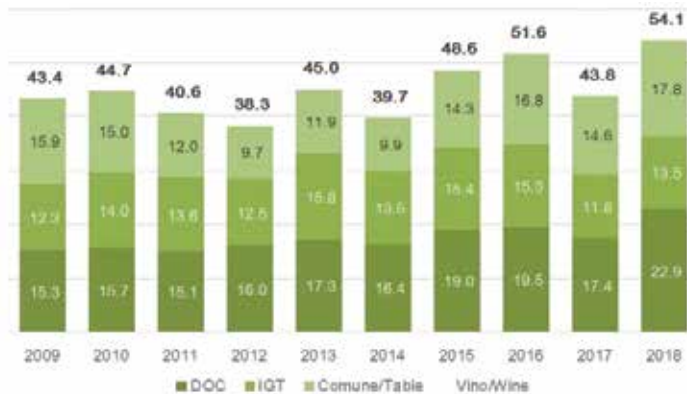




# Why the Wine sector?



The wine sector is constantly growing.

This is because, as he said Salvador Dalí, "he who knows how to taste wine does not drink wine but savors secrets".

Italian companies's export numbers are growing abroad, internal uses are growing in Italy, and sales grow accordingly.

Obviously, all of this has a final result: the growth of sales and wine's administration around the globe. The numbers speak for themselves. In this table you can see the numbers of wine productions in Italy (excluding musts, hl/1000).

As mentioned, sales and administration are growing.

There's talk of an Italian market that has shifted the choice to the quality.

In fact, the average purchase receipt of italians, who prefer to drink slightly less but better, is growing.

This leads to a growth of the wine sector in turnover value as shown by the Italian large-scale distribution data in 2018 over 619 million liters (-4.4%) were sold for a turnover of 1.9 billion euros (+2.9%).

A positive but still fluctuating trend to which, however, it did followed a positive recovery in the first two months of 2019 when sales on shelves increased in quantity by 1.7% with a peak of +5.3% for wines Doc and Docg.

But perhaps the most positive figure that emerges from the Iri data is that on average price increased overall (and therefore between bottles, cartons and bag in box) of 7.7% to 3.07 euros per liter but that becomes 4.53 euros (+4.8%) for the only ones bottles.

All this to make people understand the importance of the growing market and which foresees further growth in the domestic market.

On the international markets front, 2018 recorded a new record for shipments of Italian labels that have exceeded 6.2 billion euro (+3.3%) with an increase in 12 months of as much as 200 million.

The huge investments made by Italian wine in promotion abroad are also giving positive results on the research front new market spaces as evidenced by the export figures in Poland (+23.3%) or South Korea (+14.6%).

The growth in export value indicates that there's an increase in remuneration of made in Italy wine that affects the entire supply chain starting with the winemakers who are the first bulwark of the wine system.

Here's the graph of the total export value of Italian wine:



These data explain why we chose this sector as well as the passion that unites all the people who are sharing this project.

There are countries still with a wine culture to develop and our goal is precisely this: to export Made in Italy in the world.