



SPECIAL EDITION



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SPECIAL EDITION



NEW EU-CHINA AGREEMENT FOR THE MUTUAL PROTECTION OF 200 GEOGRAPHICAL INDICATIONS

On the past 2nd of June, during the annual EU-China Summit, an important deal was reached for the protection of 200 geographical indications – 100 European and 100 Chinese – through a bilateral agreement that will be signed by the end of 2017. Italy, with 26 protected products, has the highest number of specialties included in the list. Good news for European producers, since the Chinese market is one of the largest in the world. And where the middle class has been developing great appreciation for made in Europe food and wine delicacies. Among the protected Italian products, also many wine types and one spirit: Asti, Barbaresco, Bardolino Superiore, Barolo, Brachetto d'Acqui, Brunello di Montalcino, Chianti, Conegliano Valdobbiadene Prosecco, Dolcetto d'Alba, Franciacorta, Grappa, Montepulciano d'Abruzzo, Soave, Nobile di Montepulciano.

Intesa Ue-Cina per la reciproca difesa di prodotti tutelati

Durante il summit economico Ue-Cina, il 2 giugno, è stata siglata un'intesa per proteggere 200 indicazioni geografiche, 100 europee e 100 cinesi, attraverso un accordo bilaterale da concludere nel 2017. L'Italia, con 26 prodotti, ha il numero maggiore di specialità inserite nell'elenco. Una buona notizia per i produttori europei, dato che il mercato cinese è uno dei più grandi al mondo, con un gusto crescente della classe media per il food & beverage made in Europe. Tra i prodotti italiani tutelati dall'accordo figurano anche diversi vini e un distillato: Asti, barbaresco, bardolino superiore, barolo, brachetto d'Acqui, brunello di Montalcino, Chianti, Conegliano-Valdobbiadene-Prosecco, dolcetto d'Alba, Franciacorta, grappa, montepulciano d'Abruzzo, soave, nobile di Montepulciano.

NEWS

ITALIAN WINE EXPORT ON A RISING TREND IN EXTRA-EU COUNTRIES

Export of Italian wine to extra-EU markets grew by 6.3% in the first quarter of 2017, keeping pace with the average global wine trade (+6.1%) and superior to all major competitors, with the exception of Chile (+17.8%) - now ahead of Spain in value - with France closing at +3.9%. This is the scenario outlined by the Third Countries Observatory by Business Strategies on 12 of the most important wine markets, accounting for a nearly complete market share of extra-EU wine imports (96%). The beginning of 2017 was favorable for wine exchanges, with France leading the

rank with a value of 1.269 billion euros, followed by Italy at 710 million euros. "What is definitely positive is the performance in China where - despite a decreasing market demand (+1.3%) - Italy makes better than most of the its competitors rising by 15.9%," said Silvana Ballotta, Business Strategy Officer. According to customs elaborations, Russia is on a rising trend (+53.6%) for a value of 44.7 million euro. The U.S., instead, show a slight downturn: Italian increase (+4.3%) is worth a little more than half of total growth in U.S. wine imports (+8.1%).

Cresce l'export di vino italiano nei Paesi terzi

Cresce del 6,3% l'export del vino italiano nei mercati extra Ue, che nel primo trimestre del 2017 tiene il passo della media mondiale degli scambi (+6,1%) e vince il confronto con tutti i principali competitor, a eccezione del Cile (+17,8%) - ora davanti alla Spagna per valore - con la Francia che chiude a +3,9%. Questo il quadro delineato dall'analisi dell'Osservatorio Paesi terzi di Business Strategies sui 12 principali mercati, che rappresentano una quota di mercato pressoché totale (96%) dell'import extra Ue di vino. L'inizio 2017 si è rivelato favorevole per gli scambi enologici, con la Francia che rimane top player, con un valore 1,269 miliardi di euro, seguita dall'Italia a 710 milioni di euro. "Tra le note positive c'è sicuramente la performance in Cina, dove a fronte di una fase di riflessione della domanda (+1,3%) l'Italia, con un incremento del 15,9%, fa meglio di gran parte dei suoi competitor", sottolinea Silvana Ballotta, Ceo di Business Strategies. Secondo le elaborazioni su base doganale, bene i numeri in Russia, con +53,6% e un valore di 44,7 milioni, mentre rallentano gli Usa, dove l'incremento italiano (+4,3%) vale poco più della metà del trend dell'import di vino statunitense (+8,1%).

