond wine”, through “the emotions and sensibility of the consumers”, Fois explained.

## First Page

### 2016 is good for Italian wine, but 2017 is uncertain

On the eve of Christmas festivities, the Italian wine world is indulging in some optimism, both looking back on 2016, and trying to figure out how 2017 will be. According to a WineNews survey of the 25 most important winemaking firms in the country for history, image and revenue (with a combined 1.7 billion Euros in turnover), 37% of them show a positive sentiment, and 43% speak of a “moderately optimistic” one towards 2017, while 20% is predicting darker clouds on the coming year. The positive trend is led by the “sparkling brigade”, with Prosecco makers at the front, but red and white wines makers are too, especially the latter: 70% of them say at year’s end sales will go up, on average, 20%. And, exports keep on trucking, apparently, with 60% of the sample showing 9% growth, on average (even if some markets, particularly the United States, are showing signs of slowing down), but the domestic market is on the rise once more, and is being considered strategic again, both figures-wise and as a sort of “showcase”, while 70% of the winemakers polled are showing an average growth of 8%. Firms, moreover, are investing both in human resources and from a financial standpoint, more strategically, focusing on “safer” markets and on those that have a higher added value. 73% of them has focused on the European common market, with targets like Germany, Switzerland and the UK, and some “peaks” in Northern Europe, particularly Sweden; 70% of them on the domestic market; 60% in North America (including Canada), and 8% in the Far East, where the “Chinese fever” is winding down, and Italian wine is looking for certainties, like Japan. Substantial numbers are also coming from some areas in South America, Brazil and Chile, and from some “pioneers” in the African continent. Price, though, is still the main market factor, and this is not good, if one considers the consumers’ choice in mass retail. When it comes to more pessimistic views, finally, Brexit and the election of President Donald Trump, with his touted protectionist measures, top the list of possible factors that might influence 2017 negatively.

## Focus

### ColleMassari doubles down on Brunello

The Collemassari Group is expanding in one of Italian wine’s most iconic territories, Montalcino. The Group purchased Tenuta San Giorgio (46 hectares of land, 9 of vineyards, 5.9 Brunello and 2.5 Rosso, and 12 of olive trees). The deal went forward for an undisclosed sum, but experts say it should hover around 8 million Euros, as the value of one hectare of Brunello vineyards is around 450.000 to 500.000 Euros. According to Claudio Tipa (pictured right), at the helm of ColleMassari, “Enough purchasing at whatever cost, but we won’t stop. We will judge purchases on a case-by-case basis”. The group now has ColleMassari in Montecucco, Grattamacco in Bolgheri and properties in Montalcino for over 200 hectares of land, 41 vineyards - 23 for Brunello, 7 for Rosso and 11 for Sant’Antimo - on its properties in Poggio di Sotto bought in 2011. The group also bought the neighbouring La Bellarina in 2014, La Velona in June 2016, and now Tenuta San Giorgio. The deal took place between Claudio Tipa, buyer, and Guido Folonari, seller, of the eponymous family of Italian wine, who also owns land in Bolgheri (Donna Olimpia 1898) and in Barolo (Tenuta L’Illuminata).



## Report

### The birth of Agrifood One

The Milan-based Garnell Group has created, together with the advisory of Slow Food Italia, an investment fund called Agrifood One. The fund, which aims to raise 40 to 100 million Euros in the next 10 to 12 years, was created to promote investments, innovation and sustainability in the world of Italian wine & food. “We’ll invest in our country’s productive economy, putting man at its centre, and this is not a romantic concept, but a cutting-edge challenge”, Filippo La Scala, CEO of Garnell, commented.

## Wine & Food

### Italian wine & food cooperatives’ big numbers

4.722 active businesses, an average turnover that has gone up 2.7% year-over-year, and exports growing 1.5% over 2015 - but with total trade going down 3.6% over 2013, to 34.8 billion Euros. This is the snapshot of the world of Italian agricultural cooperatives, according to the Observatory on the sector founded by the Ministry of Agriculture. Notably, the very best in that world are wine cooperatives with 42% export rate (1.8 billion Euros), 498 firms employing over 9.000 people and 4.3 billion Euros in turnover.

## For the record

### Vandals in action in Oltrepò Pavese

“We have had enormous damages, but we will rise again”, this is how Ottavia Giorgi, of the family that owns the Conte Vistarino winery in Oltrepò Pavese, commented the act

of vandalism that led to the loss of over 5.000 hectolitres of 2016 vintage wines (500.000 Euros in damages). “We did not receive any threats beforehand”, she added.

