



# Italian Weekly WineNews.it



Issue 332 - September 18th-23rd, 2017 - Expressly for wine lovers, professionals and opinion leaders the world over  
Registration number 709, Courthouse of Siena, March 31st, 2001 - Editor-in-chief: Alessandro Regoli

## News



### Frescobaldi in Chianti Classico

Historical winemaker Frescobaldi has bought the 52 hectares of vineyards (out of a total of 250) of Castello di San Donato in Perano, in Gaiole in Chianti, setting foot in one of the most important areas of the Chianti Classico denomination. The buyout took place for 13 million Euros, adding the estate to the many that the Frescobaldi family has in Tuscany, like Tenuta di Castiglion in Chianti, Castello di Nipozzano and Castello di Pomino in Chianti Rufina, Castelgiocondo and Luce della Vite in Montalcino and Tenuta dell'Ammiraglia in Maremma. Not to mention the two global wine legends, Ornellaia and Masseto, in the Tuscan coastal area of Bolgheri.



SMS

### CMO funds, what a mess

For an unbearably long time now, the 2016-2017 EU CMO funds for promotion in non-EU countries are still locked, just like the 101 million Euros for 2017-2018. That money is fundamental for the growth of Italian wine exports, and so, after the complaints of Federvini to the Ministry of Agriculture, Federdoc also voiced its opinion on the matter. "Our bureaucracy seems to be founded on delays, appeals and inaction", Federdoc President Curbastro stated. "This paradoxical situation is affecting the entire winemaking sector". "The Ministry", Federvini's Sandro Boscaini added, "did not work well enough to let us use those funds, while competitors like France and Spain have been able to do so flawlessly". And, needless to say, those efforts are already paying off.

## Report

### Laurels for Ferrari, Maso Martis

Trentino's Cantine Ferrari won the "Sparkling Producer of the Year Award" at the 2017 "Champagne & Sparkling Wine World Championship" which took place in London, and was entirely focused on the world of sparkling wines. Furthermore, another Italian winery from Trentino, Maso Martis, won the "Best Italian Sparkling Wine" award with its 2011 Brut Riserva (Magnum). In total, no less than 28 Italian wines were awarded, from Prosecco to Trentodoc and Franciacorta.



A CAMPAIGN FINANCING IN ACCORDING TO REG. EC N. 1308/2013

## First Page

### Italy leading worldwide in winemaking technology

Italy is at one of the top spots not only when it comes to producing wine and exporting it to the world, but also in the technology, machinery and technical support for viticulture and winemaking. This productive sector, overall, had a turnover of over 3.6 billion Euros in 2016 (according to data coming from Italian statistics institute ISTAT), with bottling machines taking the lion's share (1.6 billion) and a notable supremacy in exports (2.25 billion Euros in 2016, compared to 2.18 billion in 2015). In the first half of 2017, excluding machinery for filtering and cleansing beverages (2017 data for those is not available yet, while it was 368 million Euros in 2016), exports have gone over 900 million Euros already, according to Italian trade association of machinery producers ANFORMAPE. It is an important productive sector, then, that encompasses everything from filters and bottling machines to labellers, presses and barrels of all kinds, which was recently on stage at Unione Italiana Vini's SIMEL trade fair, which took place in Munich, Germany (2019's edition will take place in Italy), together with Drinktec. It was a double event that, in the words of UIV President Ernesto Abbona, "created new scenarios for our enterprises". The sector is therefore definitely healthy, as Marzio Dal Cin, President of ANFORMAPE confirmed: "it generally mirrors the winemaking business in its evolution. If the latter sector is important in a given country, then the former in all probability will be as well, both for machinery and materials in general. Our trade balance in this regard has been decidedly positive for several years now, currently at 1.3 billion Euros, and we have global leadership. Our products are in 70% of all wineries in places as diverse as Australia, China, the States, Argentina and so on and so forth. And we are growing even more, especially in countries where the winemaking industry is taking hold now, like China and India. Competition, just like for wine, comes mainly from France, but Italy is in a dominant position. As ever, we're a bit lacking in team spirit, but our strength, as in many other productive fields, is our creativity".

## Focus

### Italian wine exports losing their edge

France wine exports are growing twice as fast compared to Italy's (13.3% more versus 7.3%), and, in the first half of 2017 they are losing ground versus almost all main winemaking countries. The data comes from the Observatory on non-EU markets of Business Strategies and Nomisma-Wine Monitor (confirming WineNews' analysis on Italian wine performances compared to France's and Spain in the main EU markets, based on Unione Italiana Vini's data). Italy is, quite simply, not growing as fast as other players, with the exception of Spain (up 5%). Besides France, Chile (up 9.3%), Australia (13.8%) and New Zealand (16.4% more) are performing particularly well, and according to customs data, the situation is complicated on the main 8 wine markets, with lacklustre performances in the States (France closing in fast), the UK, Switzerland, Japan and Russia. Italy has outperformed the market average only in Germany, China and Canada. At 4.2 billion Euros in wine exports value, France is widening its gap with Italy (2.8 billion), and, according to the Observatory, our market leadership is not granted in the U.S., Switzerland and Canada as well.



ARNALDO CAPRAI  
Viticoltore in Montefalco

CAMPAIGN FINANCED ACCORDING TO EC REGULATION N.1308/13

## Wine & Food

### Italy, thanks to its cuisine, leads in global hotels, says "Virtuoso"

According to "Virtuoso", the biggest global network for luxury hotels, Italy has quite a foothold in the world's very best hotels. Moreover, Norcia's Relais & Châteaux Palazzo Seneca (one of the first ones to open again after the recent devastating quakes), with its Michelin-starred Vespasia restaurant and chef Valentino Palmisano, has won the "Hotel of the Year" award. La Terrazza of Rome's Eden hotel, with chef Fabio Ciervo, and a spectacular view of the Eternal City, has won the "Best Dining Experience" award.

## For the record

### Italian wine & food exports racing

According to ISTAT data elaborated by Coldiretti, in the first 7 months of 2017 Italian wine & food exports have gone up 7.2% over the same period of record year 2016 (38.4

billion Euros). Wine is the most successful product abroad, followed by fresh produce, and the top markets are Germany, France, the U.S. and the UK.

