



# Italian Weekly Wine News.it



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## News



### Conterno's growth on Liv-Ex

In addition to the great performances of Italian fine wine powerhouses such as Masseto, Sassicaia, Gaja, Ornellaia, Tignanello and Brunello di Montalcino new entry Casanova di Neri in Liv-Ex's "Power 100" ranking of 2017, Barolo's legendary winemaker Giacomo Conterno has had quite the year on the secondary market, with its Barolo Cascina Francia 2004 boasting the highest price growth in the last 12 months: according to the British benchmark's data, a case that changed hands for 982 Pounds in December 2016 is now worth 2,519 (up 156.6%), the 2003 vintage shot up from 864 to 1,636 Pounds (up 89.4%) and the 2007 went from 1,091 to 1,809 Pounds (up 65.8%).



### 2017, a year of records

Even though many analysts have pointed out the fact that Italian wine's growth rate on some of its main foreign markets (like the United States, Germany and the United Kingdom) has substantially slowed down in 2017, the year has nonetheless been a record one for wine exports, according to Italian farmers association Coldiretti, reaching 6 billion Euros in value (up 7% year-over-year). According to the association, exports in the U.S., the main foreign market of Italian wine, have gone up 6%, but the strength of the Euro and the much more rapid growth of France there are a cause of concern. Exports have gone up 3% in Germany and 8% in the United Kingdom, and sparkling wines are the main reason for this, with a 15% growth in value in 2017, to 1.2 billion Euros.

## Report

### A change for Chianti

From this year Chianti wine, the product of Tuscany's largest denomination (800.000 hectoliters produced on average and 87 million bottles sold per year, with a 65% export rate, for a total turnover of around 400 million Euros), can only be bottled inside the Tuscan Regional Authority's borders. "It's a fundamental transition for the future of Chianti wine", Consortium President Giovanni Busi commented, "and to further safeguard consumers with stricter controls on production".



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### The next 25 years of wine for global professionals

Climate change, new varieties and styles, less alcohol (or none at all), the entire microcosm of organic and sustainable winemaking, wholly new beverages and, inevitably, a clash of sorts with the rising green tide of cannabis legalization. These, in a nutshell, are going to be the main trends that will influence the world of wine and grape growing in the next 25 years, according to an ongoing poll of over 1,200 wine professionals from over 50 countries created by German trade publication "Meininger's Wine Business Journal" (www.meininger.de). Climate change is going to be an increasingly worrisome phenomenon for 96% of respondents, and 61% also think that it will have a very strong impact, while 86% of the sample also believes that water shortages are going to be an issue, even though the problem could be partly solved through the use of those new technologies that 38% believes will become commonplace in the vineyards, while only 27% of respondents believe that automation will influence grape growing. More than one in five (21%), additionally, believes that new varieties and blends will make their debut on the scene, and 29% also mentioned new regions and styles, while 56% think that wines with a lower alcoholic content will become more popular, and 57% think the same about sparkling wines. 20% of respondents mentioned "natural wines" as the next darlings of global markets, and 30% did the same for organic ones, while more than 60% mentioned the entire universe of sustainable wines. The main threats, meanwhile, are not going to be beer and spirits (37%), but rather new beverages, both non-alcoholic (48%) and with alcohol (45%), and roughly the same percentage of respondents is worried about the increase of the number of countries where cannabis is being decriminalized or legalized, with a further 12% seeing it as a "significant threat". 90% of the sample, finally, thinks that smartphones will become more important, both for communication and e-commerce purposes, to the detriment of bricks-and-mortar mass retail (34%, with 40% indicating Amazon itself instead of e-commerce per se).

## Focus

### 2018, the year of Italian food

"2018, the year of Italian food", created by the Italian Ministries of Culture and Agriculture (and dedicated to the recently departed "godfather of new Italian cuisine" Gualtiero Marchesi), is going to kick off from some of the country's most important museums and their works of art, in order to showcase a sector that has not only a major economic footprint - exports alone are worth over 40 billion Euros - but is also vital for employment and the protection of territories. A social media campaign will invite visitors of over 420 museums and locations to photograph and share food in works of art all year long, with the hashtag #annodelciboitaliano, and many events will take place through 2018. The aim is to promote the acknowledgements of UNESCO tied to food, like the mediterranean diet, the bush vines of Pantelleria, the landscapes of Langhe Roero and Monferrato, Parma and Alba as creative cities of gastronomy and the Art of Neapolitan pizza makers, and to promote the candidacies of Prosecco and Amatriciana. Furthermore, ENIT and Italian embassies will invest, both in Italy and abroad, to promote tourism in historical landscapes, initiatives against food waste and so on.



## Wine & Food

### The wishlist of Italian wine associations for 2018

According to Matilde Poggi, President of Italian federation of independent grape growers FIVI, Italian wine needs a single entity to coordinate promotion abroad, while Riccardo Ricci Curbastro, President of national confederation of wine consortiums Federdoc, hopes for a better performance from the Ministry of Agriculture. Sandro Boscaini, President of Federvini, pointed out that the debate on the new EU CAP must start as soon as possible, and Ernesto Abbona, at the helm of Unione Italiana Vini, hopes that the management of EU CMO funds will be better after last year's fiasco.

## For the record

### Prosecco DOC soars to 2 billion Euros

2017 has seen the Prosecco DOC (441.6 million bottles) and turnover (up 8.6%, over 2 billion Euros) year-over-year. The domestic and foreign markets, additionally, have gone up 4% and 8%, respectively. 2017 has seen the Prosecco DOC denomination consolidate its success, thanks to an 11.4% increase in production (to 3.4 million hectoliters), bottling (up 7.5%, to

