



Newsletter Italy - May 2018

General overview

The most important Italian wine exhibition Vinitaly has just come to the end and as Prowein already anticipated in mid-March, Vinitaly once more confirmed the Italian wines to be highly demanded worldwide. The international interest is not only for the "big-players" such as Prosecco, Pinot Grigio, Barolo and Amarone, but there is a crescent demand for the less well-known autochthonous grape varieties, which are gaining their importance on international markets little by little. The example of this are the wines from the Italian isle Sardinia, which are a concrete confirmation of how almost unknown wines can arise with great success. About the visitors attending Vinitaly there has been a massive presence of US and of different Asian countries importers.

Price tendency

The Italian crop 2017 has been the scarcest ever and it manifested its evidence with soaring prices in every region, from North to South. Since few weeks the market has been calm and the prices have reached their stability. Basically the lots of bulk wine still available are small, but thanks to the positive forecasts for the next crop, the prices are keeping their balance and in certain cases they are even having a slight decrease. We have the reason to believe that this tendency will be continuing in the the next months, providing that the weather for the summer will be "normal".

Forecasts for the crop 2018

Last crop in 2017 was characterised by extreme drought during summer and frosts spread everywhere during winter. All the Italian regions, from North to South, received important rain and snow supply, which allowed to reconstitute the general water stocks. We had severe cold during winter, which affected the vegetation so much so that the growing season and the development is now around 15 days late rather than last year's at the same stage. But now, at the beginning of May, we can absolutely say that the risk of late frosts is over. Providing that these preconditions are confirmed and supported by standard summer weather, we feel bullish about the crop to come in 2018.

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