







# **SINGAPORE- CHINA. THE TWO FACES OF THE ASIAN MARKET**

On the one hand, Singapore, the small Switzerland of the East, on the other, China, the Asian giant. Two distant economies and two different ways of understanding wine. Gambero Rosso returns to Asia, with the new Tre Bicchieri 2019 vs. 2020 format

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## SINGAPORE, THE DESIRE FOR ITALIAN WINE GROWS

Singapore is a must-see in Gambero Rosso's rich calendar of international events: it's the thermometer of Italian wine in Asia. And it is also the country with one of the highest spending powers, so much so as to be called Little Switzerland of Asia.

The Top Italian Wines Roadshow has landed for the eighth time in the city, backed by a solid group of 60 historic wineries and a wealth of wines, over 200, which portray a virtually inexhaustible heritage of native varieties and territories, still little known in these parts. The event was hosted on May 6th, once again in the Chi-jmes complex, inside a deconsecrated church in the heart of the city. The 4 seminars conducted by yours truly were fully booked, a long journey from the Alps to the valleys of the Trapani area, with an ad hoc moment to illustrate numbers and cellars of the great international Prosecco Doc phenomenon. Many requests for explanations and comparisons with French wines and territories.

*"Here there is an incredible hunger for knowledge and interest in Italy, they want to know more, the masterclasses on Italian wine are always booked solid because there is still little information on Italy"* says Jessica Tan, from Singapore, great promoter of Italian wine in the city. *"The market is still very much oriented towards France,"* she continues, *"and also for Italy, linked to the brand and the so-called ABBC (Amarone, Brunello, Barolo, Chianti). It's time to go further and the go-native trend will come strong"*.

The concept is strengthened by **Alan Serrecchia**, sales manager of Ferrari Food + Wine: *"We feel a little left alone*

*in our promotional work by the Italian Government. Neither the Embassy, nor the Chamber of Commerce support us contrary to what happens in France. A place which, when it moves, invests a great deal. We need more events and seminars"*.

Over 800 participants at the event, excellent impressions came from the wines of Southern Italy, in particular Puglia and Sicily: "The price of these wines is really ridiculous considering the quality in the glass", was one of the recurring comments of the importers. Consider that in these parts, the average price paid for Italian wine is among the highest in the world: 8 euros per liter.

Finally, some concerns are related to neighboring Indonesia. *"In Singa-*

*pore it's a good time, but we are a little worried about Indonesia, because since the EU decided to reduce the amount of palm oil, the local government has blocked, since April 1, the import of European wines and spirits. We hope we can find a solution soon,"* says **Francesco Paganelli**, export manager of the Cevico group

## NUMBERS. SINGAPORE REPRESENTS A GROWING NICHE

The Singapore market still represents a niche in the world of Made in Italy wine exports, but one that certainly needs overseeing. The quantities of wine shipped from Italy to this country in 2018 amounted to 2 million liters, compared to 1.8 of the previous year, the increase is 11%. Consid-



### THE BEST ITALIAN RESTAURANTS IN SINGAPORE

The Singapore restaurant scene is competitive and dynamic to say the least: 3,000 openings every year. As a consequence, almost 2,000 closures. The best Italian restaurants in the city were awarded at the opening of the event. The Surgiva Taste & Design Award goes to Alba 1836, a refined wine bar and restaurant housed in a colonial palace with spectacular exposed cellars, refined cuisine and one of the most varied wine lists in the city: "We are greatly expanding central and southern Italy", emphasized manager Norwati Basri. Tre Bottiglie recognition for the best wine list in the city, and among the deepest in the world, goes to Garibaldi, a historic restaurant and bar opened by Roberto Galetti in 2003: 1,600 labels and 12,000 bottles dating back as far as 1937, with mind-boggling verticals and 20 great wines by the glass. "Here I learned to work on the millesimes, to bring value to the vintage. Lately the average expenditure has been lowered, but for example, the other day I sold 24,000 euro worth of wine to a table", commented restaurant manager Antonio Valentini. Standing out among the new openings, Amò is a bistro and pizzeria, winning Due Spicchi as the best pizza in town. "The most popular pizza? Surely the truffle-topped one, we have sold more than 6,000 in a year and a half since the opening," added manager Jody Adler.



In the restaurants section, Due Forchette were awarded to the seafood restaurant Gattopardo, directed by the talented Sicilian chef Lino Sauro, while two other restaurants are awarded with Tre Forchette recognition: Buona Terra, of Lombard chef Denis Lucchi and expert sommelier Gabriele Rizzardi, who emphasizes that mid-range wines are suffering the most at this time, with a deep gap between the entry level and the higher end; equally, maximum recognition also for Braci, one of the five restaurants opened by Beppe de Vito, entrusted to the very young Mirko Febbrile, who at only 28 is managing an innovative concept that focuses strongly on Josper oven-cooking and small grills, including Japanese influences and a strong Italian character.

ering the values, according to ISTAT data on foreign trade, Singapore's expenditure on Italian wine went from €14.1 million in 2017 to €16.4 million in 2018, equal to a sharp rise of 16.3%. The average price per liter has thus benefited, reaching 8 euros. The positive trend for Italian wine was repeated in January 2019, with export values that, according to the first partial data released by Istat, went from 0.98 million euro to 1.1 million, against quantities which increased from 138,000 to 157,000 liters.

