

## News



## Frescobaldi & Nonino tops

On one side, Frescobaldi, an ancient family dynasty of Italian wine that served its wines to the British royalty, nobles and popes, and was the first to bring the great international grapes to Tuscany. On the other, Nonino, that began at the dawn of the twentieth century and revolutionized the quality distilled spirits market, with innovations like single-grape grappa. Their ancient roots, history, vision of the future and pioneering spirit, are characteristics common to both Italian companies that have been awarded "Excellence in Wine & Spirits" by the German magazine "Meininger" ("Wine Family of the Year" for Frescobaldi, and "Spirits Entrepreneur of the Year" for Nonino, <https://goo.gl/Qvunzi>).



SMS

## ProWein is growing

ProWein in Düsseldorf has just ended and has proved to be more and more international due to the presence of its exhibitors (Italy, France, Germany, Austria, Argentina, USA, Spain, Chile, Eastern Europe, Greece, Australia, Asia, and so on). It is truly a worldwide fair for traders coming from all over Europe but also America and, increasingly from Asian countries. It is becoming the leading trade fair for international wine markets, confirmed by the presence of the great wine entrepreneurs and top managers of all the most important wineries in Italy and the world. And, starting in 2019, as the top managers of the fair told WineNews, we will be adding two more pavilions to those already there, which hosted more than 6.500 exhibitors and 58.000 trade visitors from 130 countries (<https://goo.gl/lalRYp>).

## Report

### Italian agro good improved

The balance between import and export for Italian agro food has improved, however, it is still decidedly in the negative: less 4.5 (1.5 billion euros less than 2015). The total value of exports reached 38.4 billion euros (+ 4% compared to 2015) and 42.9 billion euros of imports, which is stable, due to the weak domestic demand. These are the results of data analyzed by ISMEA (<https://goo.gl/WHRKII>). The sector with the best credit balance is wine (+5.3 billion euro), while fish is the sector with the worst (4.8 less).



## First Page

### ProWein: where is the wine world headed

What does the wine world think of the current economic situation? Which are the most attractive markets for wine making producers that will continue to be so in the future? What new wine markets would companies like to become part of by 2020? Which are the most attractive countries for distributors? What are the sources of supply and marketing of the future? And, how will wine be marketed in the coming years? These are the fundamental questions to understanding where the wine sector is headed, which ProWein, together with the University of Geisenheim, asked 1.500 traders from 46 different countries, divided between manufacturers and distributors. The survey revealed a situation of great change, said Professor Simone Loose of the Department of Business Administration and Market Research of Geisenheim University at the fair in Düsseldorf. The starting point is that of a generally optimistic industry, both for the present and, above all, for the future, from which producers are expecting a lot. They are also aware that current reference markets, i.e., Germany, US, UK, Belgium and Switzerland, are no longer enough. They must expand their horizons, and while growth expectations suggest focusing on Hong Kong, Poland, South Korea, China, the strongest markets are actually others, like Switzerland, Denmark, Sweden, Norway, Holland, Germany, Canada, Japan and Australia. And, 85% of producers are willing to try new destinations, and that percentage jumps to almost 100% among the winemakers of Italy, France and Spain. So, from their point of view the goals for 2020 are called China, Japan, Hong Kong, Russia, Australia and Brazil. Among the distributors, however, the need to expand portfolio companies into new countries is shared by 64% of international traders, but only 33% of Germans, who are looking with particular attention to Germany, Spain, Italy, Portugal and France. In order to find the right company, distributors prefer direct contact to the mediation of an importer, and the production world is increasingly convinced of the potential of e-commerce, both directly and on the portals of the large-scale distribution's Top of Form big chains.

## Focus

### Italian wine and world relations

Italian wine in the world is enjoying an overall positive growth situation, but that does not mean one should exceed in quick enthusiasm, because in the US there is great concern that Trump's politics could impose new duties, although the domestic industry should not really push in this direction. In the UK one has to understand if and how Brexit will impact it (although there should not be any new duties, partly because EU countries might respond by raising those on alcohol imports from the UK) and China continues to invest a lot, but the numbers are still low, albeit growing. In the meantime, Germany, Italy's number one partner in volume and number 2 in value, is growing again. All in all, the future looks positive (a new record in 2016, 5.6 billion euros - 4.3% increase on 2015, although growth is due only to sparklings), but one must be quite aware that much has been done but there's a lot more to do, even on markets such as Canada, Japan and others. This, then, is a brief synthesis of the meeting "Italian wine: figures and outlook. US, China, Germany, Brexit: market risks and opportunities", organized by the Italian Wine Union at ProWein 2017 (<https://goo.gl/btZ4VD>).



## Wine & Food

### CMO Promotion, 2016-2017 funds at risk for Italy

The chaos continues around CMO promotion in Italy for the year 2016, according to many, and now there's a real danger Italy could lose the 30 million euros share of funds at the national level, as well as those already assigned by the Regions. The supply chain industry organizations such as Federvini, Federdoc and Italian Wine Union, and associations of companies involved in the appeals of resource allocations, such as Istituto Grandi Marchi, are calling for urgent action from the Minister of Agriculture, Maurizio Martina. He has not yet taken any official position.

## For the record

### Italy, the "healthiest" country

Italians are still the healthiest people in the world, once again this year, according to the "Bloomberg Global Health Index" report, which every year looks at the conditions of the

inhabitants of 163 countries, a ranking that emphasizes the link between health and income, but also lifestyle, including diet and physical activity (<https://goo.gl/GoZ8zV>).

