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## News



### Venissa, luxury at the Biennale

Gold, glass and wine. The bottle of Venissa from the magnificent estate of the Bisol family on the island of Mazzorbo has been chosen to represent Italian wine excellence at the Venice Pavilion of the Biennale. It is the sum of everything that makes Venice a dream destination for millions of tourists, together with luxury, narrated through the highest quality craftsmanship at the "Luxus" exhibition. The bottle was created and numbered by Murano glass artist Giovanni Moretti, and instead of the label, a gold leaf was fused on it. In the exhibition, the creations are at the centre of the 60 bottles of Venissa 2010, 2011 and 2012 on a gold wall, for a work of art worth 150.000 Euros.



### Ruffino in Veneto

Its heart and history lie in Chianti Classico, but the future and business are also in Veneto, with particular attention to Prosecco and Pinot Grigio. This is the rationale behind the investment of the historic Tuscan winemaker Ruffino (part of the American Constellation Brands group), which has inaugurated its new offices in Treviso this week, "in order to directly manage the purchase of grapes and wines, and to oversee Ruffino's winemaking and bottling activities of the Venetian wine, particularly Prosecco and Pinot Grigio delle Venezie", the firm stated in an official note. After all, constant growth as part of Constellation since 2011, has been driven also "by the innovation and creation of new wines and labels, like Prosecco Ruffino and Rosatello Cuvée Perlage"...

## Report

### A record start

Italian wine & food exports have begun 2017 with quite a bang. In Q1, according to ISTAT data analysed by farmers association Coldiretti, almost two thirds of all exports go to EU countries (up 5.9%), but "Made in Italy" products keep on growing on all the main markets, from North America to Asia and Oceania. Russia grew 45%, embargoes notwithstanding, China went up 22.5% and the U.S., 6.8% growth, are still the main market outside of the European Union for Italian products.



## First Page

### Wine and Italians, an evolving relationship

Times change, habits and consumption styles evolve, quantities fall, but wine is still a must-have for Italians. 51.7% of them drink it (aged 11 and older), and that means 28 million people, though in moderation (only 2.3% of them drink more than half a litre per day) and with a more "cultural" approach. The data comes from the 2017 CENSIS and Federvini Observatory of Wine report. The percentage of people with a high school diploma who drink wine has markedly gone up (it was 30.6% in 2006 and reached 33.8% in 2016), and ditto for those with a college degree (35.5% vs. 39.5%), but the more telling fact is that in a time where saving money is a very important factor, 93.2% still consider quality to be the main aspect in choosing a wine, while price comes first only for 6.8% of them. It is very important for wine to be Italian as well (92.1% of the sample), followed by the fact that it is PDO or PGI wine (85%), and then comes the brand (70.5%). In Italy, furthermore, after wine purchases plummeted between 2005 and 2013 (21% less, compared to 11% less in food purchases and 3.3% drop in general purchases), the trend turned around between 2013 and 2015, with a partial rebound (up 9%, clearly outperforming food, +0.5%, and general purchases, up 2%). Outside national borders, after exports reached a record 5.6 billion Euros in value in 2016, the Observatory also stated that this growth is structural, with a 27.6% growth in value between 2011 and 2016. In that five-year period PDO wines have done well (up 20.5% in volume and 44.8% in value), while PGI not as much (down 3.7% in volume, but up 24.1% in value), and the real stars are the sparklings: an exceptional 85.1% growth in volume and 117.9% growth in value. Value is the name of the game, since in Italy 100 litres of wine are worth 191.4 Euros, much less than in France (316.6) and in Germany (207.7). Were Italy to reach France's level, exports would be worth 12 billion Euros, and even without such lofty comparison, if it reached New Zealand's values, the figure would be 9 billion, and were they the same as U.S. wine, the sum would be 6.7 billion Euros...

## Focus

### The "weight" of UNESCO in Langhe

When, back in 2014, UNESCO awarded the Langhe, Roero and Monferrato landscape of Piedmont (the birthplace of Barolo, one of Italy's and the world's greatest wines) the title of world heritage, the news was welcomed with much gratification and optimism, given the great opportunities and prestige that it would bring for the territory. But, the title came with a lot of duties and obligations as well. First and foremost, quite stricter restrictions on landscape protection, included in the La Morra town plan, and which winemakers received with some praise, but criticism, as well. The protection of the local landscape has been on Giuseppe Rinaldi's mind since last year, when he told WineNews that he hoped "a new kind of sensibility" would emerge there. Another great winemaker from Piedmont's Langa, Bruno Ceretto, also thinks the same thing. "Beauty must be safeguarded, not forgetting rules, to leave an exceptional landscape to our children". Ernesto Abbona (Marchesi di Barolo), instead, hopes for "a compromise that will allow firms to grow", while Paolo Damilano hopes that new regulations "won't end up clipping the wings of private players".



## Wine & Food

### 6.621 hectares for new vineyards in Italy (out of 165.000) ...

It is hardly news that wine is one of the agricultural sectors that has the highest investment returns in Italy. And, the latest proof of that comes from requests for new hectares of vineyards. 165.000 hectares requested nationally, out of 6.621 allowed for Italy, according to EU regulations on the matter, which allows for 1% yearly area increase for each Member State. The data comes from the Ministry for Agriculture. In 17 Regions, additionally, requests were three times higher than the total: Veneto, Friuli and Apulia above all others.

## For the record

### Eataly to open in Russia

Italy and Russia, embargoes notwithstanding, are getting closer and closer. Farinetti's chain of Italian wine & food products recently opened its second largest store so

far, in Moscow. The EU embargo, for now, does not allow Eataly to sell around 50 of its products, but maybe, a change might be around the corner...

