



SPECIAL EDITION



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THE ITALIAN WINE MAGAZINE BUYER'S • GUIDE

YEAR 4 - N° 6 • JUNE 2016



SPECIAL EDITION



Wine

PROWINE ASIA SWITCHES TO ANNUAL CYCLE ALTERNATING BETWEEN SINGAPORE AND HONG KONG

Due to its success and the great demand from exhibitors, Messe Düsseldorf announced that ProWine Asia is now to run every year, alternating between Singapore and Hong Kong. The first ProWine Asia in Hong Kong will be held from 8-11 May 2017, and the following one on the 24-27 April 2018 in Singapore. Like in Shanghai and Singapore, ProWine Asia Hong Kong will run in parallel with a leading exhibition, in this case Hofex, the most important trade fair for food and drinks in the region that next year it will be celebrating its 30th anniversary.

E. & J. GALLO WINERY ACQUIRES US DISTRIBUTION RIGHTS FOR RENATO RATTI

E. & J. Gallo Winery - US wine producer and distributor - announced that it received exclusive rights to distribute Italy's Renato Ratti wines in the United States. "Barolo is one of Italy's most prestigious red wine territory and Renato Ratti has played a very important role in the region's history and development", said Roger Nabedian, Senior Vice President of Gallo's Premium Wine Division. Renato Ratti will join Allegrini, Poggio al Tesoro and Pieropan in Gallo's Luxury Wine Group (LUX Wines). The Renato Ratti portfolio that LUX Wines will be distributing includes the Barolo Marcesano, Barolo Conca, Barolo Rocche dell'Annunziata, Langhe Nebbiolo and Barbera d'Asti.

MIONETTO USA TEAMS WITH VINTAGE POINT

Mionetto USA has forged a new partnership with Sonoma-based wine marketer Vintage Point. The new alliance will focus on growing Mionetto USA's namesake Prosecco brand in the US, as well as strengthening its presence west of the Mississippi, according to Mionetto USA CEO and managing director Enore Ceola: "Chains and grocery stores are embracing Prosecco, so there's a need for us to strategically develop that sales channel." Mionetto Prosecco grew 10% to 550,000 cases in the U.S. last year. The range is led by its flagship Prestige Prosecco Brut, with its Prestige Gran Rosé also demonstrating strong traction. The brand is aiming to reach 1 million cases within the next three to five years.

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VINITALY INTERNATIONAL: DEBUT FOR WINE2WINE ASIA

A memorandum of understanding was signed at VeronaFiere's head offices in Verona with the Hong Kong Trade Development Council for the creation of wine2wine Asia and attendance at the Hong Kong International Wine&Spirit Fair 2016 (10-12 November). "Vinitaly International returns to Hong Kong in November for the seventh year with many important innovations," said Ceo & General Director, Giovanni Mantovani. "The first is the addition of an interactive space to the classic Vinitaly show area where Vinitaly International will coordinate wine2wine Asia, the new event dedicated to the wine business scheduled on 9 November, the day before the official start of the Hong Kong International Wine and Spirits Fair. The second innovation is entirely dedicated to producers keen to take part in the event who this year will be able to take part in Vinitaly Hong Kong even by purchasing made-to-measure packages that also offer the chance to obtain CMO funds directly through Vinitaly International. This is an important upgrade for our internationalization operations."

RENEWED THE AGREEMENT BETWEEN L'UNION DES GRANDS CRUS DE BORDEAUX AND VINITALY

It has been renewed for another four years (2017-2020) the agreement between the Union Des Grands Crus De Bordeaux (UGCB) and Vinitaly to coordinate dates in order to ensure the protagonists of the wine world could attend both events. The agreement foresees the harmonising of the respective calendars, in order to avoid any type of overlapping of dates between the "Semaine des Primeurs" in Bordeaux and that of Vinitaly in Verona. "This agreement, that started four years ago, has been and is historically important because it has seen France and Italy overcome any oenological nationalism in order to meet the needs of the global players of wine that started from the deep mutual recognition of the importance of the two events," said Olivier Bernard, President UGCB and Giovanni Mantovani, Ceo of VeronaFiere-Vinitaly.



MEDICI ERMETE HAS BEEN INCLUDED IN KOBRAND CORPORATION PORTFOLIO

The US wine importer and distributor Kobrand Corporation has added historic Lambrusco wine producer Medici Ermete to its Italian import portfolio. Kobrand will assume all sales and marketing for the Medici Ermete portfolio, which includes its flagship Concerto Reggiano Lambrusco (22.99 dollars), I Quercioli Secco Reggiano Lambrusco DOC 2015 (13.99 dollars), I Quercioli Dolce Reggiano Lambrusco DOC 2015 (13.99 dollars) and Solo Reggiano Rosso DOC 2015 (19.99 dollars). Located in Italy's Emilia Romagna region, Medici Ermete is owned and operated by the fourth generation of the Medici family. The winery is made up of four estates over 185 acres and includes Tenuta Rampata and Tenuta Quercioli.

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ASIA-PACIFIC, PROMISED LAND

The Vinexpo-ISWR research analyzes trends and forecasts of the global wine business. With a particular focus on emerging Eastern markets.

The consumption of still wine in the Asia-Pacific region has reached 264.3 million cases in 2014, up 18.4% compared to 2010, and accounted for 11% of the worldwide consumption. Between 2015 and 2019 growth will remain positive, but on a much more moderate level (+5.2%). Between 2009 and 2014 volumes have grown in all Asia-Pacific markets, growth was particularly strong in China, Taiwan and Vietnam. According to forecasts between 2014 and 2019 the growth will be strongest in India (+90.5% in volume), the Philippines (+26.5%), Vietnam (+18.2%), South Korea (+18.5%) and Japan (+14.9%).

These are some of the key findings of the research study providing an in-depth analysis of some of the most dynamic and emerging Asiatic markets for wine the wine business, with outlook to 2019, conducted by the International Wine and Spirit Research (ISWR) and commissioned by the international trade show organizer Vinexpo, whose latest edition was held on the past 24-26 May in Hong Kong.

Asia-Pacifico, terra promessa



Hanno raggiunto le 264 milioni di casse, in crescita del 18,4% in cinque anni, i consumi di vino nella regione Asia-Pacifico nel 2014, equivalenti all'11% del dato globale. Una performance destinata a migliorare anche nei prossimi cinque anni, benché a ritmi meno sostenuti (+5,2%), grazie alle performance di paesi come l'India (+90,5%), le Filippine (+26,5%), il Vietnam (+18,2%), la Corea del Sud (+18,5%) e il Giappone (+14,9%). A rivelarlo è una ricerca condotta dall'ente fieristico internazionale Vinexpo in collaborazione con l'istituto di ricerca Wine and Spirit Research (ISWR), che analizza presente e futuro di alcuni mercati chiave per lo sviluppo del business enologico globale.

THE GLOBAL SCENARIO

Between 2013 and 2014 the global wine market slightly slowed down, losing 1.5% in volume. The cause for this drop is to be searched in Europe and the CIS countries, which accounted for over 30 million cases of losses. Asia-Pacific also shed driven largely by China's slowdown. Still light wine was the most affected, sparkling wine fared better. The Vinexpo IWVSR study, however, forecasts a growth of 1.4% in volume between 2015 and 2019.

Sparkling, rosés and premium: three fast-growing wine segments

The consumption of sparkling wines, which accounts for 8% of the total wine consumption, will increase by 7.4% in five years. Rosé wine consumption, which represents 9% of all still light wines consumed in the world, will grow by 2.2% between 2015 and 2019, while that of premium still light wines will rise by 12% in the same period.

Still wine: market should pick up from 2016

Global consumption of still light wine fell -1.2% in 2014, to 2.40 billion cases. Key to this development was declining consumption in Europe and Asia Pacific. The global market for still light wine is expected to pick up again from 2016 in line with recovery in Asia. North America remains a growing market, but some regions are expected to see more growth than previously: Africa, Central Europe & the Balkans, the CIS countries and the Middle East. South Africa and Japan are expected to make up the balance. Red wine is still dominant: in 2015 it accounted for over 54% of volumes consumed globally; white wine for 37% and rosé just 9%.

Compared to volume decline of -1.2%, the value of the global still light wine market increased a further 1.1% in 2014, at 175.96 billion dollars. The US remains by far the most valuable market at 29.15 billions, followed by the (highly-taxed) UK at 17.34 billions, France at 17.33 billions and Italy at 13.76 billions.

Sparkling wine, Champagne and Prosecco

Between 2010 and 2014 global consumption of sparkling wine increased by 1.8% in volume, to reach 210.8 million cases. It will continue growing by an amazing 8.7% on the 2019 horizon.

As regards Champagne, consumption outside France increased 2.4% to reach 10.9 million cases. Asia-Pacific drove this growth, with Australia and Japan the leading markets. Japan is forecast to see the most growth ahead of the US, and Australia the third-highest growth ahead of Italy.

Consumption of non-Champagne sparkling wines increased by 1.3 million cases, driven by Prosecco's boom in the UK. Germany, the world's largest market for non-Champagne sparkling wines, declined following recent years of strong growth.

Between 2014 and 2019, the overall market is expected to add almost 20 million cases: Asia, North and South America and Southern Europe are all expected to increase by more than a million cases.

ASIA-PACIFIC

SOUTH KOREA



One of Asia-Pacific's fastest-growing markets

South Korea's consumption of still and sparkling wines amounted to 3.6 million 9-litre cases in 2014, up 28.6% compared to 2010. Consumption will continue to grow, increasing to 4.3 million cases in 2019 (+20.2% over 2015). This growth in consumption is one of the sharpest in the Asia-Pacific region. While consumption per capita in South Korea remains low at 0.8l of wine per year, it continues to rise: +38.7% between 2010 and 2014. Red wine accounts for 73.7% of the wine consumed in South Korea. However, white wine, which accounts for 25.7% of consumption, is starting to gain market share. Although consumption of rosé is still marginal, volume is expected to increase by 120% between 2010 and 2014.

With 850,000 9-litre cases, or 10.2 million bottles, Chile is the leading supplier of wine to the South Korean market, ahead of France.

SINGAPORE

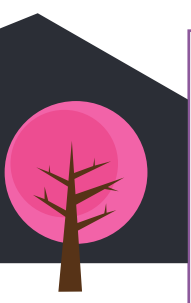


Red wine is the leader

Singaporeans favourite wine is red wine, which represents 70% of the still light wine market with 645,000 9-litre cases consumed in 2014. This trend will remain stable on the 2019 horizon. White wine, which holds the second rank with 251,000 cases consumed in 2014, will continue to grow (+1.2% on the 2019 horizon). Rosé wine is growing strong from very low level (+24.2% between 2010 and 2014).

The sparkling wine category grows steadily but slowly, a trend which is going to continue on the 2019 horizon with a forecast +12.3% growth in volume. Champagne is growing stronger than other sparkling wines as it benefits mainly from tourists and expats.

The import market is dominated by Australia which holds a 38.5% market share. Chile comes second with 16.5%. Chilean imports have been boosted by a weak US dollar +71% growth between 2010 and 2014. France with a 16% market share holds the third rank in 2014.



TAIWAN



Red wine remains a favourite, but white gains momentum

The Taiwanese still light wine market was flat in 2015 with 1.63 million 9-litre cases consumed. However, consumption is forecast to grow on the 2019 horizon and shall reach 1.84 million 9-litre cases (+13%). 89% of the still light wine consumed in Taiwan is red wine, which corresponds to 1.45 million 9-liter cases. White wine represented 180,000 9-litre cases and rosé only 2,500 9-litre cases. The red wine consumption is forecast to grow by +12.8% until 2019, white wine by +13.5%, rosé will double, yet starting off from a very low level.

France (37% market share in 2014) is the most popular importer even though its market share is declining. Chile (18%)

holds the second position and its consumption is rapidly growing (+50% between 2010 and 2014). Low priced Spanish wines (13% market share), which hold the third rank are also popular, followed by American (9%) and Australian wines (8%).

Driven by Champagne, sparkling wines, which are still a niche category with just 80,000 9 litre-cases consumed in 2014 are growing +4.9% more than in 2013. They are forecast to continue their growth by 14.8% between 2015 and 2019. Prosecco is the leading appellation. Hence, Italy is the second largest sparkling wine importer after France and followed by Australia.

CHINA



Consumption of imported wines still increases

In 2015, the Chinese consumed 131.9 million 9-litre cases of red wine, 7.24 million cases less than in 2014. This drop in consumption, which affected nearly all categories, can be explained by several factors: China's overall economic growth rate slowed sharply in 2015, the Government anti-corruption laws have affected the market and the Shanghai stock exchange collapse in August 2015 had a negative effect on the overall Chinese economy. However perspectives are far from being all doom and gloom, as the imported wines segment keeps growing (+3.3%) in volume between 2013 and 2014. Today Chinese consumers are still focused on French wines in general - accounting for 42% of consumption with 13.9 million cases - and Bordeaux in particular. Australian wines hold the second place with 4 million cases. Spanish wines have established themselves as the lowest-cost, mass-market wines and are now the fastest-growing import. Chile is another low-cost, high quality supplier that will also

continue to see rapid growth. Local Chinese wine accounted for over 80% of volumes in 2014 but is now in decline, finding it increasingly hard to compete with high quality low cost imported wines.

Champagne has experienced strong growth over the last five years, with volumes doubling to 135,000 cases between 2010 and 2014. But other sparkling wines are booming even faster than Champagne. They have quintupled volumes between 2010 and 2014 to reach 1.1 million cases. Italian sparkling wines have been the main driver of this growth and represent some 60% of the market.

Between January and May 2015 imports of bottled wines rose by 31.2%. Spain has been the top performer in 2015: imports were up 55.6% between January and May compared to the same period in 2014. Australia (+47.8%), South-Africa (+128.1% starting from a smaller base), Argentina (+34.6%), Chile (25.9%) and Portugal (+36.8%) also saw strong growth.

JAPAN



Sparkling wines are booming

Between 2010 and 2014 Japanese wine consumption reached 40,3 million 9-litre cases (483,6 million bottles), rising 39%. In the future Japanese wine consumption will continue to grow, reaching a volume of 46.7 million cases (+13.8% from 2015 to 2019). Within 5 years, Japan should become the first largest market in Asia-Pacific for sparkling wines (+23% between 2015 and 2019, reaching a volume of 4.84 million cases), now second in Asia-Pacific after Australia. In 2014 the sparkling wine consumption in Japan reached 3.77 million cases. Japan is a leading Champagne market (France is holding a 36.3% market share), growth in other sparkling wine segments is being driven by lower-priced Spanish (25% market share) and Italian wines (21.5%). With a 27% market share of the imported wine market (6.8 million cases) in 2014, France (+25.2% between 2010 and 2014) is the leading supplier, followed by Chile (+143.6%), Italy (+46%) and Spain (+79%). In terms of value, France is still far ahead, followed by Italy.

HONG KONG



Recovery driven by low-end still wines and sparkling segment

After a decline in 2013, the Hong Kong wine market showed a positive trend between 2013 and 2014 (+2.24%). The market recovery was mainly driven by two categories: entry-level still light wines (+16.3%) and sparkling wines including Champagnes (+46.9%). The Premium segment is still suffering from government anti-corruption laws.

The sparkling wine segment keeps growing, +51.3% between 2010 and 2014. The driving force behind this trend are Italian and Spanish sparkling wines: Prosecco consumption volumes grew by a substantial +88.5% and Cava by an outstanding +110%. The upwards trend for sparkling wines is forecast to continue on the 2019 horizon (+20.7%). Volumes shall reach 320,000 9-litre cases in 2019. The still light wine segment grew by 17.9% between 2010 and 2014. Consumption is expanding at the lower end, a trend forecasted to continue. Red wines are the main segment with a 83.2% market share. White wines, which are popular amongst expats represent 14.3% of the market. Rosé wines with a market share of 2.4% in 2014 remain niche. As for importing countries, France is still the leading importer with a 26.5% market share, followed by Australia (19.5%), the USA (16.4%) and Chile (13%).

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Loved in its home country and treasured beyond national borders, Amarone della Valpolicella enjoys undisputed prestige among wine lovers worldwide. A result achieved through the collective efforts of a group of producers, aimed at turning one of Italy's finest wines in a widely recognized symbol of excellence. Interview with Sabrina Tedeschi (Agricola Fratelli Tedeschi), newly elected president of 'The Amarone Families', the association gathering 13 Amarone producers in the Valpolicella wine district, in the Veneto region, for a yearly production of 2 million bottles and an export share exceeding 80%.

When was 'The Amarone Families' association established?

'The Amarone Families' Association was created in June 2009. Today it has 13 members, historical wineries that for generations have been supporting and promoting Amarone: Allegrini, Begali, Brigaldara, Guerrieri Rizzardi, Masi, Musella, Speri, Tedeschi, Tenuta Sant'Antonio, Tommasi, Torre d'Orti, Venturini and Zenato.

What is the total annual production and what about the export share?

As regards exports, the overall share stands at more than 80%. In terms of production, instead, on an average local production of 13-14 million bottles, the members of 'The Amarone Families' produce a total of 2 million bottles. Wines that are distributed exclusively in the Ho.re.ca channel, especially high-end restaurants and wine shops, sold at a medium-high price range.

Which are the values shared among the members of the association?

Shared values and goals can be summarized in our mission: spread the knowledge of Amarone around the world. Not only through promotional activities, but also and above all through education, with the aim of shaping better informed consumers, able to perceive all the passion that producers put in this extraordinary wine, to the advantage of the entire territory and of the Italian supply chain, that now more than ever should be able to make of quality its distinguishing feature.

How do you implement your mission on a global scale?

As an association, we involve public and trade operators in events, tastings and master classes aimed at celebrating Amarone and, as a consequence, the entire Valpolicella terroir. For 2016 we have planned a series of events in Northern Europe, between Sweden and Norway in October, followed by Canada and the United States. We have already been in the US in the past years and we will return there also in 2017.

And what about the emerging markets?

We are thinking of organizing something in Asia. North America, Switzerland and Northern Europe are consolidated markets for Amarone, but now we are investing in developing the Far East, where there is still a great potential for growth.

So is this the international scenario you are focused on for the years ahead?

A FAMILY BUSINESS

13 wineries. 2 million bottles produced.

One mission: spread the knowledge of Amarone worldwide. Interview with

Sabrina Tedeschi, president of The Amarone Families.



Sabrina Tedeschi

Amarone, un affare di famiglia



Amato in casa e venerato oltreoconfine, l'Amarone della Valpolicella gode di una fama indiscussa tra i wine lover di tutto il mondo. Un risultato ottenuto anche grazie all'impegno di un gruppo di produttori che ha fatto della valorizzazione di questo capolavoro enologico la propria mission. Intervista a Sabrina Tedeschi, dell'Agricola Fratelli Tedeschi, nuovo presidente della 'Famiglie dell'Amarone d'Arte'. L'Associazione che riunisce 13 storiche aziende vitivinicole della Valpolicella, per una produzione complessiva di 2 milioni di bottiglie e una quota export che supera abbondantemente l'80%.

Actually we could strengthen our presence in North America too, where there is already a strong wine culture and where Amarone enjoys widespread appreciation, but more could be done on the side of promotion and education. In Asia, instead, the knowledge of Italian wine varies largely from one country to another: in Japan, for example, there is a great awareness. In China, instead, there is still much to be done. Italy presents an incredibly rich variety of wines: a virtue that, parado-

xically, could turn into a limit on a global scale. It is indeed easier for foreign consumers to get to know French denominations - that are few and simple - rather than the Italian Doc or Docg. Furthermore, on the past years France has created a country-system much different than the Italian one, making significant investments that had a strong impact on global competition. In addition, in the past we didn't always manage to communicate our product properly, and therefore today we need

to catch up with our global competitors.

Do the association members collaborate as regards distribution?

No, every company has its own distribution network. They share the same goals, but they are market competitors afterwards. For the moment, we keep on developing promotional synergies on the global markets linked to the quality of our product, but not in terms of logistics and distribution. In this context, however, more than one member has established collaboration agreements with companies proceeding from different territories. Which is definitely easier with respect to a trade partnership between companies operating on the same area.

How did the perception of a product like Amarone change with the passing of time?

As producers, we have been through a period when Amarone was not much renowned. But thanks to the hard work of both the members of our association and other local producers, Amarone started gained a considerable reputation in the 90's. A success that pushed many cooperatives and producers to bottle their own wine, instead of just harvesting the grapes. So we faced a continuous growth in the production of Amarone, up to 19 million bottles.

Which is a problem, in your opinion...

Definitely. Such a massive production led some producers to sell their wines at extremely low prices at the detriment of Amarone's image. This is our everyday battle, because in our opinion it is not right to compete on a market imposing unfair prices.

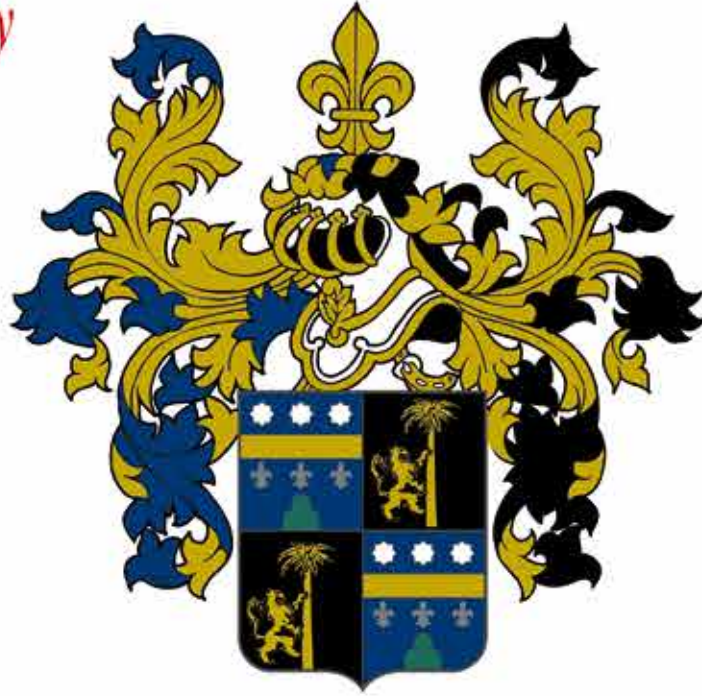
Why?

Because they are harmful to everyone, and disrespectful toward the territory: first of all for its story and tradition, and second of all for its vineyards, the work of research carried out and the investments made.

One last question: which is the message and the image that you want to communicate to trade operators?

Members of 'The Amarone Families' just don't want to fit in this logic of depreciation but keep the Amarone flag flying high. It is our duty to recognize and respect the potential of our territory and of its fruits: as shown by the many features you can find in the glass when tasting the different wines of the association members. Everyone is able to give to its Amarone a personal touch, according to its style and family history. But also according to the different Valpolicella terroirs: as regards product's quality, as highlighted by the analysis of skilled agronomists, the complexity of Valpolicella determines a high diversity between the grapes harvested in the valley and the long lasting, full-bodied grapes harvested on the hills. We are well aware of the land we live in, and the need to protect it. We appraise the hard work carried out by all producers of high quality Amarone, and we don't want to throw away years of hard work and sacrifices. Amarone is and should remain a wine symbol of Valpolicella, of Veneto and of Italy.

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Italy: in the province of Treviso, in the heart of Docg Conegliano-Valdobbiadene area, the Drusian Family has been producing Prosecco wine for three generations. Mr. Francesco Drusian has been following with love and passion every single step, from the vineyards to the winery since 1985.

The ownership of around 80 hectares planted with Glera grapes and 3 hectares of Cartizze give birth to Prosecco Superiore Docg and Valdobbiadene Superiore di Cartizze Docg; pleasing wines with an immediate and fresh impact.

Drusian's choice is to preserve his family tradition that is the personal attention to every single bunch and the care of grape's physiology. This means that the technological and chemical impacts are at the very least, totally hand-made harvest, soft pressing and incessant and strict controls during the process of wine making. Carefulness for details and passionate dedication in every step contribute to create a Valdobbiadene Prosecco Superiore Docg worthy of several international and national awards.

In 2016 Mr. Francesco Drusian launched his brand-new bottles and labels. Francesco's philosophy joined the most up-to-date design and a new, modern and exclusive concept of bottle is born. Label's graphic amazes for its sparkling elegance that is in perfect harmony with shiny colors; it gives life to an image-recalling kaleidoscope.

Valdobbiadene Prosecco Superiore Docg Extra Dry is the 'diamond point' of the whole production. It is made from Glera grapes grown on the hilly terrain of Valdobbiadene-Conegliano area and expresses an immediate aroma of apple and pear. It is perfect as aperitif and particularly agreeable with fish dishes or dry cakes.

Thanks to the slow and low temperature tank fermentation, Valdobbiadene Prosecco Superiore Docg Brut has a pale straw with

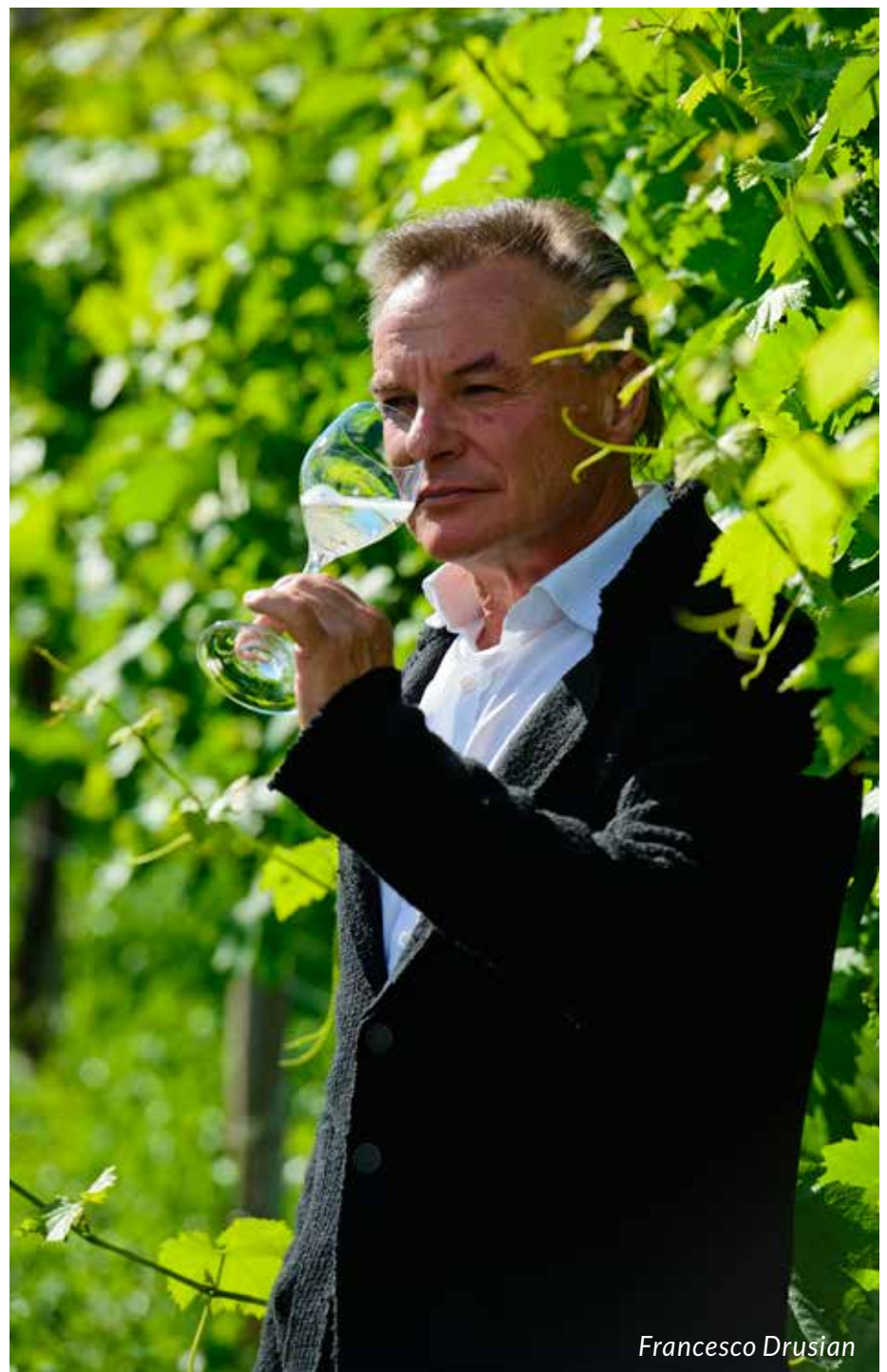
hints of green color and fine but persistent perlage. It is a tempting Prosecco also for its fruity taste. Well combined with white meat (not salty), fish and as aperitif too.

