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# THE ITALIAN WINE MAGAZINE

## BUYER'S • GUIDE

YEAR 5 - N° 1 • JANUARY 2017



SIRHA 2017  
SPECIAL EDITION

# SIMPLY HO.RE.CA.

## CAMPARI SELLS CHILE'S LAPOSTOLLE WINERY

Campari Group has signed an agreement to dispose of the Lapostolle wine business in Chile for 30 million euro. The sale consists of Chilean wines and pisco, under the brand Lapostolle, and other brands, as well as the vineyards, vinification and production plants, inventory, real-estate assets, and the Lapostolle Residence hospitality operations in Chile. The Lapostolle winery, in the Santa Cruz region, owns 370 hectares in three different vineyards and has a portfolio of premium wines, including Sauvignon Blanc, Chardonnay, Cabernet Sauvignon, Merlot, Carmenère and Syrah. With this transaction, Campari Group confirms its commitment to fully exiting the still-wine business, continues to streamline its non-core activities, and increases its focus on its core spirits business. The Campari Group, founded in 1860 and based in Sesto San Giovanni, is the sixth-largest player worldwide in the premium spirits industry.

### Campari vende il brand cileno Lapostolle



Il Gruppo Campari conferma il suo impegno a uscire dal comparto dei vini fermi. La società ha reso noto di aver siglato un accordo di cessione per 30 milioni di euro dei vini Lapostolle in Cile. La cessione - precisa Campari - è stata siglata tramite la vendita di Marnier Investments SA ad Alexandra Marnier Lapostolle. Il closing dell'operazione è previsto entro due mesi. "L'accordo per la vendita del business del vino in Cile, entrato nel perimetro Campari nel contesto dell'acquisizione di Grand Marnier - ha dichiarato il Ceo di Campari, Bob Kunze-Concewitz - segue la vendita del business dei vini fermi italiani, completata pochi giorni fa. Con questa operazione Gruppo Campari conferma il suo impegno a uscire completamente dal business dei vini fermi". Campari, con sede principale a Sesto San Giovanni, conta 18 impianti produttivi, due aziende vinicole in tutto il mondo e una rete propria in 19 Paesi.

## ITALIAN SPUMANTI EXPECT TO POST 1.2 BILLION EURO IN EXPORTS

The Italian sparkling-wine industry is expected to have reached 1.2 billion euro in export sales for 2016, as it grows at the expense of rivals such as French champagne and Spanish cava, according to a study by Wine Monitor - Nomisma. Exports of Italian sparkling wines grew by approximately 25% last year, thanks to burgeoning prosecco sales. The French market remains the leader in terms of sparkling-wine exports, which were valued at 2.7 billion euro in 2015, but declined by approximately 1% last year. Spanish sparkling wine exports also saw a decline last year, of approximately 3%, at 415 million euro.

### Spumanti italiani: raggiunta quota 1,2 miliardi di euro di export

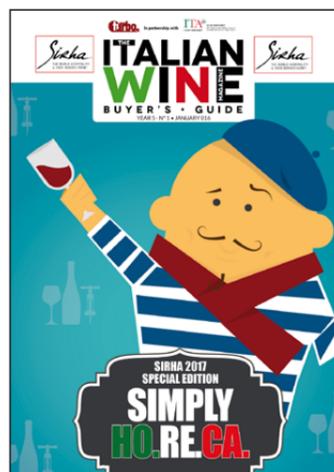


Secondo le ultime rilevazioni Nomisma, l'export di spumanti italiani chiude il 2016 toccando la quota record di 1,2 miliardi di euro. Le bollicine francesi si attestano a 2,7 miliardi di euro (-1% rispetto al 2015), mentre quelle spagnole a 415 milioni di euro (-3%). A differenza dei principali competitor sul mercato, tuttavia, le esportazioni di spumanti made in Italy segnano nell'anno una crescita a valore superiore al 25%, in particolare grazie al boom del fenomeno prosecco.

## PROSECCO IS GAINING GROUND IN EUROPE

Prosecco sales are rising steadily in the Old Country, to the point that in 2016 they exceeded Champagne sales by 25%. According to the latest data published by the IRI research institute, prosecco sales in Europe have grown by 23% in volume and by 24% in value last year, at 77 million litres (with respect to 58 million litres of Champagne). Today, three quarter of the European Prosecco sales take place in the UK. Champagne, anyway, is still leader in Europe with a 1.4 billion euro turnover (Prosecco turnover is 789 million euro). Overall European sparkling wine market is estimated to be worth 4.6 billion euro: 1.5 billion in France, 1.3 billion in Germany and the UK.

