

PRODUCTION / COMMERCIALISATION AND EXPORTATION

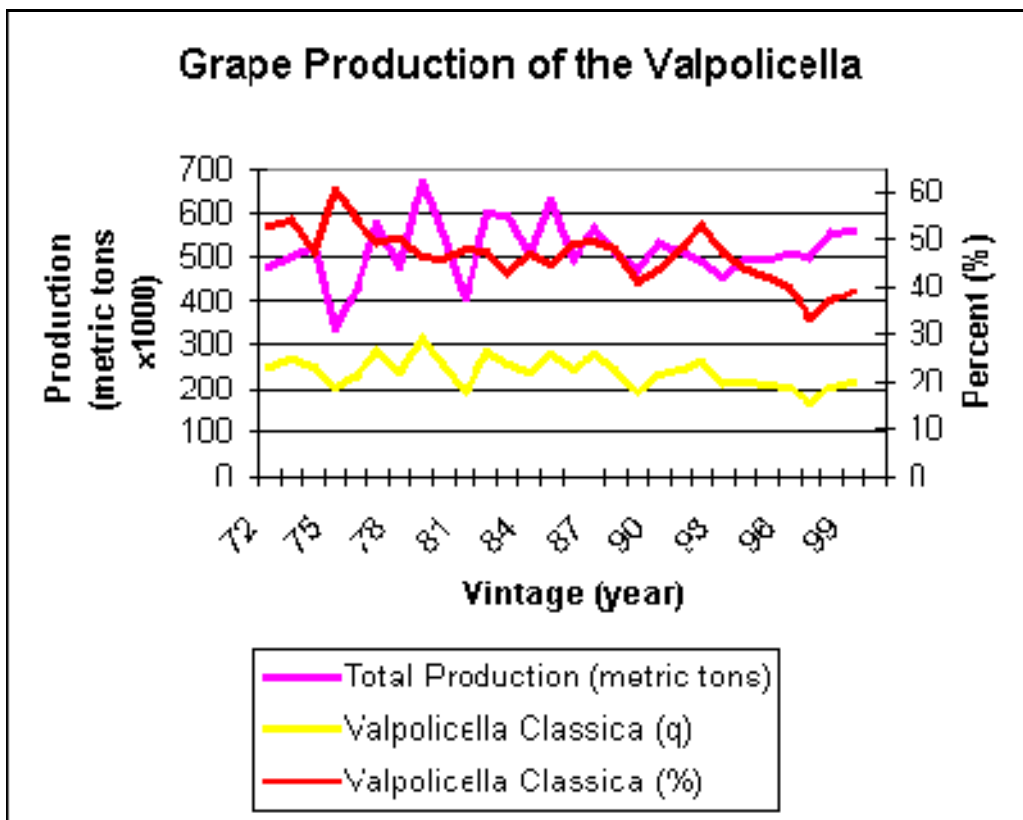
PRODUCTION



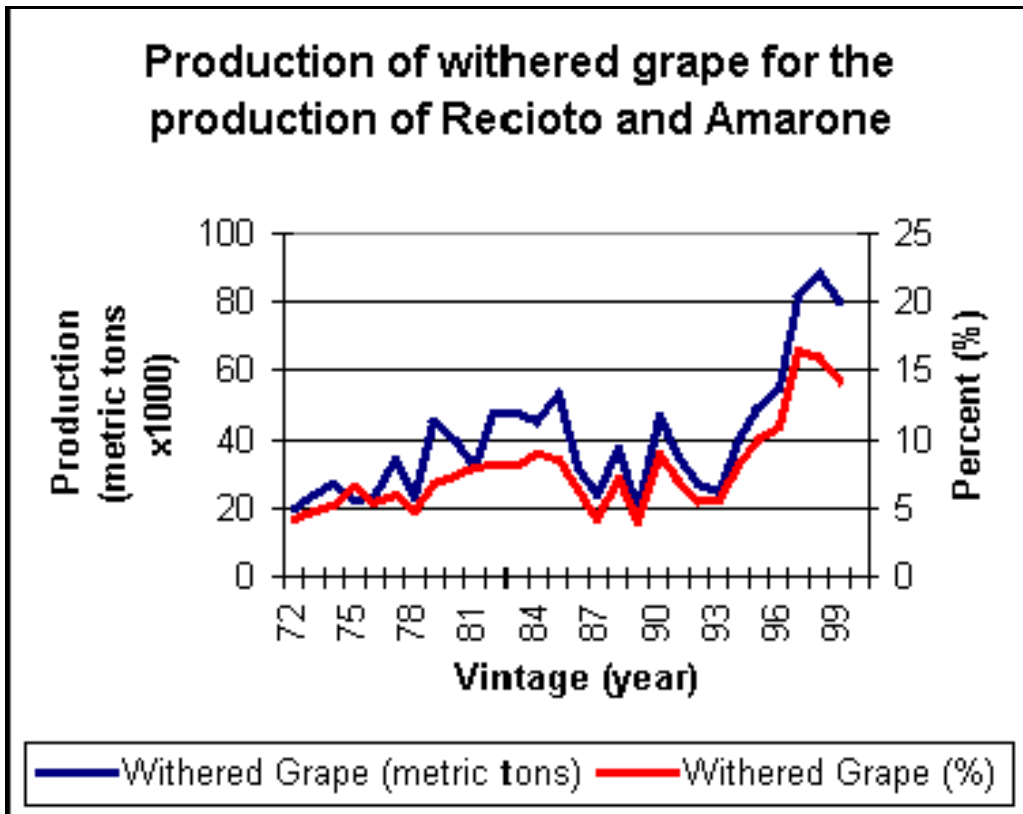
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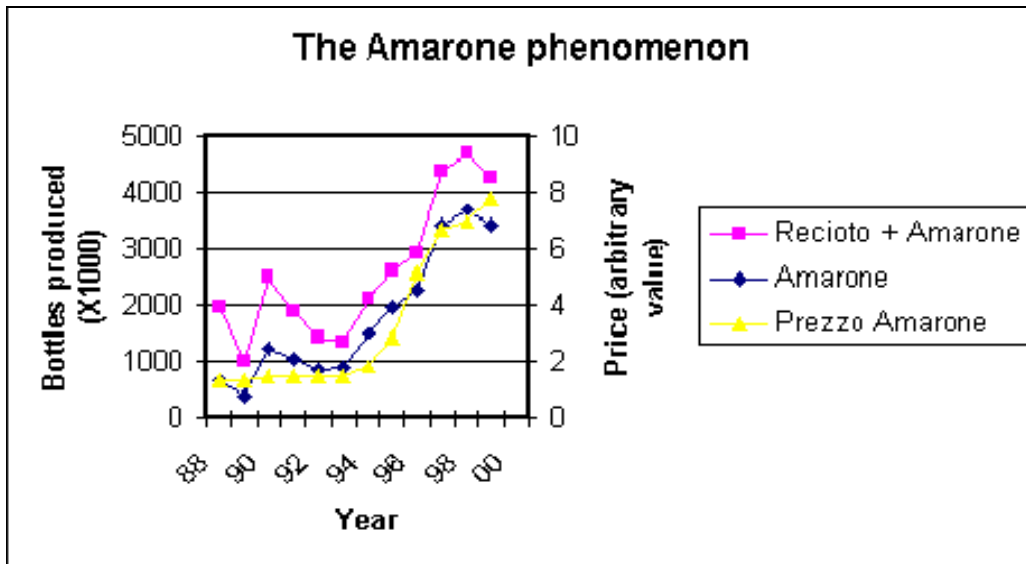
At present, the production of grapes in the Valpolicella is about 550,000 metric tons, with a small increase registered in the last few years. In fact, viticulture is becoming increasingly more specialized with the recouping of quality hill areas that were once believed to be economically marginal (Figure 1):



The projected proportion of grape destined for withering (Appassimento) for the production of Recioto and Amarone is about 20% of the entire production (Figure 2):



The tendency for the allocation of grapes destined for withering is evident and is due to the strong increase in market demand for Amarone in the last ten years (Figure 3):



The success of Amarone has influenced the production of Recioto, obviously in relative terms, but also in terms of the number of bottles produced. Thus, while at the end of the 1980s it is estimated that the proportion of withered grapes destined for the production of Recioto was 70%, today it is less than 20%. During the same period, the number of bottles of Recioto produced has changes from 1,400,000 to 800-900,000 at present. It is expected that this number will continue to fall.

COMMERCIALISATION AND EXPORTATION

The history of the commercialization of the wines from the Valpolicella began long ago. The notable diversification of the various products made in this area has led to the fact that in every historical period at least one wine from the Valpolicella has had good success: from the time of the ancient Romans up to the present. Up the 1990s, the market demanded wines that were readily drinkable, simple as well as sweet wines such as Recioto. As Hemingway put it, "cordial like the home of a brother whom you get along with". At present, Amarone is the main symbol of wine producers in the Valpolicella.

The enterprising capability of the wine producers in the area around Verona has led to their success in international markets and since the early 1800s, these wines have been present in foreign countries. The present exportation involves about 80% of the entire production. Evidently, in terms of volume, the major share of exports is Valpolicella with about 2,000,000 litres (about 26 million bottles) followed by 300,000 litres of Amarone (about four million bottles).

The exportation volume of Recioto is relatively insignificant. The North American market constitutes the largest; the United States alone represents 25% of the total exportation, followed by Canada with about 20%. In Europe, the largest consumer of wines from the Valpolicella is Germany, with 15%, followed by the United Kingdom (10-15%) and Denmark (4%). The Asian markets are also having a moderate success and are led by Japan, with about 2% of total exportation, after a peak of 5% registered a few years ago.