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FOR IMMEDIATE RELEASE

According to the Italian Wine and Food Institute

## Italy Leads U.S. Wine Imports

New York, August 5 -- Italy has maintained the role of leading exporter of bottled wine in the U.S. for the first five months of 2010, as reported today by the Italian Wine and Food Institute (IWFI), with Australia coming in second place (850,160 against 583,580 hectoliters). IWFI illustrated that altogether for the first five months of 2010, the U.S. wine imports have experienced a decrease in quantity and an increase in value as compared to the same period in 2009.

Collectively the U.S. imports amounted to 3.3 million hectoliters with a value of \$1.3 billion, which is equal to a 2.4% decrease in quantity and a 6.5% increase in value as compared to the same period of 2009. The average original price per liter of imported bottled wine within the first five months of 2010 were \$4.92 for Italian Wine (no change from 2009); \$3.57 for Australian wine (versus \$3.51); \$8.05 for French Wine (versus \$9.39); \$3.30 for Chilean wine (versus \$3.35); and \$3.88 for Argentinian wine (versus \$3.89).

IWFI reported that Italy has recorded a 12.5% increase in bottled wine for the period of January-May 2010 exporting 850 million hectoliters. Altogether, (including bulk wine) Italy exported 871,910 hectoliters, which was an increase of 11.6% and amounted to \$422.7 million, which was an increase of 9.3% as compared to the same period from the previous year that amounted to 787,850 hectoliters for a value of \$378.5 million in 2009.

Within the same period of 2010, IWFI reported that Australian wine (bottled and in bulk) is the most imported foreign wine in the U.S., however they have been recording a consistent decrease in quantity and a slight decrease in value of their exports. The importation of Australian wine to the U.S. amounted to 872,130 hectoliters for a value of \$229.1 million versus last years numbers in the first five months with 1,064,330 hectoliters for a value of \$229.5 million. In terms of bulk wine exported to the U.S., Australia's numbers have also decreased considerably from 499,760 hectoliters to 288,550.

IWFI also stated that other countries, such as Chile, France and Argentina, have all experienced decreases in the quantity of their exports to the United States. For the first five months of this year Chile exported 456,350 hectoliters for a value of \$91.2 million as compared to 2009 that averaged 492,440 hectoliters for a value of \$95 million resulted in a decrease of 7.3% in quantity and a 3.9% decrease in value.

The U.S. importation from Argentina in the same period amounted to 318,980 hectoliters for a value of \$93.7 million as compared to last year's numbers of 328,360 hectoliters and \$79.2 million which resulted in a 2.9% decrease in quantity but a 18.3% increase in value. However the bulk wine from Argentina decreased from 141,160 hectoliters to 93,860.

The IWFI also reported that France's exports to the U.S have also decreased within the same period of 2010. Exporting 296,300 hectoliters for a value of \$230.1 million as compared to 306,230 hectoliters for a value of \$255.7 million in 2009. This resulted in a 3.3% decrease in quantity and a 10% decrease in value as well as a significant decrease in the exportation of bulk wine to the U.S., falling from 44,660 hectoliters to 16,790.

IWFI also explained that many countries, including Spain, New Zealand, and Germany, are continuing to expand their wine markets in the United States with significant increases in value. Spain's exports have amounted to 139,600 hectoliters for a value of \$69.9 million resulting in an increase of 26.5% in quantity and a 25.6% increase in value compared to the corresponding period from 2009.

Imports from New Zealand amounted to 121,480 hectoliters for a value of \$74.4 million with an increase of 35.3% in quantity and a 26.2% increase in value, and lastly, Germany exported 114,400 hectoliters to the U.S. for a value of \$54.9 million which resulted in an increase of 8.5% in quantity and a 22.6% increase in value.

IWFI also reported on the sparkling wine imports to the U.S. for the first five months of the year. Total imports have increased by 36.1% in quantity and by 48.6% in value, amounting to 158,310 hectoliters for a value of \$167.2 million, as compared to 116,320 hectoliters in 2009 with a value of \$112.4 million.

In the same period, the U.S. imports of Italian sparkling wine amounted to 62,210 hectoliters for a value of \$36.7 million, with an increase of 34.2% in quantity and a 27.1% increase in value.