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## ISMEA: CHINESE WINE PRODUCTION IS BOOMING. THE EUROPEAN ONE IS DECREASING

According to a report by Ismea (Services Institute for agro-food market), China, top global red wine consumer, has also become the sixth global producer at 11.5 million hectoliters. European production, instead, is on a decreasing trend, passing from 167 to 165.6 million hectoliters (-4%). The rank is once again led by Italy, followed by France, Spain, US and Australia. Between 2011 and 2015, according to the report, the Asian country has passed from 630,000 to 830,000 hectoliters of vines, rising by 32%. In the same time period, Spain, France and Italy have decreased their surface area planted with vines. Chinese exports are also rising by 60.7% in volume, at 413 million euro. As regards Italy, between January and September 2016 14.8 million hectoliters of wine were exported, up 1.4% over 2015, equal to a value of about 4 billion euro (+3.3%).

### Ismea: boom della produzione vinicola cinese, cala quella europea



Secondo il report di fine anno di Ismea (Istituto di servizi per il mercato agricolo alimentare) la Cina, primo consumatore di rosso del pianeta, è diventata il sesto produttore mondiale di vino, con 11,5 milioni di ettolitri. In diminuzione la produzione dell'Ue, che passa da 167 a 165,6 milioni di ettolitri (-4%). La classifica resta guidata dall'Italia, seguita da Francia, Spagna, Stati Uniti e Australia. Dal 2011 al 2015, sempre secondo il report, il Paese asiatico è passato da 630mila a 830mila ettari di vigneti, facendo registrare un +32%. Nello stesso periodo Spagna, Francia e Italia hanno diminuito la loro superficie. Ottima la performance cinese sull'export, in crescita del 60,7% a volume, per un valore di 413 milioni di euro. Per quanto riguarda l'Italia, da gennaio a settembre sono stati esportati 14,8 milioni di ettolitri, +1,4% rispetto all'anno scorso. In valore sono stati sfiorati i 4 miliardi di euro (+3,3%).

### Il prosecco guadagna terreno in Europa



Le vendite di Prosecco progrediscono a un ritmo sostenuto sul vecchio continente e hanno superato del 25% quelle di champagne nel 2016. Secondo le ultime cifre pubblicate dall'Istituto IRI, le vendite di prosecco in Europa nel 2016 sono aumentate del 23% in volume e del 24% in valore, per un totale di 77 milioni di litri rispetto ai 58 milioni di litri di Champagne. Attualmente i tre quarti delle vendite europee di Prosecco hanno luogo nel Regno Unito. Lo Champagne rimane tuttavia leader in Europa in valore con un giro d'affari di 1,4 miliardi di euro rispetto ai 789 milioni di euro per il Prosecco. Globalmente il mercato dei vini spumanti in Europa è stimato a 4,6 miliardi di euro di cui 1,5 miliardi in Francia e 1,3 miliardi di euro in Germania e Regno Unito.

## FRANCH EPI GROUP ENTERS A STRATEGIC ALLIANCE WITH BIONDI SANTI

Paris-based Européenne de Participations Industrielles (EPI) has bought a majority stake in Biondi Santi, one of the most renowned Brunello di Montalcino wine producers. The deal marks a significant moment for one of Italy's most famous wine producing areas. Biondi Santi has been owned by one family since its inception in the 19th Century. EPI is owned by France's Descours family and has owned both Charles Heidsieck and Piper-Heidsieck Champagne since 2011.

### Il Gruppo francese EPI si allea con gli italiani di Biondi Santi



La famiglia Descours, proprietaria del gruppo EPI, ha acquisito la maggioranza di capitale del famoso gruppo toscano Biondi-Santi, inventore del celebre Brunello di Montalcino le cui origini rimontano al 1865. La famiglia Biondi Santi rimane alla gestione. Per EPI tale ravvicinamento rafforza la volontà di sviluppare l'attività vino verso l'alta gamma. EPI conta tra i suoi marchi lo champagne Piper Heidsieck e Charles Heidsieck, tra i vini lo Château la Verrière. Il gruppo francese ha un giro d'affari annuo stimato a 300 milioni di euro.

## NEW REGULATIONS ON RUSSIA'S ALCOHOL MARKET GO INTO EFFECT IN 2017



Several new laws regulating Russian market of hard liquor went into effect on January 1, 2017. In particular, between 2017-2019 excise duties on most alcoholic drinks have been raised. The government is raising excise duty on champagne, produced from exported ingredients, by 10 rubles to 36 rubles per liter. Excise duty on champagne produced from Russian grapes won't be raised higher than it was envisaged in the previous version of the Tax Code - to 14 rubles per liter. Excise duty on wines made from Russian ingredients will remain unchanged at 5 rubles per liter. Excise duty on wines made from foreign ingredients has been raised from 9 rubles to 18 rubles per liter. Excise duty on cider, Poiret (cider based on pear mash), and mead will grow from 9 to 21 rubles per liter during the whole period of 2017-2019. Excise duties on beer with alcoholic content between 0.5% and 8.6% and beer with alcoholic content above 8.6% will grow from 20 to 21 rubles per liter and from 37 to 39 rubles per liter respectively. In 2017-2019, excise duties on hard liquors (drinks with alcoholic content above 9%) will be raised from 500 to 523 rubles per liter, as well as on alcohol with average alcoholic content (below 9%) - from 400 rubles to 418 rubles.

### Russia: aumentano nel 2017 le accise sugli alcolici



Dal primo gennaio di quest'anno, le aliquote delle accise sugli alcolici in Russia sono aumentate in conformità con le nuove norme entrate in vigore nel Codice fiscale. L'accisa sul vino spumante e sullo champagne preparati con materie prime estere è aumentata di 10 rubli rispetto al 2016, arrivando a 36 rubli al litro. L'accisa sul vino spumante da uve coltivate sul territorio della Russia è aumentato esattamente di un rublo, fino a 14 rubli al litro. Le accise sui vini fermi da materie prime coltivate in Russia è rimasta al livello dell'anno scorso: 5 rubli per litro; l'accisa sui vini fermi ottenuti da materie prime importate è invece raddoppiata: da 9 a 18 rubli per litro. Aumenti anche per il sidro, dai 9 rubli dello scorso anno a 21 rubli al litro. Le accise sulle birre con una gradazione alcolica dal 5 all'8,6 per cento in volume e per quelle con gradazioni superiori all'8,6 per cento sono aumentate, rispettivamente da 20 a 37 rubli e da 21 a 39 rubli per litro. Le accise sui liquori che contengono oltre il 9% di alcool sono passate da 500 rubli al litro nel 2016 a 523 rubli nel nuovo anno. Oltre all'aumento delle accise sugli alcolici, dal primo gennaio sono stati introdotti cambiamenti nella ripartizione degli introiti da accise tra la Federazione Russa e i soggetti territoriali. La percentuale dei ricavi che andranno al bilancio regionale aumenterà del 10%, fino al 60% del gettito.



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A good restaurant, you know, is judged also by its wine list. And if you find yourselves in Milan, New York, Moscow or Tokyo alike, you can be sure that to your (more or less) exotic dishes you will be offered to pair a wide range of red, white, rosé or sparkling wines from Italy. Since our country, together with France, is the undisputed leader in the global scenario for the production of top quality reputation fine wines. Here is a small but very interesting selection of wines that restaurateurs all over the world should be winning to have in their wine line.

## Semplicemente Ho.re.ca.



Un buon ristorante, si sa, lo si giudica anche dalla sua carta dei vini. E che vi troviate a Milano, New York, Mosca o Tokyo, state pur certi che alle vostre (più o meno) esotiche portate potrete abbinare una vasta selezione di rossi, bianchi e bollicine provenienti dal Bel Paese. Punto di riferimento incontrastato a livello mondiale, assieme alla vicina Francia, per la produzione di vini di altissima qualità e indiscussa fama. Ecco una piccola ma interessante selezione di etichette che i ristoratori di tutto il mondo possono sperare di avere in carta.

## AGRIVERDE [www.agriverde.it](http://www.agriverde.it)

Agriverde was established by the Di Carlo family in 1830 in Abruzzo Region. Organic certified since 1991, it produces a wide range of wine that represent the perfect combination of many years of experience and the most advanced technology. The flagship wine 'Plateo' is listed in the top 50 Italian wines and received the most important awards worldwide.

**EIKOS**  
Grapes  
100% Montepulciano D'Abruzzo  
Land of production  
Frisa (Ch).  
Alcohol  
13%Vol.

**Organoleptic characteristics**  
Organic and Bio-vegan certified by Icea, this Montepulciano d'Abruzzo makes spontaneous fermentation, stays 6 months in barriques and refines 6 months in bottle at controlled temperature. Deep ruby red with purple reflections with typical aroma of black berries, violet, licorice, vanilla and chocolate. Good structure with soft tannins, sweet and persistent.

**Serving temperature**  
18°C  
**Sizes**  
0,75 l



## CANTINA VALTIDONE [www.cantinavaltidone.it](http://www.cantinavaltidone.it)

Since 1966 passion and innovation have led to the launch of many new wines with traditional hints. In the heart of Val Tidone, in the hills around Piacenza just 60 kilometres from Milan, is located the Cantina Valtidone's co-operative. It works the grapes produced by its 220 members before marketing and selling the wine obtained from it. Cantina Valtidone looks after the grapes from the vines to the table in order to preserve their organoleptic qualities.

**GUTTURNIO BOLLO ROSSO**  
Grapes

Selected Barbera and Bonarda grape varieties of old, low-yielding vineyards  
Land of production  
Val Tidone, Colli Piacentini

**Alcohol**  
13,5%Vol.

**Organoleptic characteristics**  
Garnet-red color; a strong and complex scent with nuances of preserve and vanilla; warm, vigorous and harmonic flavor.

