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## News



### A DOCG revolution for Collio

Collio is aiming to become a full-fledged DOCG denomination to crown its undeniable achievements in quality when it comes to white Italian wines (1.400 hectares, 75% for white grapes, for an yearly output of 6.5 million bottles). Furthermore, it's betting on a "Gran Selezione", like Chianti Classico has done. "With the DOCG", Consortium President Robert Princic told WineNews, "we want to strengthen our identity: it's been 52 years since the first denomination was written by Count Attems, and now a change of pace is needed". According to the plan, all 17 Collio wines should become DOCG, with the "Gran Selezione" and Collio Pinot Grigio Superiore on top of the pyramid.



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### The world as seen by GIV

"There are Italian denominations that are doing well, and others that are not, maybe because we producers also need to believe a bit more. The situation is a complex one: North America is going well, but not for all, while in Europe nobody knows what will happen with Brexit. Asia is growing, but Italy's not taking off in China, and not for lack of investments. But we have to keep trying, it'll be an important market. Let's not underestimate China as a winemaking country, it'll be a competitor in Asia. The domestic market is doing well, and this is good news, also because not all wineries can tackle exporting". This is how Christian Scrinzi, Wine Director of Gruppo Italiano Vini, one of Italy's most important wine names, described world markets to WineNews during Bordeaux's Vinexpo fair.

## First Page

### Confidence abounds among Italian wineries

Italian wineries and wine firms are markedly optimistic regarding the first six months of 2017, according to a WineNews poll conducted among 25 of the most important names of Italian wine production chosen for their history, image and turnover (which amounts to 1.7 billion Euros, combined): 50% of them expressed a positive sentiment, and a further 50% a moderately positive one. The results of the poll, evidently, have a lot to do with the commercial success of Italian sparkling wines, with Prosecco being without a doubt the name that led the charge, but it has also made its commercial presence felt among Italian whites and reds (with the former markedly on the upswing). For 80% of the sample, furthermore, sales in the first six months of 2017 have, on average, gone up 7% compared to the same period of 2016, with exports still going strong, and with polled firms indicating, in 60% of the cases, a 10% growth, even though there are signs of a slowdown, especially from Great Britain, and 20% of firms are reporting a 2% downturn in exports, while a further 20% are reporting no change compared to the first half of 2016. The domestic market also seems to be doing well: 87% of the sample has seen sales go up 8% there, while the remaining 13% has seen no change occur. A positive moment, then, with wineries concentrating their efforts on a wider range of markets: 60% of the sample has focused on the American market, especially Canada, and on the Italian one, 44% have chosen European ones, like Germany, Switzerland, the UK and Northern Europe, and 22% focused on Asia. The main concern, on the other hand, is still the lack of cohesion of the Italian winemaking world compared to the competition, followed by the still unstable situation of the global economy, which, together with general political uncertainties, are still very important variables. Compared to these themes, the concern caused by Brexit and the protectionist statements of President Trump are decidedly less acute, since so far they have yet to cause the kind of "domino effect" that can seriously harm the world of wine production and trade.

## Focus

### Defending the uniqueness of wine territories

A great global vineyard, deeply and closely tied with its territories, under the guiding star of the protection and promotion of the birthplaces of both grapes and wines: this is the cornerstone of the "Joint Declaration to Protect Wine Place & Origin", a pact between some of the world's most important wine denominations, with British Columbia (Canada), McLaren Valley (Australia) and Texas (USA) becoming the latest members, bringing the total to 23, with Chianti Classico (the only Italian denomination), founding members Napa Valley and Champagne, Bordeaux, Burgundy (France), Tokaj (Hungary), Jerez and Rioja (Spain), Douro and Porto (Portugal), Sonoma County, Willamette Valley, Walla Walla Valley, Washington State Wine, Long Island, Santa Barbara, Oregon and Paso Robles (USA), Barossa, Wine Victoria and Western Australia (Australia). "When it comes to wine, location matters" is the association's slogan, which also embodies its main goal: to fight an important battle in an ever-changing world, and one where the European system of the protection of denominations is clashing with an Anglo-Saxon model that tends to put trademarks above all else.



ARNALDO CAPRAI

Viticoltore in Montefalco

CAMPAGNA FINANZIATA ACCORDO ALEGGIAMENTO N.1306/13

## Report

### A big change for Vinexpo

According to Vinexpo's General Director Guillaume Deglise, the edition of the fair that took place this week in Bordeaux was "a great one", but the heat was a big problem, to the point that Deglise himself told WineNews that a change of date is in the cards. Were this to occur, the traditional timetable of Europe's biggest wine fair (Prowein, Vinexpo and Vinitaly) would be upended, and a date closer to April could cause headaches for the world's oldest wine fair, Vinitaly.

## Wine & Food

### Italy, the land of a thousand pantries

Italy is often described as the country of a thousand bell towers, but according to an Italiani.coop research, we're also the country of a thousand pantries: Tuscans, for example, love game (and spend 210 Euros/year on it), while Sicilians are the ones who spend the most on chicken and fish (316 and 613 Euros), and Sardinians are the biggest purchasers of coffee. Italian society, then, is increasingly more fragmented at the dinner table as well, with food becoming a way to reconnect with one's family roots, also through old-time recipes coming from one's grandparents and ancestors.

## For the record

### Italian wine exports up 7.6% in Q1 2017

ISTAT data elaborated by State agency ISMEA shows a 7.6% growth in volume for Italian wine exports in the first quarter of 2017, and an 8% growth in value, to 1.3 billion Euros.

Not a cause for enthusiasm, since average price per bottle is not going up: exports in non-EU countries have gone up 9% in volume and 10% in value over Q1 2016.



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