



ALL THE STATISTICS ON TUSCAN WINE PRESENTED AT PRIMANTEPRIMA

The Tuscan PDO-PGI wine sector generates 11% of the national *ex works* value
The prestige of the *Made in Tuscany* brand drives exports: half of PDO production is exported
The USA and Germany remain the largest importers. Growth in China, Russia, and Eastern Europe
Tuscan wine also has an excellent online reputation: sentiment is 95.5%

Florence, 9 February - The value generated by the Tuscan PDO and PGI wine chain is estimated at around **one billion euros, or 11% of the national value**, which is 8.3 billion. Moreover, confirming the prestige of the *Made in Tuscany* brand, half of the certified regional production is exported internationally, representing about **20% of the export of national PDO still wines**. These are some of the data presented by **ISMEA** on Saturday, 9 February at Fortezza da Basso in Florence during **PrimAnteprima**, the event that opens the **2019 Wine Preview Week**, promoted by the **Tuscany Region** in collaboration with **PromoFirenze**, a company of the Florence Chamber of Commerce. Guests and experts, moderated by journalist and sommelier **Andrea Gori**, took part in the round table of PrimAnteprima, together with the regional councillor for agriculture, **Marco Remaschi**. Speakers included: **Fabio del Bravo**, head of **ISMEA's** Rural Development Services Department, **Daniele Vergamini**, of the Department of Agricultural, Food and Agro-Environmental Science at the **University of Pisa**, **Stefano Stefanucci**, Sustainability Manager at Federdoc, **Mirko Lalli**, founder and CEO of **Travel Appeal**, and an ambassador of Tuscan excellence in the world, **Annie Feolde** of the **Enoteca Pinchiorri**. Let's take a closer look at the exclusive research presented and carried out for PrimAnteprima.

ISMEA STUDY - The ISMEA study, carried out on behalf of the Tuscany Region, shows that 80 million litres of the region's PDO wines are sold abroad, in a ratio that has remained fairly stable to date between non-EU (57%) and EU countries (43%). This is also thanks to the **COM promotional campaigns** aimed at supporting markets outside the EU. In fact, with almost €11.5 million of European funds allocated for 2018/19, it was possible to support 38 promotional projects. Campaigns of this kind have been taking place for about ten years and are now bearing full fruit.

Which are Tuscany's main wine importing countries? The **United States and Germany** continue to be the main destinations of the PDO market, although with a slight downward trend, with a total of **50%** in terms of both volume and value. The role of the Far East is growing, starting with **China**. Russia and Eastern countries such as the **Czech Republic, Ukraine and Poland** also performed well, while the export trend towards **Brazil, Mexico, Australia and New Zealand** was positive. **Regional production**, which in 2018 reached a total of **240 million litres** (+44% compared to 2017), saw an increase in quality rather than quantity.

The trend of the last three years has shown encouraging results on the domestic market, in particular in 2018, for sales in the large-scale retail sector and for quality Tuscan wines, both in terms of volume and value. The analysis of production price lists also confirms a strong position for Tuscan wines on the market, with particularly significant average increases from 2010 to the present day.

FONDAZIONE SISTEMA TOSCANA RESEARCH - The strong performance of Tuscan wine recorded by ISMEA is also reflected in **online reputation**. According to the study by FST using **Travel Appeal**, based on almost **42,000 online contents** including **posts, reviews and websites**, online discussion of Tuscan wines is rising at a very fast rate: **+57% in the last year**. Growth rates are also interesting for individual denominations, including Vernaccia di San Gimignano Docg (+1200%), Chianti Classico Docg (+471%), Tuscan PGI (+275%) and Orcia Doc (+241%).

Overall **user sentiment is very high, at 95.5%**. Rosso di Montalcino won the challenge as favourite wine, with a sentiment of 97.1%, while among the 10 brands most cited online the podium was won by Chianti Docg (27% of mentions), followed by Brunello di Montalcino Docg (13%) and Bolgheri doc (9%). Among the most interesting aspects that emerged were: the highest peaks of posts and reviews on Tuscan wines were concentrated between August and October, coinciding with the period of greatest attention to the theme that culminates with the grape harvest. The social network with the greatest number of interactions related to wine was **Instagram**. The post that obtained the most interactions ever in 2018, precisely on 13 December, with 6,451 likes and 33 comments, was an image published on Instagram showing a 1999 Bolgheri Superiore Guado al Tasso.





Regione Toscana



UNIVERSITY OF PISA REPORT - BuyWine is confirmed as a winning model, according to a report by the University of Pisa. The leading commercial initiative for the wine sector in Tuscany, promoted by the **Region** in collaboration with **PromoFirenze**, a company of the Chamber of Commerce of Florence, was put under the magnifying glass of the Department of Agricultural, Food and Agro-Environmental Sciences of UNIPI. By analysing a series of data collected from the 2016 and 2017 events up to January 2019, the researchers studied the structure of BuyWine as a tool at the service of Tuscan wineries in search of new markets. The format's success is largely due to the platform that generates the agendas of buyers and sellers, thanks to a **matchmaking system** that cross-references their respective profiles. Thanks to the **perfect matches** in the 2016 edition, **52%** of the sample said they had **increased their average annual sales volume thanks to this event**. As far as **exports** are concerned, **almost half of the sample** stated that they had **increased their volume, with percentages from 10% to 25%**. Thanks to BuyWine, about 57% of the producers surveyed reported having been able to enter markets such as **Canada, Russia, the Netherlands, Denmark, Singapore, China, Sweden, Brazil and Finland**. A very important element concerns the prices found thanks to the well-matched meetings. Thanks to the perfect matches, 45% of those interviewed stated that they had received offers from buyers at lower average prices, while 38% observed an increase in prices of no more than 10%. Finally, 35% of respondents said they had developed more stable business relationships.

Find out more at www.buy-wine.it and www.anteprimetoscane.it

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CHIANTI CLASSICO