### IN BEIJING THE NEW FORMAT TRE BICCHIERI 2019 VS 2020

Another day, another stage and another format. On May 8th at the

Four Seasons Hotel in Beijing, Gambero Rosso presented its new format Tre Bicchieri 2019 Vs 2020, featuring the best Italian wines reviewed by Vini d'Italia in comparison with the new vintages, which the wineries have tasted in absolute preview. The Guida dei Vini guide was the great protagonist of the event. Published by Custom Press, the publishing house of the Chinese Customs Office, the 2019 edition (the ninth edition translated into Chinese) was presented to a large audience of enthusiasts, journalists and sector operators. "Relations between our two countries are growing, exchanges are intensifying" said Sen Liu in the presentation ceremony, representing the publisher Custom Press "the

wine and the Italian lifestyle increasingly fascinate the Chinese consumer. "Vini d'Italia" is an invaluable knowledge tool, and we are pleased to be able to distribute it throughout the country to contribute to the success of Italian wine. A success that, numbers in hand, grows year after year".

### NUMBERS. IN CHINA ITALY DOES BETTER THAN ITS COMPETITORS

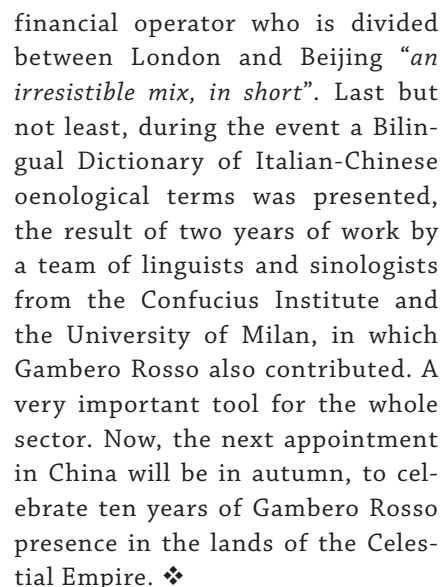
Let's take a look at the market numbers. Wine is—in terms of value—the leading sector of Italian food exports in China, with a share of about a quarter of the total. In fact, out of more than 560million euro of food exports in China, our bottles represent around 150million euro. ►



*“Chile and Australia enjoy the advantages of bilateral treaties guaranteeing zero taxation, but the recent contacts between our two countries, and the strategies of the Belt and Road Initiative—the” new Silk Road “—are the prelude to a significant increase in exchanges between Italy and China”,* echoed **Amedeo Scarpa**, director of ICE in Beijing and coordinator of the ICE network in China. *“We are the European country that has grown the most in turnover in the food industry over the past three years”* he continued *“and this was thanks to a promotion policy and market entry of younger generations, millennials and generation Z, who have a cosmopolitan education, great curiosity and the desire to explore the fascinating diversity of the world of Italian wine”.*

**A BILINGUAL DICTIONARY  
PRESENTED IN CHINA**

The success of Vini d'Italia – supported by the numerous events that Gambero Rosso organizes each year in China together with the best Italian producers – is an important driver of this growth. *“Italian wine is cool and sophisticated”* says Ivy Choi from the Luxury Times *“it tells us about the beauty of Italy, an increasingly important tourist destination for the Chinese public”*. *“It’s part of that heritage of art, culture and beauty that make the Italian lifestyle, like fashion, innovation and sustainable development”* echoes Susan Shi.



# What's "Barolo" in Mandarin? 巴罗洛! The newest Gambero Rosso dictionary

Now there's a new tool to walk the Silk Road: a bilingual (Italian-Chinese) **Dictionary of Italian wines and grapes**, born from the collaboration between **Gambero Rosso** and the **Confucius Institute at the University of Milan**. Presented at the last Vinitaly festival, the dictionary – available both on paper and as an app – contains about 1,200 items, divided into 4 sections: grapes, IGTs, DOCs and DOCGs. Each entry is defined in Italian thanks to careful consultation of wine texts and specifications; the translation work, thanks to the use of authoritative Chinese sources and an original work of standardization, has established the most suitable terms for identifying a wine or a grape variety. A painstaking job that aims to provide an indispensable tool for the culture and inclusion of Italian wine in the Chinese market. As explained by the president of Gambero Rosso Paolo Cuccia: «The Dictionary of Italian wines and vines constitutes an extremely impor-

tant starting point to fill linguistic gaps and to bring value to production niches and the boundless Italian wine-growing scenario in the Chinese market». The director of the Confucius Institute, Alessandra Lavagnino, echoes this: «We finally have the Italian definitions of vines, DOCG, DOC and IGT, with a correct and standardized Chinese translation. In this way, Italian wine will find a better way to reach the hearts of the Chinese». But it doesn't end there. From June, in fact, again from the collaboration between Gambero Rosso and the Confucius Institute, the specialization course will begin for the figure of "**Export Manager of Italian wine in China**", whose goal is training professionals able to manage the export processes and internationalization of Italian wine in the Chinese market.



巴罗洛  
Barolo

Vernaccia  
维纳西亚

切萨内赛  
Cesanese

泽比波  
Zibibbo



Malvasia Nera  
黑玛尔维萨

❖ 288 pages – euro 14,90 – available on [gamberorosso.it](http://gamberorosso.it)





SINGAPORE