According to the IWFI in the same period of 2010, the U.S. imported 24,590 hectoliters of vermouth for a value of \$9.4 million as compared to 22,210 hectoliters in 2009 for a value of \$8 million, resulting in an increase of 10.7% in quantity and 16.5% in value.

Imports of Italian vermouth have increased by 15.2% in quantity and by 22.7% in value. Italy has exported 23,090 hectoliters for a value of \$86.5 million compared to 20,050 hectoliters for a value of \$7 million in the same period of the previous year.



**TABLE #1**  
**UNITED STATES IMPORTS OF STILL TABLE WINE**  
 January - May 2009/2010

	hectoliters		\$000s		09/10 % change		price per liter \$		% import 2010	
	2009	2010	2009	2010	quantity	value	2009	2010	quantity	value
<b>Australia - tot.</b>	<b>1064330</b>	<b>872130</b>	<b>229515</b>	<b>229112</b>	<b>-18.1</b>	<b>-0.1</b>	2.16	2.63	26.6	17.3
bottle	564570	583580	198288	208374	3.4	5.0	3.51	3.57		
bulk	499760	288550	31228	20738	-42.3	-33.5	0.62	0.72		
<b>Italy - tot.</b>	<b>797850</b>	<b>871910</b>	<b>378588</b>	<b>422738</b>	<b>9.3</b>	<b>11.6</b>	4.75	4.85	26.2	32.0
bottle	755890	850160	371557	418653	12.5	12.6	4.92	4.92		
bulk	41960	21750	7031	4085	-48.2	-41.9	1.68	1.88		
<b>Chile - tot.</b>	<b>492440</b>	<b>456350</b>	<b>95080</b>	<b>91292</b>	<b>-7.3</b>	<b>-3.9</b>	1.93	2.00	13.7	6.9
bottle	248630	238330	83347	78624	-4.1	-5.6	3.35	3.30		
bulk	243810	218030	11733	12668	-10.6	7.9	0.48	0.58		
<b>Argentina - tot</b>	<b>328360</b>	<b>318980</b>	<b>79243</b>	<b>93746</b>	<b>-2.9</b>	<b>18.3</b>	2.41	2.94	9.5	7.1
bottle	187200	225110	72735	87451	20.3	20.2	3.89	3.88		
bulk	141160	93860	6508	6295	-33.5	-3.2	0.46	0.67		
<b>France - tot.</b>	<b>306320</b>	<b>296300</b>	<b>255760</b>	<b>230170</b>	<b>-3.3</b>	<b>-10.0</b>	8.35	7.77	8.9	17.4
bottle	261660	279510	245743	225122	6.8	-8.3	9.39	8.05		
bulk	44660	16790	10017	5048	-62	-49.6	2.24	3.01		
<b>Spain - tot.</b>	<b>110330</b>	<b>139600</b>	<b>55636</b>	<b>69932</b>	<b>26.5</b>	<b>25.6</b>	5.04	5.01	4.1	5.2
bottle	109940	138270	55553	69633	25.8	25.3	5.05	5.04		
bulk	380	1340	83	299	247.6	260	2.18	2.23		
<b>N.Zealand - to</b>	<b>89780</b>	<b>121480</b>	<b>58942</b>	<b>74430</b>	<b>35.3</b>	<b>26.2</b>	6.57	6.13	3.6	5.6
bottle	75900	90770	55699	65945	19.6	18.3	7.34	7.27		
bulk	13880	30720	3243	8485	121	161.6	2.34	2.76		
<b>Germany - tot.</b>	<b>105450</b>	<b>114400</b>	<b>44782</b>	<b>54908</b>	<b>8.5</b>	<b>22.6</b>	4.25	4.80	3.4	4.1
bottle	94380	112820	43209	5466	19.5	26.5	4.58	0.48		
bulk	11070	1580	1573	248	-85.7	-84.2	1.42	1.57		
<b>Others</b>	110090	133670	41002	53573	21	30.6	3.72	4.01	0.4	0.4
<b>Total</b>	<b>3404930</b>	<b>3324820</b>	<b>12385480</b>	<b>13198990</b>	<b>-2.4</b>	<b>6.5</b>			<b>100%</b>	<b>100%</b>

**Source: Italian Wine & