



**Scheduled in Verona 9-12 April 2017**

## **WINE - VERONAFIERE: BREXIT «TODAY» BUT FOR VINITALY IS REMAIN**

### **MANTOVANI (CEO): 400 MORE BUYERS FROM THE UK - EU WINE IS IMPORTANT EVEN FOR THEM**

**Despite uncertainties about future sales, there is a growing interest for Italian wine, with 400 new buyers from the United Kingdom visiting Vinitaly for the first time. Brexit will be discussed with the Alex Cannetti, Director of Berkmann Wine Cellars, during the Wine and Retail Conference on Monday 10 April.**

**Verona, 30 March 2017** – *"We are following up Brexit events and their impact on trade, especially for our wine, very closely. Yet everything seems to be having the opposite effect today: Vinitaly has already registered 400 new buyers from the United Kingdom who have never attended the show before, joining more than 500 others who attend every year."* So said **Giovanni Mantovani**, CEO & Director General of Veronafiere, following the official announcement in London today of the procedure to leave the European Union. *"Of course,"* Mantovani went on, *"it is too early to predict what will happen as regards our wine in the world's second largest importing country but I think that putting a brake on sales would be to everyone's detriment. The United Kingdom exports the equivalent of 2.1 billion euros of spirits every year and imports 1 billion bottles of EU wine worth 2.6 billion euros. The EU wine business, according to the Wine and Spirit Trade Association (WSTA) covers 55% of a sector worth a total of 20 billion euros. We trust,"* **Mantovani** concluded, *"in negotiations by the European wine sector, since the product has seen a dramatic increase in consumption to the detriment of beer."*

Brexit will be discussed at Vinitaly (9-12 April, ), during the traditional **Wine and Retail Round Table, with a specific focus on prospects** for Italian wine in the retail channel in Great Britain after it leaves the EU (Monday 10 April at 10.30).

Possible negative effects will be analysed, which the Director of the influential Berkmann Wine Cellars, **Alex Cannetti** – who will attend the Conference – believes may turn out to be far from trivial. *"Brexit,"* he said, *"it is a challenge for European wine sales because Australia, South Africa and New Zealand will be the first countries in the world to sign bilateral trade agreements with the British Government. The only solution to this threat is to allow the United Kingdom a period of 10 years during which it will share the same trading conditions and the same customs charges as the EU, as well as negotiating a free trade agreement. Yet there is no doubt,"* **Cannetti** concluded, *"that cheese and wine are more at risk than other goods such as cars, medicines and financial products and consequently more subject to political provocations, such as the threat by the Minister of Foreign Affairs, Boris Johnson, to raise duties on Prosecco."*

In 2016, official ISTAT figures indicate that Italian wine exports posted a new record of 763.8 billion euros (+2.3% over 2015) precisely thanks to the performance by Prosecco. On the other hand, volumes dropped to 311.5 million litres (-6.8%) but the average price improved to 2.45 euros/litre (+9.9%).

**Link to Vinitaly 2017 press kit:** <http://www.vinitaly.com/areaStampa/cartellaStampa/>  
**Link to photo gallery:** [www.fotoveronafiere.com](http://www.fotoveronafiere.com) - **Username:** photogallery - **Password:** vin5016

**Veronafiere Press Service**

Tel.: + 39.045.829.82.42 – 82.85

E-mail: [pressoffice@veronafiere.it](mailto:pressoffice@veronafiere.it) Twitter: @pressVRfiere | Web: [www.vinitaly.com](http://www.vinitaly.com)