From the specifically selected Glera grapes, grown on the hills of the Valdobbiadene-Conegliano area, Valdobbiadene Prosecco Superiore Docg Millesimato-dry is born. Its particular style and perfect balance with floral and fruity flavor give a velvety but, at the same time, dry wine perfect in every situation. Refined menu with no spicy dishes, tartare, flan or quiches are ideal.

Valdobbiadene Superiore di Cartizze Docg is produced with Glera grapes grown in the tiny area of Cartizze and it is unmatched as dessert wine. It is the best choice to finish an unforgettable dinner.

Drusian winery offers also a Spumante Rosè-Rose Marie. It is produced with 100% Pinot Noir grapes and, according to the Charmat method, it has a long tank fermentation of 120-150 days. Mr. Francesco Drusian has dedicated this wine to his gentle and determined wife to always remember their joyful moments. It is well appreciated to cheer not only for a date, but also for every occasion. An intriguing and vivacious news is Prosecco Glam Doc Treviso. With its glittered dress is perfect for birthday or anniversary celebration. Glam is a fresh and modern Prosecco Sparkling that seduces a wide target: from the youngest people to the traditionalist of every age. Glam is made from Glera, with a small quantity of Bianchetta and Perera grapes. It is a good side for snacks and light dishes.

What the Drusian winery but above all what Mr. Francesco Drusian does, is working with enthusiasm and passion every day to offer to his careful, national and international clients high quality of Prosecco wines that give emotion and good memories.



Francesco Drusian

**Amore per la tradizione...
con un tocco glamour!**



Italia, provincia di Treviso, cuore della Docg Conegliano-Valdobbiadene. È qui che da tre generazioni la famiglia Drusian produce il suo Prosecco, grazie alla passione e all'impegno che Francesco Drusian mette in ogni fase della produzione, dalla vigna alla cantina, sin dal 1985. Una tenuta di 80 ettari vitati che regala vini profumati, freschi e amabili: il Prosecco Superiore Docg e il Valdobbiadene Superiore di Cartizze Docg.

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THE WAR IS ON

Amazon, eBay and Alibaba. A comparison of three of the largest global e-commerce retailers that are fast developing their wine business.



If in the Old Country e-commerce has just started developing its real potential, in China and the US the online-shopping frenzy has already spread to millions of consumers. On the other side of the Atlantic Ocean, Amazon has built an empire on quickly delivery. After launching Amazon Wine in 2012, with the Prime Now services wines and spirits are delivered in on-hour in many US cities. But of course eBay won't sit and stare. And a few weeks ago it announced a new partnership agreement with the wine app mobile platform Drync for the distribution of over 10,000 wine labels in 45 US States.

But if Americans are working

hard so is also their Chinese counterpart. On the other side of the Ocean - the Pacific one this time - Jack Ma, founder of Alibaba, announces his plan to take change the share of Italian wines imported in China from 6 to 60% also through the launch of a 'Wine Day' on September 9.

"The online alcohol market is estimated to reach 1.4 billion dollars in sales by 2020, according to IBISWorld," highlighted Kate Taylor, retail reporter for Business Insider. "The reason for the predicted rise is the influence of Millennials: a generation that loves both wine and shopping for food and beverages online more than any other".

E-commerce: la guerra è iniziata



Se nel Vecchio Continente l'e-commerce inizia solo ora a sviluppare il suo vero potenziale, in Cina e Stati Uniti la digital-shopping mania è già esplosa da tempo. Al di là dell'Atlantico, Amazon ha costruito un impero facendo della rapidità il proprio cavallo di battaglia. Dopo il lancio di Amazon Wine nel 2012, ora con il servizio Prime Now vino e alcolici vengono recapitati entro un'ora in molte città degli States. eBay non è rimasto certo a guardare. E poche settimane fa ha annunciato la collaborazione con la piattaforma di distribuzione Drync per la nascita di nuovo portale che permetterà la distribuzione di oltre 10mila etichette in 45 Stati Usa. Ma se gli americani si danno da fare, dall'altra parte dell'Oceano - Pacifico questa volta - c'è chi ha grandi progetti per le aziende enologiche del Bel Paese. Jack Ma, fondatore di Alibaba, ha annunciato che intende portare la quota di vino italiano venduto in Cina dal 6 al 60% grazie anche al lancio di un 'Wine Day' programmato per il 9 settembre prossimo.

EBAY WINE

www.ebay.com



E-commerce giant eBay partnered with with Drync - a mobile app platform for wine - to bring a wide selection of wine to U.S. shoppers through Drync's broad network of wine retail partners. As of today, people can now discover more than 10,000 different wines on eBay - from everyday staples to sought after vintages of fine wines. The platform now offers wine from 30 countries and from more than 500 regions around the world giving shoppers access to favourites from popular areas like Sonoma, Tuscany and Rioja, as well as unique selection from emerging regions like Italy's Sicily, Israel's Galilee and Lebanon's Bekaa Valley.

"Whether you're in search of wine to celebrate a special occasion, give as a Mother's Day gift, or add to your collection of rare or hard-to-find, eBay is offering a fresh, modern way to find the perfect bottle," said Alyssa Steele, DMM of Home and Garden at eBay. "Combining eBay's unparalleled reach and innovative platform

with unmatched inventory, the launch of eBay Wine is yet another way we are providing shoppers with amazing choice and selection - for a truly unique shopping experience". The site experience will also feature expert guides and tips by lifestyle expert Maureen Petrosky and sommelier and winemaker André Hueston Mack, highlighting seasonal and emerging wine trends and must-have accessories. Through the Drync collaboration, eBay is helping retailers better connect with and educate customers, while enabling shoppers to access a huge selection of wine - and have that wine shipped to up to 45 states in the U.S. Soon the in-store pickup of items ordered will be also available. "The Drync-eBay collaboration marks a significant shift in the wine industry - offering real time inventory from large and small retailers throughout the country through a marketplace that includes both in-store pick up and delivery options", said Brad Rosen, Founder and CEO, Drync.

- eBay has 162 million active buyers
- 900 million live listings at eBay
- There are 300 million searches each day on eBay
- The majority (63%) of items on eBay ship for free

ALIBABA

www.tmall.com

China's biggest e-commerce platform Alibaba is betting heavily on wine, with the launch of Alibaba's first ever 'Wine Day' on September 9th. The announce was done on the past April 11th, during the 50th edition of Vinitaly, by Jack Ma, founder and Ceo of the Group: "Nine means 'wine' in Chinese, so 9-9-9 means wine-wine-wine." The event's objectives are to introduce more international wines to Chinese consumers, and to make it easier for small producers to launch in what can be a challenging market. The goal is to make 9/9 into an international day of wine.

"Right now, 6% of the wines we sell in China are Italian. We want to change that 6% into 60%, and help you sell as much Italian wine in China as possible," Mr. Ma told the Italian wine producers present. "The Chinese love quality Italian products. You have incredible products, but you need to use the power of the internet," agreed Mr. Ma. "We can't bring all the Chinese to Italy, so we bring Italy to them. Alibaba wants to be the gateway of quality Italian products in China."

The Alibaba Group today is the premier e-commerce platform in China, with over 400 million users and 120 million clicks per day. It includes a consumer-to-consumer portal Taobao, and Tmall, its online retail platform which already hosts more than 90 Italian brands. According to Istat data, in 2015 Italian wine exports to China were worth about 90 million euro, rising 18% over previous year. As regards volumes, instead, growth was 5.5%.

On the past May 30th, the Mezzacorona group launched in Shanghai the very first flagship store of an Italian winery on Tmall, Alibaba's marketplace. Founded in 1904, the Group is today one of the best established Italian companies in the wine sector, with exports accounting for more than 80% of total turnover, worth 175 million euro. "We want to be protagonist of the success of the Italian wine in China, as it is already on many global markets," said Luca Rigotti, president of the Mezzacorona Group.



- In 2014 Alibaba accounted for 86% of total online mobile shopping in China
- Alibaba has 407 million active users
- Alibaba has more than 10 million active sellers on its marketplaces (Amazon reported about 2 millions worldwide)
- On last year's Singles' Day celebrated on Nov. 11 Alibaba grossed 9.3 billion dollars in sales - more than US e-commerce sales on Black Friday (1.5 billion dollars) and Cyber Monday (2 billions) combined
- Alibaba, through its 15 courier partner companies, delivers an average of 30 million packages per day (UPS delivers an average of 18 million packages per day, and delivered 35 million packages on its peak delivery day in 2014)

AMAZON WINE

www.amazon.com/wine

Launched in 2012, Amazon Wine's marketplace offers customers thousands of wines from around the US and the world, providing also rich details such as tasting notes, recommended food pairings and total case production.

In 2015, the e-commerce giant boosted its wine business with the launch of its Prime Now service and the one-hour delivery of beer, wine and spirits in many US cities, such as New York, Seattle and San Diego. Most on the wines available on the Amazon Wine's platform proceed from the US (6,427 on the 8th of June), followed by France (974), Italy (480) and 13 more world countries. Additional selection criteria are: grape varietal, professional rating, customer review, price, vintage and bottle volume.

A few days before the inauguration of the 50th edition of Vinitaly (Verona, 10-13 April 2016), Amazon announced the creation of a new digital store dedicated to Italian wines in collaboration with the e-commerce platform Vinitaly Wine Club. Amazon clients will receive their order in 24/48 hours all around Italy and they will choose among 500 wineries and 300 denominations.

Last but not least, Amazon has recently launched an on-demand sommelier service exclusive only to Japan: Amazon's phone-based service offers users the chance to call wine experts to help them decide on which bottle to choose from the Amazon wine store to enhance their meal or impress a dinner party. Best part of all: the service will be offered completely free charge for Amazon customers.



- Net sales of Amazon in 2015: 107.01 billion dollars
- Number of worldwide active Amazon customer accounts: 304 millions
- Unique monthly visitors to Amazon sites: 171.83 millions
- Year-over-year revenue growth of Amazon: 20%
- Amazon.com's online user reach in the United States: 69%

LET'S WINE

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CANTINE SGARZI LUIGI

www.cantinesgarzi.com

DENOMINATION

Sangiovese IGT Rubicone.

GRAPES

Sangiovese grapes grown in the Rubicone Valley.

LAND OF PRODUCTION

Emilia Romagna.

ALCOHOL

12,5 %Vol.

ORGANOLEPTIC CHARACTERISTICS

Ruby red with a pleasant flower bouquet with sweet cherries hints. Easy to drink, good acidity and mild tannins.

SERVING SUGGESTIONS

Typical Emilia Romagna pasta dishes like 'tagliatelle con ragù', roasted lamb, cold cuts, roasts, grilled red meat, seasoned cheese.

SERVING TEMPERATURE

18-20°C

VINIFICATION

The grapes are fermented at controlled temperature, leaving the grape skins in contact with the grape juice prior to pressing to obtain a nice red color. The wine is fined in stainless tank at controlled temperature till bottling.

