

## News



## What "small vintages"?

A great wine retains its lineage even when nature becomes, to quote Leopardi, an "evil stepmother". And the vertical tasting that celebrated, during Vinitaly, the 50 years of one of the most iconic wines of Italy, Sassicaia, has shown that "small vintages" (1992, 1994, 2002, 2005, 2007, 2008, 2010 and 2014), for the wines of Tenuta San Guido, are not that small. The intuition of Mario Incisa della Rocchetta (with Giacomo Tachis), developed by Niccolò and, today, by his daughter Priscilla too, has amply shown what it brings in terms of quality and style. And even the most "unlucky" vintages express style, character and a "red thread" that connects them to the best ones.



## Wine & sustainability

Italian wine is well aware of the market potential that the growth of organic, vegan or otherwise "sustainable" wines have: far from a passing fad, its public is demanding, in order to spend the surplus that it has, certainties and certifications, 5 years after the EU regulations on organic. In the last two years, according to Wine Monitor - Nomisma, the public for these kinds of wine has doubled, and the latest domestic data from the Mediobanca report point out a 17% growth of production and a 38% growth in exports, with vineyards growing 13% in 2016 over 2015 (the biggest area in Europe, second only to Spain's). Furthermore, Italian production of these wines is considered as a high-quality one by consumers in both Germany and the UK, two markets that are vital for our wine exports.

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## Report

### A matter of profitability

According to a Wine Monitor - Nomisma analysis commissioned by Agronetwerk (an association of Confagricoltura, Nomisma and LUISS University) on over 1.200 winemaking firms, Veneto is the Italian wine Region with the highest ROI (8.2%), thanks to the strong performances of Prosecco (all alone at the top of the national ranking, with 14%), compared to an national average of 4.2%. Then, at a distance, come Tuscany (4.8%), Campania (4%), and Piedmont (3.9%).

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### The future or wine in ISMEA's 2020 outlook

Italy will still fight Spain for the crown of the biggest wine exporting country at a global level, with Italian wine exports growing 10% by 2020, and all this in a global market that will see consumption grow by 4%, again, thanks to the U.S., once more the biggest market, and by a long shot. This is what lies ahead according to the "Wine Outlook 2020" study by State agency ISMEA, presented during this year's Vinitaly by the agency's General Director, Raffaele Borriello. Production will also grow, by 2.4%, and in this trend China, with a +10% forecast, is going to become an increasingly major player on that front as well. The United States are predicted to grow 5.7%, consolidating their lead as the biggest wine consuming country, but Russia is predicted to grow as well (up 6.1%), thanks to a growing demand for premium products, and ditto for China - and it might reach Germany at spot number four in the global ranking of the countries that drink the most wine. At a national level, and still on the matter of consumption, the most recent trends hint at the possible end of the deep process of change that has engulfed the wine drinking habits that, from the '50s onwards, has led to a remarkable drop in consumption: the bleeding, so to speak, should finally stop, and the line should flatten out. Global wine trade, on the other hand, should grow over 5%, and Italy, with an export value growth of over 10%, could confirm its leadership in production, with France not performing as well (up 6.1%), and Chile could become an important consumption country as well as a winemaking one. Some wild cards are on the table, though: "Brexit first and foremost, because the terms of the exit of the UK from the European Union are still an unknowable factor", Raffaele Borriello told WineNews, "and that country is vital for Italian wine. Not to mention the protectionist policies that the Trump administration is talking about. Generally speaking, the trade agreements that the European Union, and therefore Italy, might sign with emerging markets could be fundamental, as the extraordinary evolution of New Zealand, that imports in China without any kind of tariffs, tells us".

## Focus

### Italian wine in China for Robert Yang

One year ago, Jack Ma, founder of Alibaba, came to Vinitaly, and this year, it's been Robert Yang's turn: CEO of 1919, the biggest Chinese wine retailer, it operates online and offline, "thanks to a network of over 1.000 shops in 600 cities", Yang said, "and they'll become more by 2019, because we'll open hundreds of new ones in the next months. We'll manage them directly, and customers will be able to find all the brands of our catalog there. Italian wine", the CEO of 1919 told WineNews, "is still worth 5% of the market, exactly like Australia five years ago, but now its market share has ballooned to 30%. This is the best moment to make room for oneself in the Chinese market, consumption is growing, this is an enormous and unmissable chance. Chinese consumers are increasingly more interested and knowledgeable, but there's a lot of competition, and those that are ahead (France, Australia, Chile, New Zealand, Spain) are activating promotional policies that are bigger, and much more invasive, than yours. We hope that we can give a helping hand to Italian wine, since it pairs very well with our cuisine, and we hope that that this can reverberate on the sector".



ARNALDO CAPRAI

Viticoltore in Montefalco

CAMPAGNA FINANZIATA ACCORDO TO EC REGULATION N.1306/13

## Wine & Food

### Whites from indigenous varieties rule high-level catering

In the Italian world of high-level catering, indigenous varieties are increasingly on the rise: according to a Nomisma - Wine Monitor survey of the wine lists of Italian restaurants reviewed in the main guides, commissioned by Marche Institute for Wine Protection IMT and presented at Vinitaly, that one is the first choice factor for the creation of wine lists (67%), more than doubling the influence of denomination (32%) and organic wines (29%), and they represent half of all wines in the lists of the most important Italian restaurants.

## For the record

### Italy lags behind in emerging markets

Italy is doing well in consolidated markets like the U.S., but not as well as France, Australia or Chile in emerging ones (Southeast Asia, Middle East, ex-USSR, Latin America,

Africa), according to consulting firm Business Strategies. They've imported wine for 4.25 billion Euros (up 298% over 2006), but Italy's market share is only 11%.