VALDO KEEPS ON GROWING: REVENUE WAS UP 7% IN 2016

Another year of growth for Valdo, specialized in the production and distribution of sparkling wines and market leader for Valdobbiadene Prosecco Superiore Docg. 2016 closed with sales of 58.3 million euro, up 7% on 2015. Exports account for 50% of Valdo's total turnover, and its international business is driven by positive performance in strategic foreign markets. A development project was initiated in the U.S., with the entrance of a new important distributor, Esprit du Vin, and the presence of an ambassador

brand on the American territory starting from the second half of 2017.



Prosegue la crescita di Valdo: +7% di fatturato nel 2016

Ancora un anno di crescita per Valdo, l'azienda specializzata nella produzione e distribuzione di spumanti e leader di mercato del Valdobbiadene Prosecco Superiore Docg. Il 2016 si è chiuso, infatti, con un fatturato che ha raggiunto i 58,3 milioni di euro, per un +7% sui numeri del 2015. La quota export si attesta al 50% del giro d'affari complessivo di Valdo, con le performance oltreconfine che sono trainate dalle prestazioni positive in mercati esteri strategici. Negli Usa è stato avviato un progetto di sviluppo che prevede l'ingresso di un nuovo importante distributore, Esprit du Vin, e la presenza di un brand ambassador sul territorio americano a partire dal secondo semestre 2017.

U.S. ALCOHOL CONSUMPTION ON A DECREASING TREND, ACCORDING TO IWSR

Consumption of beer, cider and mixed drinks was down last year in the U.S., and lower-priced brands faced a tougher time with consumers, according to IWSR's 2016 U.S. Beverage Alcohol Review. Overall, the IWSR report found total beverage alcohol consumption growth domestically last year was down less than 1%, when measured in nine-liter case equivalents. However, it predicted "a return to growth for total U.S. beverage alcohol" starting in 2018 and sees the category reaching a compound annual growth rate of 0.2% by 2021. Wine volumes on an absolute basis grew 1.1% in 2016 and IWSR credited "the strength of premium-and-above varietals such as pinot noir, rose, cabernet sauvignon,

red blends and sauvignon blanc." Last year marked the wine industry's 22nd consecutive year of volume growth, and wines priced above 10 dollars outperformed the category with volume growth of more than 7%. IWSR's data shows the domestic beer category's total volumes were down 1.5% in 2016. When excluding the craft segment, though, the decline would have been 2.8%. Cider is another category seeing challenges. According to IWSR, "the cider category skyrocketed the past three years" and reached an all-time high in volume growth in 2015 only to decline by 15.1% last year. Distilled spirits ended the year with volumes up by 2.6% and gaining a slight share in total beverage alcohol. The overall mixed drink



category fell 3.2% last year. Tequila turned in impressive volume growth of 7.4% in 2016, setting an all-time high with 16.3 million cases and garnering a 7.5% share of overall spirits. Gin bounced back last year, growing 1% in volume after consecutive years of decline.



GLOBAL WINE TRADE

GOOD, BUT NOT GREAT

ISSUED BY UNIONE ITALIANA VINI THE DATA RELATED TO THE FIRST QUARTER OF THE YEAR. AND THE ITALIAN GOVERNMENT IS ABOUT TO LAUNCH IMPORTANT PROMOTIONAL CAMPAIGNS IN CHINA AND THE U.S.

"Not brilliant" and characterized by "uncertain dynamics". These words, pronounced by Antonio Rallo, president of Unione Italiana Vini (association of Italian wine producers), described the data issued by the Wine Observatory and related to the global wine trade in the first quarter of 2017. Source of the data are the customs and statistical institutes of Germany, Switzerland, UK, Russia, U.S., Canada, Brazil, China, Japan, Hong Kong and South Korea. 'Weak' results that are not connected to the global performance of the sparkling wines segment - that continues showing significant growth rates, even if inferior to those posted in 2016 - but

rather to the bottled wine category, at its lowest value in Germany (down by 1.6% at 44 million liters) and on a decreasing trend also in UK (-20% at 40 million liters). The Chinese market also showed the most severe drop (-4%) since 2014.

"These data", underlined Antonio Rallo, "are a demonstration of the need to start the promotional projects activated by the OCM Wine funds and by the ITA Agency, in order to develop important communication campaigns in key destination markets for our wineries, like the U.S. and China." A new 4.5-million-euro promotional investment was announced on the past weeks by the Italian Ministry

of Economics. While applications for the campaign of Italian wine in the United States - 20 million euro between 2017 and 2019, starting from next Fall - will be activated soon.

"In this first quarter of the year," added president Rallo, "it is important to note the stunning performance of Russia in the bottled segment: up 50% both in value and volume. The United States are also growing by 4% in value and 3% in volume, which makes the first quarter of 2017 the best in five years. Canada is also showing excellent growth rates - the best since 2012 - with the record-value of 450 million Canadian dollars."

