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News



Italy's "premiums" & the U.S.A.

According to the Istituto Grandi Marchi (the association of 19 of the most important winemakers of the country, led by Piero Mastroberardino) and Nomisma Wine Monitor survey, conducted among 2.400 American consumers from New York, Florida, New Jersey and California, Italy is doing well in the premium segments of the off-trade sector - 8% market share in red wines over 20 dollars, 10% over 30, and 42% share in the segment between 20 and 25. One third of the sample thinks Italy when they think of quality winemakers, and Barolo, Amarone and Brunello di Montalcino are the most mentioned Italian fine wines, with Piedmont and Tuscany as the top regions.



SMS: UIV on wine certifications

The current system of certifications and checks are essential for Italian wine globally, but its present system costs private firms no less than 60 million Euros a year. It could be made to be more efficient, through a fully active system of digital registries and the liberalization of printing presses of paper bands, saving up to 15%. The data is from Unione Italiana Vini's analysis of the current system published in its "Corriere Vinicolo". The system costs 47.1 million Euros for PDO wines: documents and checks absorb 44% and paper bands 32%. Moreover, as UIV President Ernesto Abbona pointed out, "the current system heavily distorts competition, since the amount of these mandatory costs varies wildly in different areas, and in some cases 10 to 30 times higher".

First Page

Italian wine's big names in the American market

Be it in the cards, all but inevitable or barely avoided, France's overtake of Italy on the U.S. wine market has been a rough wake-up call for Italian wine, though it has come, at any rate, in a positive moment. As data from Business Strategies' Observatory on non-EU countries and Nomisma-Wine Monitor stated, in the first nine months of 2017 French wines reached 1.22 billion Euros in value, compared to the Italy's 1.21 billion. Our country is slowing down, but according to ISTAT data compiled by State agency ISMEA, it's grown in the States, both in value (up 8%, to 3.3 billion Euros) and in volume (up 7%, to 12 million hectolitres). Still, growth in value is a warning sign, since it's dwarfed by the 18.8% growth of France, and below the growth rate of the U.S. market (8%). In order to put things into perspective, then, WineNews has asked some of the most important names in Italian wine in the U.S. market for their opinion on the matter, such as Francesco Zonin, at the helm of Zonin 1821, the most important private Italian wine group, Ettore Nicoletto (CEO of the Santa Margherita group), Enrico Viglierchio, General Manager of Castello Banfi, which has begun its wine adventure in the USA, and Sandro Sartor, CEO of Tuscan winemaker Ruffino. "It's an ever more competitive market", Zonin opined, "where everybody's looking for a way in, not only France, which has done well by betting on the rosés of Provence". It is also a country where, in order to grow, "one must woo younger generations, maybe through the success of Prosecco, through a targeted, system-wide communication effort", Nicoletto added. And, without any fear whatsoever, since "no big issues have come to the fore on the U.S. market: we've grown remarkably in the recent years, and now we're slowing down, but the comparison with France should not influence us too much, since it's structurally too different from us", Enrico Viglierchio pointed out. Still, France "moves as one and efficiently, when it decides to bet on a market, not to mention their management of resources and CMO funds is better compared to ours", Sandro Sartor concluded.

Focus

Italian fine wines, a Tuscan triumph

Italy's market share on fine wines has reached 6.2% so far in 2017. Tuscany rules over all the other regions (85% of all trades in value) as well as holding the 10 top traded Italian wines on the secondary market. The data comes from the most authoritative fine wines benchmark in the world, Liv-Ex, and refers to the first 10 months of 2017. Sassicaia Tenuta San Guido is the undisputed king of the hill of the top 10, having an impressive 29% market share (and 8.2% growth of its own index over 2016). Then come Brunello di Montalcino Altesino (8.1%), Solaia (6%) and Masseto (5.2%), followed by another standard-bearer of the land of Brunello, Brunello di Montalcino Riserva Biondi Santi-Tenuta Greppo (3.9%), a hair's breadth over Ornellaia and Guidalberto Tenuta San Guido (3.8%), and Tignanello Antinori (3%). Two more wines from Montalcino end the list: Brunello di Montalcino Argiano (2.5%) and Brunello di Montalcino Valdicava (2.1%). Sassicaia's runaway success, moreover, is largely due to the success of the 2014 (41.4%) and 2013 (21.4%) vintages, and while the former's price rose 11.9%, the top performer, when it comes to price growth, is Solaia Antinori (up 13.2%).



Report

Estonia, alcohol & the EU

Estonia's presidency of the EU might bring dire tidings for alcoholic beverages. Its policy on the matter, according to the "Crossborder aspects in alcohol policy" document, does not distinguish between consumption and abuse and compares alcohol to tobacco, and that is why a who's who of the Italian wine sector (including Assoenologi, Federdoc, Federvini and UIV) has collectively penned a letter to PM Gentiloni to ask Italian institutions to actively combat this position in the European institutions.

Wine & Food

The best chefs in the world, according to their peers

Italian cuisine is the most beloved, but France's is the most important. This is the verdict of the 2017 "Les 100 Chefs" ranking by French magazine "Le Chef", created with votes of the 552 chefs that have been awarded at least two Michelin stars. 7 out of the top 10, including the first two (Michel Troisgros and Yannick Alléno), and a total of 41 are from France. Enrico Crippa, the first Italian, is at 7, followed by Massimo Bottura (17), Massimiliano Alajmo (28), Nadia Santini (28), Niko Romito (46), Heinz Beck (89), Stefano Baiocco (92), Fabio Pisani and Alessandro Negrini (93) and Chicco Cerea (96).

For the record

Cuts looming ahead for the 2020 CAP?

The news regarding possible cuts to the EU budget after 2020 from Italian news agency ANSA "are highly disturbing", said First Vice President of the Agriculture Commission Paolo De Castro. And so is the hypothesis of a national co-financing for the CAP, "a sort of nationalization that would create imbalances amongst countries".