**Serving suggestions**  
Pair with red meat and aged cheese varieties.

**Serving temperature**  
Serve at room temperature: 18 °C

**Ageing**  
It ages in barriques for one year; then it is left to settle in the bottle for another year.

**Sizes**  
0,75 l



## VALDO www.valdo.com

Valdo, established in 1926 in Valdobbiadene, is today market leader with a 10% share of the Prosecco Docg production. Despite having turned 90 in 2016, Valdo is demonstrating it is a very lively company that is strongly focused on innovation and capable of anticipating new consumption trends. "We have demonstrated that Prosecco is a great Italian spumante that can challenge the charmat from all over the world, a Made in Italy peak of excellence that we are proud of having been the first to export abroad", said Pierluigi Bolla, Chairman of Valdo Spumanti. "Opening new paths and new opportunities, always improving the quality of our products: these have always been our entire family's distinctive features".



### CUVÉE DI BOJ – VALDOBBIADENE PROSECCO SUPERIORE DOCG

#### Grapes

100% glera

#### Land of production

'Valle dei Buoi', S. Pietro di Barbozza, Valdobbiadene.

#### Alcohol

11,5% Vol.

#### Organoleptic characteristics

Straw yellow colour with golden bright reflections. Fine and persistent perlage. Typical floral bouquet with strong pear and golden apple fruity aroma. Refined, harmonious, lingering aroma and sapidity.

#### Serving suggestions

At best with fish preparations. Excellent as an aperitif but even better as an all-meal companion.

#### Ageing

Five months Charmat aging followed by three months in bottle

#### N. of bottles produced

450,000

#### Sizes

0,375 - 0,75 - 1,5 (magnum) - 3 (jeroboam) - 6 - 9 l

## DONNAFUGATA www.donnafugata.it

Donnafugata was founded in Sicily by the family Rallo that revolutionized the style and perception of Sicilian wine in the world. Today the fifth generation - José and Antonio - leads the winery. The name Donnafugata, which means "donna in fuga" (woman in flight), is taken from the novel Il Gattopardo (The Leopard) and refers to the story of a queen who found refuge where the company's vineyards are located today.



### TANCREDI 2012 – RED TERRE SICILIANE IGT

#### Grapes

Cabernet Sauvignon and Nero D'Avola; Tannat and other varieties finalize the blend.

#### Land of production

South-Western Sicily, Contessa Entellina and nearby estates.

#### Alcohol

13,5% Vol.

#### Organoleptic characteristics

Deep red, Tancredi 2012 is characterized by a fragrant bouquet, notes of red fruit and dark berry fruit combined with scents of liquorice and sweet tobacco. In the mouth the tannins are soft and well integrated. An enveloping and persistent finish.

#### Serving suggestions

It will find its best pairing T-bone steak, gourmet burgers and game. If served in large, big-bellied goblets it can be uncorked a few minutes before, otherwise a couple of hours earlier.

#### Serving temperature

Excellent at 18°C (64° F).

#### Ageing

Over 10 years.

#### N. of bottles produced

90,000

#### Sizes

0,75 l

## AZ.AGR.DRUSIAN FRANCESCO www.drusian.it

The Drusian family has been producing Prosecco wine for three generations in Valdobbiadene: the cradle of Prosecco, in DOCG land of Conegliano-Valdobbiadene. Prosecco wine is produced thanks to Mr. Francesco Drusian's attention and experience: he considers the quality of his wine as the pure expression of the grapes. Francesco realized a modern vinification and bottling plants in order to ensure a healthy and good quality of wine. The annual production of Francesco Drusian, currently reaches about 1.000.000 bottles.



### VALDOBBIADENE PROSECCO SUPERIORE DOCG SPUMANTE BRUT

#### Grapes

100% glera

#### Land of production

Docg Conegliano-Valdobbiadene, Italy.

#### Alcohol

11% Vol.

#### Organoleptic characteristics

Dry wine with fruity aromas of green apple and citrus with a pleasing note of bread.

#### Serving suggestions

Ideal both as aperitif and with fish dishes. Or as is the local tradition suited to all courses.

#### Serving temperature

6-8°C

#### Ageing

Charmat method – tank fermentation.

#### N. of bottles produced

80,000

#### Sizes

0,75 l

The one between top quality wines  
and high-end restaurants is a winning and everlasting duo.  
Here is a selection of labels that should not be missing  
from wine lists all over the world.

## FATTORIA LA RIVOLTA www.fattorialarivolta.com

The winery is located in Torrecuso, province of Benevento (Campania), in the heart of the DOC Taburno. Since 1997 Paolo Cotroneo has dedicated to his family company with great passion, producing organic wine I.c.e.a. certified.

### FALANGHINA DEL SANNIO TABURNO DOP

#### Grapes

100% falanghina.

#### Land of production

Taburno – Sannio.

#### Alcohol

14% Vol.

#### Organoleptic characteristics

Wine with good freshness and acidity, straw yellow color and hints of fresh fruits and flower.

#### Serving suggestions

Roasted fish, legumes, white meat.

