

**News**



**A wine woman on the cover**

More and more women are enlivening the wine world and now, an Italian female wine producer has reached the cover of the world's most important wine magazine: Marilisa Allegrini, at the helm of one of the most important Italian wineries, and of Valpolicella in particular (with firms in Montalcino and Bolgheri as well). The April issue of "Wine Spectator" magazine has dedicated the cover story to her in the article titled "Italy's Allegrini - A family saga leads to great wines". Such an honour is a rare treat for Italian winemakers, previously granted to Angelo Gaja, Oscar Farinetti, Piero Antinori (twice, once with his daughters Albiera, Allegra and Alessia) and Lodovico Antinori.



**The Vinitaly "guide"**

The new version of Vinitaly's International Wine Competition, "5 Star Wines", is evolving once more, giving birth to "5 Star Wine - The Book". It is a guide that will feature the wines that have received a score higher than 90/100, out of those that will be examined, from March 31st to April 2nd, by an international jury led by Ian D'Agata, Scientific Director of Vinitaly International Academy, and by Stevie Kim, at the helm of Vinitaly International, and which features as general manager, four first-tier names of international wine ratings - the Swiss Paolo Basso, the director of "Le Figaro - Vin" Bernard Burtschy, Meininger's Robert Joseph and Spanish Master of Wine Pedro Ballesteros Torres ([www.5starwines.it](http://www.5starwines.it)).

**Report**

**Sting's "wine tour"**

Long-time global rockstar Sting, formerly frontman and bassist of "The Police", has decided that his next tour will see the songs of his latest album, "57th & 9th", together with the wines and olive oil he makes on his Tuscan estate "Il Palagio", located in Figline Valdarno. The wines made by Sumner and his wife Trudy include Sister Moon 2014, which was chosen last year by "Wine Spectator" for the 2016 OperaWine event in Verona, during Vinitaly, as one of the 100 best Italian wines.



**First Page**

**Small is beautiful (and hard) in Italy's wine world**

Small is beautiful. It might indeed be so - at least, so the adage goes - but it is also very hard to be a small-sized Italian winemaking firm, since it means, at the end of the day, having to deal with the same obstacles that other big colleagues and competitors have to tackle, but with a lot less "muscle" to face them with. The difference is unmistakable, and has been made even more evident with the recent introduction of the "Campo Libero" decree by Italian Minister of Agriculture Maurizio Martina, which, at least in theory, should have made things easier for agricultural firms - but in practice, it is proving to be another limiting factor, and quite a big one too. The digitalization of winery registers, which finally does away with paper ledgers, has proven to be the straw that is breaking the camel's back, and has led more than 200 small-sized Italian winemakers, including some very noteworthy names, to sign an open letter to Minister Martina. Small is difficult, then, but also beautiful, since small numbers often mean high quality. The Meregalli Group, one of the leading distributors in the country, knows this very well, since it has decided to bet on small winemakers (like many other members of the Club Excellence distributors network, such as Sagna, Balan, Cuzzio Grandivini, Meregalli, Pellegrini, Sarzi Amadè, VINO & Design Proposta Vini, Pws, Bolis, Les Caves de Pyrene, Maurizio Cavalli Distribuzione and Teatro del VINO) with an entire parallel network, called "Visconti 43 Srl", that has begun its activities just this year. "Smaller wineries, those that have a quality-oriented output, are fundamental to create a complete catalogue to offer the catering sector", Marcello Meregalli told WineNews, "They're boutique winemakers, they can't go on the market alone, it would cost too much". But the Meregalli group is not the only one that has steered towards small winemakers. In its 30 years of activity, "Proposta Vini" has created a portfolio of over 200 wineries, and most of them "produce about 50.000 bottles, some only a few thousand, and some produce 150.000, give or take", as Giampaolo Giraldi told WineNews.

**Focus**

**Wine and Italian Millennials**

Millennials, so the refrain goes, are changing wine consumption worldwide, and this is true for Italy as well, even if the latest data shows a substantial drop in births and higher median ages. Between 2014 and 2016, wine consumption among Italian Millennials grew 12% for women and 13% for men, and furthermore, that generation consumes more wine than the Baby Boomers. 32% of all Italian female wine drinkers belong to the Millennials, and 25% of all male consumers - and for them, the first driver of their choices is price, followed by more "social" factors such as the occasion, grape variety, vintage, place of origin (in this order) and packaging. Wine drinking is a social activity for them, a cultural element and a lifestyle choice: 62% likes to share wine at home, 33% in wine shops and wine bars during tastings and 5% at a restaurant. Millennials are also curious, susceptible to influencers and social media, and more than willing to buy online. The data comes from a study authored by multinational firm PriceWaterhouseCoopers, and presented this week at a round table with Chinese e-commerce behemoth Alibaba and some of Italian wine's most important firms.



**Wine & Food**

**Antinori to invest in Chianti Classico again, rumours say**

Antinori has believed for a long time in Chianti Classico, since it created its monumental winery/HQ in Bargino, and is apparently investing in it once more. After acquiring Castello di San Sano from Alimenta Spa in 2015 (80 hectares of vineyards in Gaiole in Chianti), the Antinori group, according to rumours WineNews has heard, should shortly acquire Tenuta di Capraia, in Castellina in Chianti, from Alimenta again - 123 hectares, 45 for vineyards, all for Chianti Classico - bringing the total of Antinori's Chianti Classico vineyards to more than 240 hectares.

**For the record**

**Dry Asti is finally born inside Asti denomination**

Yesterday, the National Wine Committee has given the thumbs-up to the production guidelines for dry Asti ("Asti secco" in Italian): tensions remain high with the two

Consortiums of Prosecco, but, as Giorgio Bosticco, Director of the Asti DOCG consortium, pointed out, "we have done everything by the book".

