

YEAR 2008 – MARKETS&CONSUMERS REPORT ON ITALIAN SPARKLING WINE

ABROAD. Toastings featuring Italian bubbles. Nearly definitive the data signalling an increase in export in 2008 over 2007, both in value (+20%) and size (+16%), a 3,0 mld euro turnover and 172,885 million bottles dispatched in a year. Among the best performers, in terms of value and consumption, once again Great Britain, with +14%, the USA, with +12%; Japan, Canada, Switzerland, Austria and Sweden fare well, all between + 5 and +3 %; extraordinary the data from new countries such as Russia, India, Brasil, Uruguay. 70 countries import Italian spumante wines. On the European market, Germany keeps the leadership and the UK confirms the two digit positive trend of latest years.

ITALY TYPOLOGIES. Asti and Prosecco are leaders. The Italian market differs from all others in its wide typological wealth and in the huge range of its niche products. The Italian regions producing at least one spumante are 18, and 278 the Docg-Doc allowed to turn out at least one brand. Asti Docg classes first, with slightly over 76 million bottles produced, followed by Conegliano Valdobbiadene Doc Prosecco, with 50 million bottles. As to the Classic method, leadership is neatly shared by Franciacorta and Trento, with 9.7 and 8 million bottles, respectively. Definitely in top position Spumante Prosecco, whether Doc or not, with 160 million bottles (45% of total amount), traded by 450 wine houses. Lombardy itself nearly reaches 15 million bottles of classic method (60%), over an overall 24 millions. Veneto is the first Italian region in terms of production and consumption. Altogether in 2008 over 328,5 million bottles were forwarded (Italy being the 3rd world producer), 304,8 millions of which pertain to the Italian (or Charmat) method.

ITALIAN MARKET. 2008 consumption data consolidated. 155,6 million bottles consumed in the year (+1,5% over 2007). In the gift sector, Spumante sales grow (+ 7%) and Champagne's are steady. Franciacorta and Trento lead in restaurants, wineshops and gift sector. Asti proves the undisputed king with traditional desserts, focusing 88% of total consumption at the end of the year. Glass wine consumption has increased by a significant 15% at winebar&restaurants.

EXPORT SURPASSES HOME CONSUMPTION. Italy 2nd world exporter. The European home market with 27 countries takes up 70% of total export. The Asti denomination has the primacy, with 61,800 million bottles in 60 countries. Sales abroad fare better and better because Italian spumante wines represent today's and tomorrow's way of drinking, being moderate and less alcoholic.

Source: Ovse, Customs, Importers, Wine Houses, Protection Consortiums and Associations, Istat-Ismea, Assocameraestero, Research Institutes.