



# Italian Weekly WineNews.it



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## News



### Ceretto summons Abramovic

Art and sustainable agriculture are the key concepts of the upcoming initiatives of prestigious Barolo winemaker Ceretto (which also owns the three-starred "Piazza Duomo" restaurant in Alba, with chef Enrico Crippa). The first is next Sept. 28th-29th, with global artist Marina Abramovic, the "high priestess" of performing art, in Alba, consolidating Ceretto's commitment to art, which began in 1999 with the Sol Lewitt and David Tremlett chapel (pictured above) in La Morra. The second is called "Grow & Safeguard", with Pollenzo's University of Gastronomical Sciences, and will be unveiled in 2018, after a preview edition during the autumn.



### Italian wine goes social

53% of Italian wineries speak about indigenous varieties, 36.5% of sustainability, mainly on Facebook (used by 79% of them), but Instagram has grown 23%, while proprietary e-commerce is not taking off. Wikipedia is used by 37.5%, and English and German versions of websites are common. Finally, videos and images are king when it comes to content. These are the key points of the Mediobanca survey conducted on the top 32 Italian wineries for turnover, included in the 2017 "The digital taste of Italian wine" research by Fleischman Hillard. According to the ranking of digital footprints (considering Google pageranks, followers, update frequency and the website proper), Frescobaldi is leading (93 points), followed by Antinori (92), Masi Agricola (89), Cavit (85) and Mezzacorona (84).

## Report

### The most searched-for

According to the latest "Top 100 Most Searched-For Wines" by Wine-Searcher.com, Sassicaia Tenuta San Guido is still the highest Italian wine on the list, at number 9, in a ranking dominated by France and Bourdon (Mouton Rothschild is at the very top). For Italy, there are Tignanello Antinori (26), Ornellaia (37), Masseto (38), Solaia (49), Barolo Monfortino Riserva Giacomo Conterno (67), Barbaresco Gaja (70), Brunello di Montalcino Biondi Santi (82) and Barolo Bartolo Mascarello (97).



## First Page

### Italian sparklings to bet on promotion, uniqueness

The many-sided world of Italian sparkling wines, as a whole (Prosecco DOC and DOCG first and foremost, followed by Franciacorta, Trentodoc, Oltrepò Pavese and Asti), is living an unprecedented magic moment; it was because of it that Italian wine exports reached a new record in 2016 (5.6 billion Euros, 4.3% more over 2015), in a moment when still wines underperformed, and they're becoming very strong on the domestic market as well. Furthermore, things seem to have gone just as well in Q1 2017. Sparkling exports have gone through the roof in recent years: according to data coming from Unione Italiana Vini's "Corriere Vinicolo", they've gone from less than 500.000 hectoliters in 2005 to 3.400.000 in 2015, making Italy the top exporter in volume of the category. Value-wise, the performance was just as stunning, going from 0.33 to 1.32 billion Euros, for a 16% share of exports in volume and a 21% one in value in 2016. Now, though, how can Italian sparklings capitalize on this state of grace, given the characteristics and goals of its many representatives? WineNews asked it to some of the most important consortiums of the sparkling world, beginning with the two that have spear-headed the phenomenon: Prosecco DOC and Conegliano Valdobbiadene DOCG. For the former, there's promotion and communication in both mature markets, like the UK, the U.S. and Germany, and frontier ones, to diversify, and for the latter, the domestic market (59% of total output) means focusing on horeca and on the promotion of the "diffused wisdom" of the territory. Franciacorta is growing rapidly abroad, but the domestic market remains a primary focus, as well as those foreign ones where consumers are more knowledgeable, while for the "mountain bubbles" of Trentodoc (80% of which remain in Italy), territory and experiential marketing are front and center, as well as the States. Oltrepò pavese has a lot of potential, quality-wise, but there, there's the feeling that one should play as a team to tackle global markets. Then there's Asti, between issues and changes: it's betting on the U.S., Asia, Russia and Italy, at the eve of the "christening" of Asti Secco.

## Focus

### Heavy frost damages in vineyards

As recently pointed out by independent winemakers association FIVI, there was no estimate of the widespread damages sustained by Italian vineyards after the exceptional wave of frosts of the past weeks, the same that engulfed France. Italian enologists association Assoenologi has answered FIVI's request with its official estimates, and sadly, damages have been heavy and pervasive to say the least, with the exception of Sicily. Among the most damaged regions, there are Franciacorta (40-50% of buds lost) and Oltrepò, with 20% (reaching 90% in some cases) in Lombardy. Figures are a little less punishing for Trentino and Alto Adige (around 10%), as well as for Piedmont (5-8% in Barbaresco and Barolo, and around 10% in Gavi and Monferrato). The same goes for Veneto, particularly in Valpolicella and Soave, but Emilia (20-30%) and Tuscany (15% in Montalcino, 20% in Chianti Classico, San Gimignano and Montepulciano, and 30% in Chianti) were hit hard, as well as Umbria (30% for Sagrantino) and Sardinia (20-25%). Marche was spared, generally speaking, with the exception of Matelica (40%), while in Valle d'Aosta, according to Les Cretes winery, 40% of vineyards were damaged by frosts.



## Wine & Food

### ICE to partner with Walmart for its "made in Italy" line

ICE, the Italian agency for the foreign promotion and internationalization of Italian firms, has signed a partnership with American multinational mass retail behemoth Walmart (485 billion Euros in turnover, 11.695 points of sales in 28 countries) that aims to promote "made in Italy" wine & food products and fight the issue of "Italian sounding". The partnership also includes the creation of a line of top quality Italian products with Walmart's own brand, to be distributed in 3.600 stores, in order to promote the knowledge of true "made in Italy" products of excellence.

## For the record

### U.S. imports still growing, Italy remains on top

U.S. wine imports are on the rise in 2017: they've grown 10% in volume (2.49 million hectoliters) and 7.3% in value, to 1 billion Euros, in Q1 y-o-y, says the Italian Wine & Food Institute. Italy has grown 1.3% in volume (600.920 hectoliters) and 1.5% in value (306 million Dollars), reaching a market share of 24.1% and 30.4%, respectively.

