

The magic of Italian bubbles.

GREAT SUCCESS AMONG VIPS – Success goes on at home and abroad. Wines with Italian bubbles have conquered the world's most particular palates. A host of former sparkling wine lovers, converted to bubbly wine made in Italy. The heritage and varietal wealth of our wines charm for their easy consumption and because, among so many typologies, anyone can find his/her match. Bubbles evoke an air of merrymaking, they become a means to bring about joy and be happy, to “live Italian style”, too. A leit motif in different newspapers and world talk-shows when the subject is food and cooking.

THE ITALY LABEL WINS – 345 million bottles are estimated to have been shipped between Italy and the rest of the world at the close of 2009. A never-before-reached record. Sparkling wines have a strong appeal on consumers, both regular and novice, both abroad and at home, because they meet individual and widely spread immediate requirements: a low alcoholic content, ease of traceability, good matching with any kind of cuisine, modernity, a price in line with present economic means.

NATIONAL ECONOMIC VALUE – The economic sector of Italian “spumanti” wines is worth about 3,000 million euros at consumption. Top wines, with a Controlled and/or Guaranteed Origin Denomination, are 278; 20 regions are involved in production, 85 provinces and 790 communes are deputed to provide the best grapes; 600 wineries produce at least one bottle of bubbly wine; 2360 are the made-in-Italy labels present on home and world markets. Veneto, Piedmont and Lombardy are the most productive regions: Lombardy leads the field in bubbles made by classic method; Veneto and Piedmont, instead, are head-to-head with about 130 to 110 million bottles produced.

A SPARKLING AND FEMALE EXPORT – 173 million bottles are dispatched abroad to 70 countries, for a consumption value of 1.850 million euros (+19% over 2008). Italy is the third producer in the world and the second exporter. After France, with 197 million bottles, and before Spain, with 157 million, Italy is the second exporting country in the world. The best buyers are Germany (41 million bottles), the USA, with 29 million, Russia, with 17 million, and the UK, with 16 million. With the fanciful appealing slogan “Bubbles’ Wine”, Italian bubbles show up in the world. Female consumers prefer the “slightly sweet aromatic” taste to the “full bodied alcoholic” one of other bubbles. The world market has recognized a higher value than in the past to Italian “vini spumanti”, consumers buy with competence and look for certainty of origin, that is for a modern international relationship in line with present means.

ITALIAN APERITIFS – Cocktails forgotten, exotic colourful drinks ousted, today out of 10 apéritifs 6 are based on Italian bubbles. At the restaurant, price ranges first in the Italian consumer's motivation for the choice of “spumanti” wines, while it is the last concern in the case of glass consumption during the “Italian aperitif”. At the supermarket, it takes 2 to 5 minutes to buy a “spumanti” bottle, because of the wealth of offer and typologic variety. Among the very young – according to a survey – a flute of bubbles has replaced soft drinks and cocktails as an apéritif in 50% of cases. Experts complain about little assistance at supermarkets, with murky messages.