

**News**



**Eataly to restore "Last Supper"**

Thanks to a public-private partnership, an undisputed masterpiece, a world heritage and a global symbol of Italy will be able to be enjoyed for another 5 centuries. Eataly is going to finance (with one million Euros, according to founder Oscar Farinetti) the environmental renovation of Leonardo Da Vinci's magnificent "Last Supper", in the context of a far-reaching plan of the Italian Ministry of Culture (worth 1.2 million Euros in three years), which will put 10.000 cubic meters of clean air per day in the "Refettorio" that hosts the masterpiece, tripling the current volume and prolonging the life of one of Da Vinci's most iconic works of art.



**SMS Social media @Vinality**

In the modern wine world, success is reached through popularity, and that can be reached through social media as well. According to an analysis of all photos posted on Twitter and Instagram with the #vinality and #vinality2017 hashtags, compiled by Photostream by Maxfone, Ferrari, Ca' del Bosco and Chianti Classico have been the most popular wine names during the fair in Verona. Additionally, #chianticlassico has been the most popular hashtag, followed by #prosecco, #lambrusco and #amarone, and the top three wineries were Zonin1821, Frescobaldi and Donnafugata. Finally, the most influential accounts were @vinalitytasting, @zonin1821, @andrea\_radice, @pressvfrere and @winenewsit - the only wine publication in the Maxfone list.

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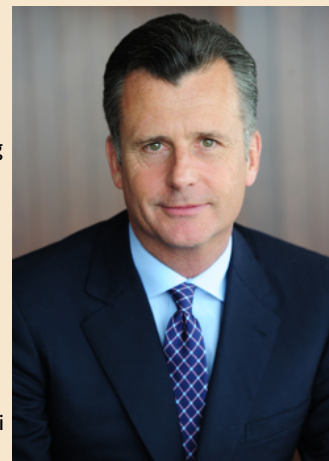
**The "G7" of the global wine world**

Italy is the leading country in wine production for volume, Spain is first for vineyards and exports in volume, France rules when it comes to exports in value, the States are the leading importing country in value and Germany is the same if one considers volume instead. The upcoming G7 summit in Taormina, Sicily, is just around the corner (May 26th-27th), while this is the "G7 of wine" compiled by WineNews using 2016 data from French body OIV. Italy, OIV says, is once more the biggest wine producer in the world in volume, at 50.9 million hectolitres in 2016 (juices and musts excluded), followed by France (43.5 million), Spain (39.3), the United States of American (23.9), Australia (13 million hectolitres), China (11.4) and South Africa (10.5 million hectolitres). When it comes to vineyards - specifying that OIV data doesn't discriminate between table grapes and those for wine - Spain is firmly in the lead, with more than 975.000 hectares, followed by China, with 874.000 hectares (but most of those are used for table grapes), France (785.000 hectares), Italy (690.000 hectares), Turkey (480.000, but here as well, table grapes are grown in more than half of the total surface), the United States (443.000) and Argentina, with 224.000. The Iberian Peninsula is the leader also for exports in volume, with 22.3 million hectolitres going abroad in 2016, followed by Italy (20.6), France (14.1), Chile (9.1), Australia (7.5 million hectolitres), South Africa (4.2) and the U.S., with 4.1 million. Value-wise, instead, France is, unsurprisingly, king of the hill, at more than 8.2 billion Euros, followed by Italy at 5.3 (but other sources say 5.6 billion Euros): then, at a distance, come Spain (2.6 billion), Chile (1.6), Australia (1.4), the United States (1.3 billion), and finally, New Zealand and Germany (960 million hectolitres). The latter, furthermore, is the biggest importer in volume, with 14.5 million hectolitres in 2016, followed by the UK (13.5), the U.S. (11.2), France (7.9), China (6.4 million), Canada (4.2) and Russia (4 million). Value-wise, the States are on top, at 5 billion Euros, followed by the UK (3.5), Germany (2.4), China (2.1), Canada (1.6), Hong Kong (1.4) and then Japan, at 1.3 billion Euros.

**Focus**

**Black Rock finance to Bibbona wine**

The Tuscan coastal territory of Bibbona, adjacent to the one of the rising stars of DOC Bolgheri, is different from its wine neighbour, from an agronomic standpoint. Nonetheless, it is increasingly becoming an important wine region in Tuscany, and has been creating great wines - therefore, it is also becoming increasingly attractive for investors. Lodovico Antinori struck the first spark, just like in Bolgheri, with his Tenuta di Biserno winery, and then others followed, like Angelo Gaja (who owns Ca' Marcanda in Bolgheri) and Venetian entrepreneur Massimo Piccin who owns Podere Sapaio, another great name in Bolgheri. And, now, a first-tier global finance name is coming to Bibbona. According to rumours WineNews has heard, Philipp Hildebrand, Swiss banker and Vice Chairman of global investment management firm Black Rock (which manages assets worth 5.1 trillion Dollars), has bought 20 hectares of land - 6 of which are about to be planted with vineyards - not far from Tenuta di Biserno, with the intention of building a winery from the ground up. Additionally, rumours say, renowned enologist Riccardo Cotarella will oversee wine production.



**ARNALDO CAPRAI**  
Viticoltore in Montepulciano  
CAMPAIGN FINANCED ACCORDING TO EC REGULATION N.1308/13

**Report**

**The latest on CMO funds**

If the administrative court's verdict comes after a solution, then maybe the chaos on EU CMO funds for wine promotion in non-EU countries for 2016-2017 will be placated. If not, in all probability, the "chain" of appeals and counter-appeals will go forward, definitely sinking a measure that has been fundamental for Italian wine exports - and that, at the end of the day, hinges on which definition of "double financing", of the two used at a regional and national level, will be considered to be correct in court.

**Wine & Food**

**The wine market, trends and classics for Mariani-May**

"The industry is very congested. We have to present ourselves as an affordable luxury in order to succeed". This is how Cristina Mariani-May, owner of Castello Banfi, defined the situation to "The Drinks Business". "It's tough out there - it's a very challenging and competitive market. I'd rather invest deeper in what we're doing and what we're good at and really win at it", she said, before opining on the U.S. market, using NY as an example: "Consumers have flirted with wines from Puglia, Sicily and Alto Adige and are now going back to the classics like Brunello, Barolo and Barbaresco".

**For the record**

**Cavit to reach China with Cofco**

Cooperative giant Cavit, from Trentino Alto Adige (turnover 177 million Euros, 80% from exports), has set its sights on China, and a partnership with Chinese importer

Cofco W&W that also works with brands such as Antinori, Penfolds, Nicolas Feuillates, Opus One and Torres and is considered to be extremely dependable.