#### Serving temperature

8-10°C

#### Ageing

8-10 years.

#### N. of bottles produced

60,000

#### Sizes

0,375 l - 0,75 l



## LE MANZANE www.lemanzane.com

Le Manzane winery is located in San Pietro di Felleto, in the heart of the Conegliano Valdobbiadene Docg territory, half way from Dolomiti mountains to Venice. The family farm, 30-year strongly entrenched business in the Treviso province, every year sells about 900,000 bottles in local (65% of the total sales) and international markets (29 countries from Japan to Brazil).

### SPRINGO BLUE CONEGLIANO PROSECCO SUPERIORE RIVE DI FORMENIGA DOCG BRUT

#### Grapes

100% glera.

#### Land of production

Formeniga hill, municipality of Vittorio Veneto.

#### Alcohol

11,5% Vol.

#### Organoleptic characteristics

Colour straw platinum with subtle beading. The nose reveals immediately apple, lily of the valley, lilac, sage and thyme, lime, orange and pumice mineral notes. In the mouth is very dry, high in acidity fresh and fruity, with some creaminess as well, is a vertical wine long in persistence.

#### Serving suggestions

Excellent as aperitif, goes well with fried seafood and specially with raw seafood like oysters.

#### Serving temperature

7 - 8 °C

#### N. of bottles produced

8,000

#### Sizes

0,75 l



## CANTINA TOLLO www.cantinatollo.it

With almost 13 million bottles sold, Cantina Tollo is one of Italy's biggest wine-makers. A farming cooperative founded in 1960, Cantina Tollo now has 780 members and 3,000 hectares of vineyards in the region. Cantina Tollo's wines are distributed all over Italy, in most European countries – in particular Sweden, Denmark, Germany and the UK - and in Japan, the US and Canada. Currently, for Cantina Tollo, which also works in new, emerging markets like Russia, India and China, exports represent 32% of the winery's sales, an increase of 4,7% over 2014.

### MO, MONTEPULCIANO D'ABRUZZO DOP RISERVA 2012

#### Grapes

100% Montepulciano.

#### Land of production

Tollo, Chieti and Bucchianico.

#### Alcohol

13,8% Vol.

#### Organoleptic characteristics

Mo is a Reserve Montepulciano d'Abruzzo with intense fruit aromas and notes of black cherry and forest fruits. Twenty-four months in oak casks and six months in the bottle for an ageing which improves with time.

#### Serving temperature

18°C

#### Sizes

0,75 l



# / sirha 2017 – product innovation preview

## SASSI-SAN CRISTOFORO [www.sassisancristoforo.com](http://www.sassisancristoforo.com)

The SASSI-San Cristoforo farm is located in the township of Neive, in Piemonte, on the hill opposite the beautiful village, in the heart of the Barbaresco wine production area. It was founded in 1997, with the aim of producing a limited quantity of bottles of high quality for a select national and international clientele. Wines are produced with grapes grown exclusively on the estate within the highly-prized subzone of San Cristoforo, recognized as one of the best locations for Barbaresco wines. The winery has 1.45 hectares of vines which produce between 8,000 and 10,000 bottles every year.



### BARBARESCO DOCG RISERVA 'SAN CRISTOFORO'

#### Grapes

100% Nebbiolo estate produced.

#### Land of production

Cru San Cristoforo, Barbaresco.

#### Alcohol

14,5% Vol.

#### Organoleptic characteristics

Colour: intense ruby red with orange reflexes. Nose: neat, ample, with notes of spices, sweet tobacco, liquorice, vanilla and violet. Taste: full and harmonious, with long and pleasant finish.

#### Serving suggestions

Best with: pasta with truffles, red meats, wild game, seasoned cheeses. Here is an idea: try with dark chocolate.

#### Serving temperature

18-20°C

#### Ageing

Three years and a half in oak barrels, part in barrique and part in large oak casks. Before the release the wine ages in the bottle six months at least.

#### N. of bottles produced

1,200

#### Sizes

0,75 l

## VINICOLA DECORDI [www.decordi.it](http://www.decordi.it)

The Decordi Winery was born in 1921 as a family-run eatery in which traditional wines and foods of the Cremonese lower-padana were served. The success obtained inspired the Decordi family to take a greater interest in wine-making to begin an artisan wine-production which included both the cultivation of local grapes and the selling of draft and bottled wines. Today the Decordi Winery has a modern and prestigious facility, but maintains its ties with the places of its history.



### FRANCIA CORTA SATEN DOCG

#### Grapes

Chardonnay.

#### Land of production

Franciacorta.

#### Alcohol

12,5% Vol.

#### Organoleptic characteristics

Golden yellow colour; fragrant and elegant bouquet.

#### Serving suggestions

Perfectly matches with any kind of course, from appetizers to desserts.

#### Serving temperature

5-6°C

#### Ageing

After a careful selection, the grapes are left in French oak barrels for about 6 months; then the refining continues in bottle, where the wine rests on its own yeast for over 28 months.