Commercio mondiale di vino: bene, ma non benissimo

Complessivamente "poco brillante" e caratterizzato da "dinamiche incerte". Così Antonio Rallo, presidente di Unione Italiana Vini, commenta i dati relativi al commercio mondiale di vino nel primo trimestre 2017. Resi noti dall'Osservatorio del Vino e basati sui dati delle dogane e degli istituti di statistica di Germania, Svizzera, UK, Russia, Usa, Canada, Brasile, Cina, Giappone, Hong Kong, Corea del Sud. Un risultato non imputabile al mercato degli spumanti, che continua a mostrare numeri in crescita (benché inferiori rispetto al 2016), ma piuttosto alla categoria del vino in bottiglia, che mostra segno meno sia in Germania (-16%), sia in UK (-20%). In flessione di ben quattro punti percentuali anche il mercato cinese. Molto positive, invece, le performance di Russia, Stati Uniti e Canada.

The art of good wine handed down for four generations

L'arte del buon vino da quattro generazioni

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SPARKLING WINE UNDER THE SPOTLIGHT

TENUTE PICCINI www.tenutepiccini.it



Piccini family has a winemaking tradition since 1882. Under the guidance of Mario Piccini, the IV generation of the family, Piccini is today one of the most distinctive, dynamic and innovative family owned Italian wine company. The wines are grounded in tradition yet have an innovative, charming and fun personality, providing a bold and exciting choice for consumers.

PRODUCT NAME AND DENOMINATION
Memoro Sparkling Cuvée Extra Dry
GRAPES
Glera 60%, Vermentino 25%, Chardonnay 10%, Passerina 5%

LAND OF PRODUCTION
Blend of four different grapes from four different regions. From Veneto - Glera for long-lasting, expressive citrus notes; from Sicily - Chardonnay, for rich body and creamy texture; from Maremma Toscana - Vermentino, for its natural minerality and bright yellow fruit; from Marche - a touch of Passerina for fresh and delicate herbs aromas.

ORGANOLEPTIC CHARACTERISTICS
The four grapes harmoniously complete each other and give Memoro Sparkling Cuvée its distinctive personality: clean and fresh, defined by aromas of bright citrus fruit and green apples with a hint of wild flowers and delicate herbs. The palate is playful and refined, balanced by a sapid, mineral background. Persistent and pleasantly fruity finish.

SERVING SUGGESTIONS
Enjoy with light fare such as tapas or shellfish preparations. Recommended serving at 6°-8° C.
N. OF BOTTLES PRODUCED
40,000
SIZES
0,75 lt

VINICOLA DECORDI 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.



PRODUCT NAME AND DENOMINATION
Franciacorta Satèn Docg
GRAPES
Chardonnay.
LAND OF PRODUCTION
Franciacorta.
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
SIZES
0,75 lt

VILLA SANDI www.villasandi.it

Villa Sandi represents the combination of art and agriculture which characterized the Venetian landscape of past centuries. A whole experience including history, art, landscape, wine and culture. Villa Sandi Estates encompass the entire Prosecco area: from the wider Doc to the hills of Asolo and Valdobbiadene, Docg appellation, up to the cru of Cartizze making Villa Sandi a symbol of Prosecco in the world.



PRODUCT NAME AND DENOMINATION
Asolo Prosecco Superiore Docg
GRAPES
Glera 100%
LAND OF PRODUCTION
Asolo Docg Area, Montello and Colli Asolani hills.

ORGANOLEPTIC CHARACTERISTICS
Pale straw yellow, fine perlage. Fruity aroma and elegant flowery sensation. Fresh and soft to the palate.
SERVING SUGGESTIONS
Excellent as an aperitif. Perfect pairing to herb based first courses and fish marinated with delicate aromatic herbs.
N. OF BOTTLES PRODUCED
30,000
SIZES
0,75 lt

AZIENDA AGRICOLA DRUSIAN FRANCESCO www.drusian.it

The Drusian family has been producing wine for three generations and now owns 80 hectares of vineyards. The winery is situated in the heart of Valdobbiadene, cradle of Prosecco Superiore Docg. Today the winery is led by Francesco Drusian. With his passion and dynamism, he has given great impulse to the company that keeps innovating through tradition. Carefulness in details, dedication during every step of wine-making and passion for the territory, constantly respecting the environment, make the wines always fresh and rich in fragrances and precious aromatic nuances.