N. OF BOTTLES PRODUCED

250,000

SIZES

0,75 l

TOTAL ACIDITY G/L

5,5

RESIDUAL SUGAR G/L

5

BOTTLE EAN CODE

8033116402347



CANTINE SALVANO

www.salvano.com

DENOMINATION

Barolo Vinorum reserve DOCG.

GRAPES

100% Nebbiolo.

LAND OF PRODUCTION

Province of Cuneo, in a precise area that includes the villages of Barolo, La Morra and Diano d'Alba.

ALCOHOL

14% Vol.

ORGANOLEPTIC CHARACTERISTICS

Intense and deep garnet red colour. Typical, intense and very persistent bouquet with scent of sweet wood and vanilla. Dry and velvety taste.

SERVING SUGGESTIONS

Red meats, perfect with game. It is especially fine with certain typical dishes of Langhe. Excellent also with matured cheeses or between meals.

SERVING TEMPERATURE

18-20°C. Uncork the bottle at least an hour before drinking.

VINIFICATION

Fermented in stainless steel tanks for 15-18 days at a controlled temperature, between 25°C and 29°C.

AGEING

Aged in Slavonia oak barrels containing 5500 litres as long as 50 months. It is an exclusive product which is only vinified in limited number in very good years.

N. OF BOTTLES PRODUCED

15,000

SIZES

0,75 l

TOTAL ACIDITY G/L

5,69

RESIDUAL SUGAR G/L

<2,0



GAVIOLI ANTICA CANTINA

www.gaviolivini.com

DENOMINATION

Sparkling red grape juice.

GRAPES

Lambrusco and Sangiovese.

LAND OF PRODUCTION

Provinces of Modena and Reggio Emilia.

ALCOHOL

Free.

ORGANOLEPTIC CHARACTERISTICS

Red-ruby colour. Fresh and fruity bouquet. The taste is pleasantly sweet and intense.

SERVING SUGGESTIONS

Nicely refreshing drink, rich in minerals and totally alcohol free. With no preservatives or sulphur dioxide added. Suitable for the entire family, during special occasion or the informal ones.

SERVING TEMPERATURE

8-10°C

VINIFICATION

The pressing is followed by a short cold maceration. Soft crushing, draining, cooling, cleaning and storage of the grape must take place in sterilized tanks at a temperature of 0°C to avoid any alcoholic fermentation.

SIZES

0,75 l

BOTTLE EAN CODE

8001432654344



CASA VINICOLA SARTORI

www.sartorinet.com

DENOMINATION

I Saltari Valpolicella Superiore DOC.

GRAPES

60% Corvina 10% Corvinone 20% Rondinella 10% Croatina.

LAND OF PRODUCTION

Valpolicella.

ALCOHOL

13,5% Vol.

ORGANOLEPTIC CHARACTERISTICS

Ruby red colour of nice intensity. Aroma of small berries, reaching from currant to blackberry jam, hints of tobacco and leather. Light bouquet of vanished flowers, well integrated with the wood, hints of liquorice. Excellent balance on the palate, well-bodied. Sensations of vanilla and cherry melting intensively with the aftertaste.

SERVING SUGGESTIONS

Tasty pasta, roast meat, grilled red meats & matured cheeses.

SERVING TEMPERATURE

16°-18°C

AGEING

4-5 years.

N. OF BOTTLES PRODUCED

20,000

SIZES

0,750 l - 1,5 l - 3 l - 5 l - 9 l

TOTAL ACIDITY G/L

5,5

RESIDUAL SUGAR G/L

6



LE MANZANE

www.lemanzane.com

DENOMINATION

Springo Bronze Conegliano Prosecco Superiore Docg Dry Rive Di Manzana.

GRAPES

100% Glera.

LAND OF PRODUCTION

Manzan Hill - municipality of Vittorio Veneto.

ALCOHOL

11,50% Vol.

ORGANOLEPTIC CHARACTERISTICS

Bright straw color enlivened by fine and persistent perlage, ample and intense perfume of yellow fruit, peach, apple, banana and flowers of wisteria. Light perception of crusty bread, rich flavor, fresh, creamy with good fullness and length in full correspondence with the scent, elegant and harmonious.

SERVING SUGGESTIONS

Excellent as an aperitif and for moments of celebration, goes well too sweet after a meal.

SERVING TEMPERATURE

Serve at 7-8 °C.

VINIFICATION

Cold settling of the must (5-7 °C) and start the fermentation at average temperature of 16/17 °C. Second fermentation in autoclaves with a second fermentation of about 40 days at temperatures of 13 °C. Further stop on the lees for two months with periodic lifting of the same. Ageing in bottle for 30 days before placed in the market.

AGEING

From 18 to 36 months.

N. OF BOTTLES PRODUCED

16,000

SIZES

26,5 cm x 9,95 cm

TOTAL ACIDITY G/L

Min 5,5 - max 6,50

RESIDUAL SUGAR G/L

Min 17 - max 22

BOTTLE EAN CODE

8033040890203



RONCHI SAN GIUSEPPE

www.ronchisangiuseppe.com

DENOMINATION

Schioppettino DOC Friuli Colli Orientali.

GRAPES

Schioppettino in purity.

LAND OF PRODUCTION

Corno di Rosazzo.

ALCOHOL

13,0% Vol.

ORGANOLEPTIC CHARACTERISTICS

Bright red colour with a violet tinge. It is characterised by a typical wild berry bouquet, including wild blackberry, raspberry and blueberry. Round and warm taste, full-bodied and with elegant tannicity.

SERVING SUGGESTIONS

All dishes typical of the Friulian cuisine, red meats, game meat and semi-mature cheeses.

SERVING TEMPERATURE

16-18°C

AGEING

5-6 years.

N. OF BOTTLES PRODUCED

13,000

SIZES

0,75 l

TOTAL ACIDITY G/L

5,1

RESIDUAL SUGAR G/L

5,4