#### Sizes

0,75 l

## GAVIOLI ANTICA CANTINA [www.gaviolivini.it](http://www.gaviolivini.it)

Since 1794, when Pietro Gavioli was master cellar of Mrs Marquis Molza in Solara, we have undertaken a long journey along with Lambrusco. Every single step of the winemaking process is done slowly, with the deepest care and dedication. In the same way, every step of the production chain of our Lambrusco is fully controlled internally, from vineyards to the bottle: a km 0 handmade product.



### LAMBRUSCO SPUMANTE BRUT 30 MESI

#### Grapes

100% Lambrusco di Sorbara

#### Land of production

Comune di Nonantola (Modena).

#### Alcohol

12,5% Vol.

#### Organoleptic characteristics

Lambrusco di Sorbara grapes vinified in white and fermented naturally in the bottle according to the Classic Method. The best grapes of our vineyard of Nonantola in Via Mavora, 68 are selected and hand-picked. The foam is paper white, extremely fine and persistent. The wine is pale straw yellow. The perfume is fruity and floral, with hints of bread crust and hazelnut. The taste is well-structured, full, harmonious and elegant with nice almond notes.

#### Serving suggestions

Ideal as an aperitif, but also to accompany appetizers, first courses of pasta, risotto, fish and white meat. Thanks to good acidity goes well with all courses class. Amazing when paring oysters.

#### Serving temperature

8-10°C

#### N. of bottles produced

5,368

#### Sizes

0,75 - 1,5 l

## SALCHETO [www.salcheto.it](http://www.salcheto.it)

Thirty years have passed since Salcheto was born as a viticultural reality, moving from a classic farm sharecrop to a high quality and innovative winery and estate. Lead by Michele Manelli since 1997, the company has inaugurated on its thirtieth birthday a new image that reflects its path and the goals achieved: terroir and sangiovese oriented wines focused on drinkability and aromatic accuracy, with winemaking that is sulfite free and uses indigenous yeasts. An integrated environmental estate management model which has achieved world premiere in indexing of Carbon and Water Footprint.



### OBVIOUS ROSSO DI TOSCANA IGT 2015

#### Grapes

100% Sangiovese

#### Land of production

Montepulciano (Si), Tuscany, Italy.

#### Alcohol

14% Vol.

#### Organoleptic characteristics

Ruby red color; a red mature fruit nose with an extremely clean and drinkable mouth.

#### Serving suggestions

Cold cuts, grilled chicken, pasta with tomatoes sauce and even as aperitive.

#### Serving temperature

18-20°C / 64-68°F

#### Ageing

4 months in steel; 6 months refinement; drink through 5-7 years.

#### N. of bottles produced

20,000

#### Sizes

0,75-1,5 l



## LA MONTINA [www.lamontina.it](http://www.lamontina.it)

La Montina was born in Franciacorta on the 28th of April 1987 from 3 of the 7 Bozza brothers: Vittorio, Giancarlo and Alberto. The area with grapevines, developed on a surface of 72 hectares positioned in 7 districts in Franciacorta, allows the wine company to produce 380,000 bottles per year. Nowadays the production of La Montina rosé in the Demi Sec version covers almost 90% of all the Franciacorta production. That is because La Montina was one of the first believing in the production of a rosé wine, made with a pinot noir in Demi Sec version, particularly sweet, perfect for aperitif and to be drunk at the end of a meal.



### FRANCIA CORTA LA MONTINA ROSÉ MILLESIMATO EXTRA BRUT 2009

#### Grapes

Pinot Nero 85% Chardonnay 15%

#### Land of production

Franciacorta

#### Alcohol

12% Vol.

#### Organoleptic characteristics

The usual soft pressing of the berries and the carefully timed maceration on the skins give this wine nerve and body, while the Chardonnay completes the wine with finesse. The mousse is generous and soft and the nose full of aromas of mature forest fruits. In the mouth, it is soft and full bodied.

#### Serving suggestions

It is super as an aperitif but is at its best accompanying cold meat, grills and strong cheeses.

#### Serving temperature

7°C

#### Ageing

Spends at least 30 months on the lees.

#### N. of bottles produced

15,000

#### Sizes

0,75 l

# A HIGHLY ATTRACTIVE AND COMPETITIVE MARKETPLACE

An in-depth analysis of the German wine business, where imports far exceed domestic production and national consumption is projected to increase until 2040.

The third edition of wine2wine, the wine business forum organized by Vinitaly and held on the past 6th and 7th December in Verona Fiere, was inaugurated with a detailed analysis of the German wine market, that is worth 7 billion euro overall. Hermann Pilz, chief editor of the specialist magazine *Weinwirtschaft*, talked about wine consumption in Germany, providing detailed forecasts on consumers' behaviors and trends until 2040.

One of the most highlighted trends is that wine sales are projected to grow in the next 20 years and more. But starting from 2040, per capita wine consumption will start to decrease, mainly due to demographic factors: on one side, older consumers will support wine sales, but on the other side the strong migratory waves taking place in the country will cause a slow-down in wine consumption.

But what do German consumers drink today? And where do they buy their wine? It's all a matter of age. With younger consumers that are most interested in sweet, dry, often rosé wines, purchased through many different channels such as online shops and discounts. The elder, instead, are more attracted by red imported wines that they usually purchase in specialized retailers and wine shops.

For this very reason, for foreign wine producers, one of the most important things to consider before approaching the German wine market is the choice of the right distribution channel. Such a decision will also strongly influence the price of the bottle to the public, because German consumers are definitely willing to spend for quality wine. In Germany, the average price of a bottle of wine is 5 euro, and foreign labels account for about 2/3 of total sales.

## THE GERMAN WINE MARKET IS ...

- highly attractive because of increasing demand
- very competitive on quality, price and promotion
- very complex through a large diversity of channels
- open-minded about wines from all over the world
- free of wine- and other taxes, excl. 19% VAT
- strictly quality-managed

## Germany, a very competitive wine market

Nr. 1 by imports	16 Mill. hl
Nr. 1 by sparkling wine consumpt.	4 l / head (made from imports)
Nr. 3/4 by total wine consumption	21 Mill. hl
Nr. 10 by wine production	9,0 Mill. hl
Turnover retail level	7,0 Bill. €

No wine tax (= EU wine tax: 0), only 19% VAT, no limitation on trade: liberal

Source: Hoffmann, Dieter

## Who are the main competitors on the German market?

	Import Volume hl	Average Import Price euro/l
<b>Total</b>	<b>15.610.000</b>	<b>1,68</b>
Italy	5.796.000	1,60
France	2.298.000	3,02
Spain	3.988.000	1,00
USA	504.000	2,09
South Africa	847.000	1,10
Chilie	546.000	1,34
Austria	330.000	2,01
Australia	448.000	1,30
Portugal	183.000	2,26
Greece	132.000	1,92

Source: Pilz, Hermann; 2016

## SHOPPING BEHAVIOR



Source: HS Geisenheim, IWB, 2016

## SHOPPING BEHAVIOR BY CHANNEL AND AGE

### Share by volume (in %)

	Discount	Groceries	High street	Estate	Internet	Abroad
16-29 years	52	31	9	5	1	1
30-49 years	37	35	11	12	2	2
50-65 years	34	36	14	12	1	3
+ 65 years	30	33	12	22	2	2

### Share by value (in %)

	Discount	Groceries	High street	Estate	Internet	Abroad
16-29 years	34	26	18	9	7	6
30-49 years	26	34	17	16	3	4
50-65 years	22	27	20	25	2	4
+ 65 years	19	26	21	28	3	3

Source: HS Geisenheim, IWB, 2016

## STRUCTURE OF THE DISTRIBUTION CHANNEL FOR WINE IN GERMANY

- 16,000 discounters
- 17,000 supermarkets/hypermarkets
- 4,000 wine shops; 70 % individuals
- 50,000 restaurants with wine; 90 % individuals
- 8,000 wine estates (direct marketing)
- 95 wine cooperatives (with direct marketing)

## MARGINS IN THE WINE TRADE IN GERMANY

- discounters 10-20 % of the retail price
- super/hypermarkets 25-35 % of the retail price
- wine shops 35-50 % of the retail price
- restaurants 70-80 % of the retail price
- wholesalers 15-25 % of wholes. price
- agents 2-20 % of price

## Germania: un mercato tanto appetibile quanto competitivo



La terza edizione di wine2wine, il forum dedicato al business del vino organizzato da Vinitaly e andato in scena lo scorso 6 e 7 dicembre a Verona Fiere, si è aperta con un dettagliato approfondimento sul mercato tedesco del vino, col suo giro d'affari complessivo da 7 miliardi di euro. Hermann Pilz, della rivista specializzata *Weinwirtschaft*, ha presentato una panoramica di consumi e consumatori, canali distributivi e volumi commercializzati, in un'analisi di mercato che fissa lo sguardo al 2040.

# THE PERFECT GATEWAY TO THE FAR EAST

A focus dedicated to one of Western countries' most dynamic and sophisticated trade partners in Asia. Often overlooked by exporters that are blinded by the pure size of the Chinese market. Waiting for the 2017 edition of Wine & Gourmet Japan (12-14 April).

Japan is the world's largest net importer of food. As an island nation with limited agricultural land, Japan is highly dependent on food imports from overseas: in 2015 they were worth 6.5 trillion Japanese Yen (JPY). Japan also has one of the world's most vibrant hospitality markets, valuing more than 30 trillion JPY in 2014. With growing tourism numbers and the Olympic Games in Tokyo coming up in 2020, the demand for quality food from overseas is increasing.

