



Italian Wine & Food Institute

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The Note of the Italian Wine & Food Institute

Italian Wine Dominates the US Market

New York, 25 August -- The magical moment of Italian wine in the United States shows no sign of stopping as it continues into the first five months of the year, as just announced by the president of the Italian Wine & Food Institute, Lucio Caputo. Records indicate that Italian wine exports to the U.S. experienced an increase of over 23% in quantity and of 22.6% in value.

Italian exports rose from 871,910 hectoliters for a value of \$422,738,000 in the first five months of 2010 to 1,072,970 hectoliters for a value of \$518,631,000 in the corresponding period of 2011.

The records show, said Caputo, that Italy has ultimately consolidated its position in the U.S. market, distancing itself further from other prominent countries, such as Australia. Although existing as the second largest exporter to the United States, Australia recorded a considerable reduction of 21.5% in quantity and of 17.3% in value so far this year, further amplifying the gap that divides the two countries.

The market quota of Italian wine imports climbed to 31.3% in quantity and 35.3% in value while that of Australian wine imports fell to 20% in quantity and to 12.8% in value.

During the first five months of 2011, U.S. wine imports totaled 3,420,030 hectoliters for a value of \$1,468,668,000, an important increase from the 3,324,820 hectoliters for a value of \$1,319,899,000 recorded in the corresponding period of last year. Therefore, the records show a respective increase of 2.9% and of 11.2%.

Australian imports equated to 684,690 hectoliters for a value of \$189,342,000, lower in comparison to the 872,130 hectoliters for a value of \$229,112,000 of the corresponding period last year. Imports from Argentina amounted to 382,060 hectoliters for a value of \$111,784,000 versus the 318,980 hectoliters for a value of \$93,746,000 during the first five months of 2010. These records signify an increase of 19.8% in quantity and of 15.5% in value for Argentinian wine imports.

According to the note of the Italian Wine & Food Institute, the imports from Chile reached 356,020 hectoliters for a value of \$98,235,000 during the first five months of 2011. Last year's corresponding

period recorded 456,350 hectoliters for a value of \$91,292,000. This reveals a deduction of 22% in quantity and an increase in 7.6% in value.

The imports from France rose from 296,300 hectoliters to 308,500 hectoliters during the first five months of this year, and its value increased from \$230,170,000 to \$268,336,000 in value. Therefore, France has experienced an increase of 4.1% in quantity and of 16.5% in value, confirming the steady increase of prices of French wine.

Imports from Spain, the sixth largest supplier to the U.S. market, also augmented during this same period. Imports from Spain amounted to 238,660 hectoliters for a value of \$87,389,000, significantly higher than the 139,600 hectoliters for a value of \$69,932,000 imported during the five months in 2010. These results indicate an increase of 71% in quantity and of 24.9% in value.

Italy is also experiencing success in the sector of sparkling wine, holding the record of exports with 90,090 hectoliters for a value of \$53,456,000. During the first five months of 2011, Italian exports of sparkling wine increased 44.8% in quantity and 45.5% in value, with a market quota of 42.2%.