PRODUCT NAME AND DENOMINATION
Drusian Valdobbiadene Prosecco Superiore Docg Extra Dry
GRAPES
Glera 100%
LAND OF PRODUCTION
Conegliano Valdobbiadene Prosecco Superiore Docg, Italy.
ORGANOLEPTIC CHARACTERISTICS
Colour: straw yellow with greenish hints. Nose: fresh, with a delicate note of apple. Palate: fragrant, harmonious and well-balanced.
SERVING SUGGESTIONS
Serving temperature: 6-8°C. Recommended glass: fairly large, tulip-shaped glass.
N. OF BOTTLES PRODUCED
715,000 (2016)
SIZES
0, 375 lt - 0,75 lt - 1,5 lt

GIACOBBAZI A. E FIGLI www.giacobazzivini.it

For generations the Giacobazzi Family has been vocated to the care of fields and vines, a passion that in the old '60s led the family to expand Lambrusco's name beyond Italian borders bringing it to the status of Italian best-selling wine all over the world.

PRODUCT NAME AND DENOMINATION
Giacobazzi 9 - Pignoletto Doc vino Spumante Brut
GRAPES
Pignoletto 100%
LAND OF PRODUCTION
Emilia Romagna.
ORGANOLEPTIC CHARACTERISTICS
Straw yellow with greenish reflections, the foam is fine and persistent; fruity, decisive, persistent and floral. The taste is fresh, aromatic with good acid balance.
SERVING SUGGESTIONS
Extremely versatile, it is ideal as an aperitif and as accompaniment throughout the meal, particularly if based on fish, shellfish and seafood. Excellent with meat white and cheese carts.
N. OF BOTTLES PRODUCED
170,000



MIONETTO www.mionetto.com

In 1887 the love and passion of master wine-maker Francesco Mionetto for the land led him to open this winery set amidst the gently rolling hills of Valdobbiadene, in the heart of Prosecco area. Today Mionetto has become a flagship for the area and a shining example of Prosecco production on the international scene.

PRODUCT NAME AND DENOMINATION
Prosecco Doc Treviso Brut 'Prestige Collection'
GRAPES
100% Glera
LAND OF PRODUCTION
Prosecco Doc Treviso zone.
ORGANOLEPTIC CHARACTERISTICS
This well-structured sparkling Prosecco stands out for its luminous straw yellow hue and for its emphatic yet stylish mousse. The bouquet is redolent of Golden Delicious apple, while the palate is appealingly marked by aromatic notes of honey, black liquorice, and acacia blossom.
SERVING SUGGESTIONS
Extremely versatile in pairing, this sparkling wine loves vegetables, minestrone, mushrooms, grilled fish and almost any fish-based preparation.
SIZES
0,75 l



MEDICI ERMETE & FIGLI www.medici.it

The Medici Ermete Cellars have been established for almost a century and are situated in the best growing area of the Lambrusco. The Medici Family has always been dedicated to get the best out of this wine. During decades, they have managed to build up and constantly develop a real "heritage" of knowledge and skills, which have always been jealously guarded and improved, and their love and commitment to this wine has been handed down from generation to generation.



PRODUCT NAME AND DENOMINATION
Concerto, Reggiano Lambrusco Doc Secco
GRAPES
Lambrusco Salamino 100%
LAND OF PRODUCTION
Reggio Emilia.
ORGANOLEPTIC CHARACTERISTICS
Colour: intensely brilliant ruby red. Aroma: intense nuance of fresh red berries, strawberries, raspberries and cherries. Excellent olfactory purity enhanced by intensity and persistence. Flavour: dry and fruity, round, fresh, lively and delectably harmonious. Very clean with the perfect balance of acidity and tannins.
SERVING SUGGESTIONS
Serving temperature: 14-15°C. Pair with: Italian cuisine, cured pork meats, seasoned cheese, mixed meat sauces, stuffed roast, grilled meats, vegetarian cuisine.
N. OF BOTTLES PRODUCED
150,000
SIZES
0,75 lt

MONTELVINI www.montelvini.it

A profound sense of belonging to our land and respect for the equilibrium of our territory. This is the soul of Montelvini, one of the most dynamic wineries in the Italian panorama. Its headquarters are in Venegazzù, in the province of Treviso, the heart of the production zone for the Docg Prosecco Superiore Asolo, the Rosso Montello and the Doc Montello and Colli Asolani.

PRODUCT NAME AND DENOMINATION
Promosso Spumante Brut - collezione Promosso
GRAPES
Cuvée
LAND OF PRODUCTION
Veneto.
ORGANOLEPTIC CHARACTERISTICS
The aromas are fruity and fresh. On the palate there is a pleasurable acidity, with a fine and persistent perlage, good structure and a clean taste.
SERVING SUGGESTIONS
It perfectly suits shellfish and white fish, as well as seafood; it is also excellent as an aperitif.
N. OF BOTTLES PRODUCED
First production.
SIZES
0,75 l

