



Italian Wine & Food Institute

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FOR IMMEDIATE RELEASE

The Note of the Italian Wine & Food Institute

ITALIAN SPARKLING WINE ESCALATES IN THE U.S.A.

New York, June 1 - The remarkable success of Italian wines in the U.S. market extended also to its sparkling wines. As made known today by the Italian Wine & Food Institute, there was a consistent demand for Italian sparkling wines in the first trimester of 2011.

On the whole, Italy's exports increased from 32,620 hectoliters for a value of \$19,997,000 in the first trimester of 2010, to 50,180 hectoliters for a value of \$29,750,000 this year so far. Italy increased 53.8% in quantity and 48.9% in value. The results emphasize how Italy consolidates its leadership position for quantity in the U.S. market.

France's exports rose from 29,660 hectoliters in 2010 to 34,530 hectoliters this first trimester, with a 16.4% increase in quantity. The value also rose from \$60,285,000 to \$82,558,000 in 2011, with an increase of 36.9%. France consolidates its leadership position for value in the U.S. market.

It should be noted that Italian exports mainly consist of Spumante and Prosecco, while French exports mainly consist of Champagne. This explains the average price difference per liter: \$23.9 versus \$5.9.

In third position is Spain, whose sparkling wine exports rose from 17,820 hectoliters to 24,680 hectoliters, and from \$8,094,000 to \$11,391,000 in value this trimester. These results confirm that Spain had an increase of 38.5% in quantity and of 40.7% in value.

In total, the U.S. imports of sparkling wine rose from 84,940 hectoliters to 120,420 hectoliters in the first trimester of 2011. In addition, the total value increased from \$90,623,000 to \$128,801,000. Therefore, the results reveal an increase of 41.8% in quantity and 42.1% in value.

IMPORTS OF SPARKLING WINE IN THE U.S.A.

January-March 2010/2011

	Hectoliters		\$000s		10/11	10/11	Avg. price for bottle \$	
	2011	2010	2011	2010	variation % quantity	variation % value	2011	2010
Italy	50.180	32.620	29.750	19.970	53.80%	48.90%	5.92	6.12
France	34.530	29.660	82.588	60.285	16.40%	36.90%	23.92	20.30
Spain	24.680	17.820	11.391	8.094	38.50%	40.70%	4.62	4.54
N. Zealand	20	0	24	0	0.00%	0.00%	12.00	0.00
Germany	1.610	940	471	299	71.30%	57.50%	3.18	1.30
Portugal	30	10	22	4.000	248.10%	450%	7.33	4.00
Other Countries	9.360	3.900	4.555	1.970	139.90%	131.20%	4.87	5.05
Total	120.420	84.940	128.801	90.623	41.80%	42.10%	10.70	10.70

Source: Italian Wine & Food Institute