



News



Chianti Classico, the king of FB

When it comes to the first true “mass” social network, Facebook, the Consortium of Chianti Classico is the most popular one among all the consortiums of wine, and fourth overall (with 115.000 likes): the top three are all cheese ones, namely those of Parmigiano Reggiano DOP (478.000), Grana Padano DOP (179.742) and Asiago DOP (124.594), according to data coming from a recent Qualivita study on the matter. Only 38% of all wine & food Consortiums are on FB, the study pointed out - and, furthermore, the most mentioned wine on Twitter during the 2017 edition of Vinitaly has been Chianti (9% of interest), followed by Franciacorta (6.4%) and Barolo (3.9%).



Beautiful places, great wine

According to a research by Donne della Vite association and CREA-VE presented at Vinitaly, there is a positive relationship between a beautiful landscape and how the wine that is produced there is judged. According to Diego Tomasi, Director of CREA-VE, “the research has shown that people have a high capacity to judge the landscape and the wines that are created in its territory, and quality goes hand in hand with beauty. The concept of terroir ties vineyards and wine to a territory where landscapes are the first thing that hooks, allures and leaves its mark”. Wine tourists in Italy have reached 14 million in 2015, up 4 million over 2014, and value has grown from 2 to 2.7 billion Euros, but a comprehensive strategy to give value and communicate wine heritage is still to come.

Report

Italian vineyards and labor

In 2016, from the vineyards to production, distribution and marketing, including wine tourism and the entire productive chain, according to a research compiled by farmers association Coldiretti, Italian wine has employed more than 1.3 million people. Montepulciano d’Abruzzo DOC is the wine that employs for the highest numbers of hours (19.4 million a year), followed by Apulia IGT (16.5 million hours in the province of Foggia) and by DOC Sicilia (16 million hours in the province of Trapani).



First Page

Italian wine and Europe, a long-lasting bond

Italy has been one of the founding countries of the European Union (with Belgium, France, Germany, Luxembourg and the Netherlands), and nowadays it is a “colonizer” of sorts of European wine markets: 60 years after the Treaty of Rome, signed in 1957, which created the European Economic Community, the passion for wine seems to be, as some have stated, one of the few common traits that are holding together the Union, in a moment where disruptive tendencies abound - and some, like Brexit, are very tangible indeed. For Italy, the European Union, after the United States of America, is the most important foreign market, with 1.3 of the 5.6 billion Euros that Italian wine exports are worth collectively, and it is vital for the development and well-being of the sector. It’s made of more traditional and trustworthy national markets, like Germany, the UK and France, and of smaller but still promising ones, like the Scandinavian countries and those of Eastern Europe, and Italy’s performances are positive pretty much everywhere, with the European Union absorbing, through its main markets alone, almost 14 million hectoliters of wine (for 3.3 billion Euros in value) in 2016. Among the European markets for Italian wine, Germany, the first market in volume, has turned to growth again in 2016, with 5.5 million hectoliters (+0.5%), and value has reached 977.9 million Euros (+1.7%). The United Kingdom, on the other hand, is being eyed quite closely, given the fluid and volatile nature of the Brexit situation, but even if the Pound has lost value (and it started doing so last year), what has gone down is volume (-7.4%), curiously enough, to 2.9 million hectoliters, while value has gone up 2.3%, to 763.8 million Euros. And, curiously enough as well, France, one of our main competitors, is the fourth most important market for Italy in volume, with over 1 million hectoliters in 2016 and a 15.2% growth, to 155 million Euros (+8.8%). Switzerland is fourth in value (338 million Euros, up 4.6%) and sixth in volume (723.822 hectoliters), and is followed by Sweden, Norway, Finland, Denmark, Holland, Belgium, Austria and Poland.

Focus

Easter, Mass wines and their history

From Langhe’s Moscato to Sicily’s Marsala, a lot of wineries are recreating a wine that is “natural” and pure, according to the rule of the Code of Canonical Law that says “Vinum debet esse naturale ex genimine vitis et non corruptum”: it is “mass wine”, used by Catholic priests, once red only, but now mainly white, because it won’t stain the vestments. The most ancient one is Vin Santo (holy wine, called this way because its grapes used to be fermented until the Holy Week): its road, studded with vineyards of Trebbiano and Malvasia, leads through Tuscany, Umbria, Marche and Lazio, up to Trentino, with Nosiola, and Veneto’s Garganega. In Umbria, the wine of Saint Francis, Sagrantino, was created by his disciples in the Middle Ages, and recovered by Caprai winery in the Convent of Santa Chiara. Furthermore, wine is made today in some of Italy’s most important monasteries, like Colli Euganei’s Praglia Abbey, Santo Stefano Belbo’s monastery in Langhe, the Novacella Abbey in Alto Adige, the Sanctuary of Montevergine in Irpinia to Tuscany’s Badia a Passignano: a journey by WineNews that ends in Pope Francis’ vineyard, in Portocamaro d’Asti, Piedmont, where is family comes from.



Wine & Food

Italian wine and the “frontier” of the United States’ Midwest

According to OIV data, out of the 242 million hectoliters of wine consumed globally in 2016, 31.8 were consumed in the States (13%, up 2.5% over 2015). A lot of Italian winemakers are already at home in some of the Union’s biggest cities, like New York and Los Angeles, and some see the U.S. market as mature. But, according to a WineNews analysis, if one were willing to blaze the trail, there could be very nice surprises in some midwestern states that still are not on the radar of many, like Winsconsin, Illinois and Iowa (<http://bit.ly/2oosMh3>).

For the record

Caviro group releases sterling figures for 2016

304 million Euros in turnover for 2016, a 12% growth abroad, with an added value of 43 million Euros, 17 million Euros in EBITDA: here are just some of the fantastic figures for the latest balance sheet of Caviro group, a cooperative made of over 13.000 growers, 32 wineries from 7 regions (11% of all Italian grapes) and 37.000 hectares of vineyards.