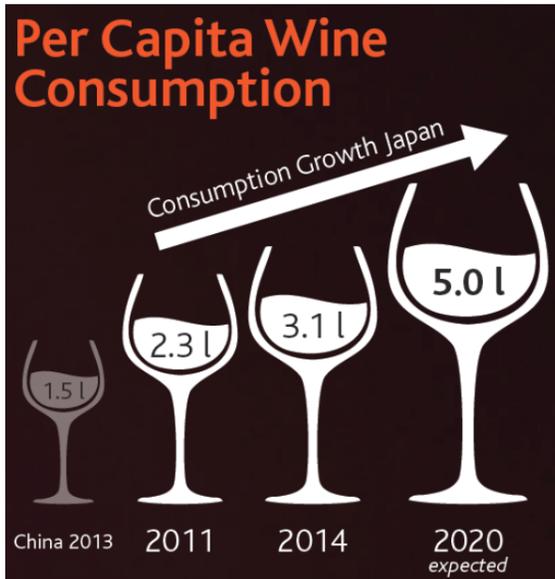
For Italian companies that want to profit from this bustling market, the yearly Wine & Gourmet Japan fair in Tokyo offers a focussed platform to meet the industry players of Japan. The three-day event does comprise a series of exclusive seminars, master classes and tasting as well as contests, wine pairings and specialized product zones.

The eight edition of this yearly trade fair will be held from the 12th to 14th April 2017 at the Tokyo Big Sight, Exhibition Centre. More than 75,000 visitors are expected to see and taste the products from around the world. Visitors include importers, wholesalers, distributors, sommeliers, hotels, restaurants, bars and many more.

The organizer offers Italian companies a specially designed and discounted Pavilion Package. The package includes a fully equipped stand with tasting set, glass washing service and country branded pavilion design.

## A country of wine lovers

Japan is often overlooked by wine exporters that are blinded by the pure size of the Chinese market. What many exporters don't see is that Asia-Pacific's second biggest wine importer has one of the liveliest and most sophisticated wine markets in Asia. In the past two decades, wine has made the step from being an occasional drink to an alcoholic beverage that is widely available and regularly enjoyed by the masses. According to a 2014 study by Wine Intelligence, 53% of the adult



population in Japan or 104.9 million people drink wine on a regular basis (consumption at least once a month). 36.1 million of them even enjoy wine on a weekly basis.

This trend also results in a constantly growing wine consumption. Between 2011 and 2014, the per capita consumption has increased from 2.3 l to 3.1 l and it is expected to reach 5 l by 2020 (source: Japan Sommelier Association). In comparison to that, China only reaches a modest 1.5 l per capita (2013 data).

However, the biggest difference between the two Asian countries, is probably the way wine is perceived and consumed. The Japanese wine drinker tends to spend a lot of time to gain knowledge about wine. Matching the right wine with their food is an important component in the decision-making process. Today, there are more than 21,400 certified sommeliers and 12,332 certified wine experts in Japan (source: Japan Sommelier Association).

## MAD ABOUT REDS, BUT INCREASINGLY INTERESTED IN WHITE AND SPARKLING WINES

Even though red wine is still the most popular type of wine in Japan (60%), the latest trends show that lighter white wines and sparkling wines are gaining in popularity. Especially light white wines that go well with the many Japanese seafood dishes see an increased interest from importers. The sparkling wine trend is mainly driven by women and younger consumers. Between 2015 and 2019, the sparkling wine segment is expected to grow by 23%. Although the French Champagnes still dominate the market, there is a high potential for more economical sparkling wines like Prosecco or Cava.

Japanese are also known as the 'gourmets' of Asia. Over centuries the Japanese chefs developed unique cooking techniques and outstanding recipes that became famous all over the world. Many of these dishes are actually influenced by western cooking types and later were incorporated into the Japanese cuisine. The Japanese call this mix of western and Japanese cooking 'yōshoku'. The open mind towards western food products opens many opportunities for gourmet food exporters from Italy.

## 2016 KEY NUMBERS

**723** Visitors  
**22** Countries represented  
**17** Country and product pavilions  
**20** Seminars and masterclasses  
**64%** International exhibitors

## Wine & Gourmet Japan: la porta dell'Oriente



Avrà luogo dal 12 al 14 aprile 2017, presso il Tokyo Big Sight Exhibition Center della capitale nipponica, l'ottava edizione di Wine & Gourmet Japan, salone internazionale dedicato all'industria del food & beverage promosso dall'ente fieristico tedesco Koelnmesse. Una piattaforma di business di indiscussa qualità, che vedrà la partecipazione di oltre 750 mila visitatori tra importatori, grossisti, distributori, sommelier e operatori della ristorazione attesi da tutto il mondo. Mercato strategico per tutte le aziende occidentali del settore, il Giappone è il primo importatore netto al mondo di prodotti agroalimentari e il secondo maggiore importatore di vino nell'area Asia Pacifico.

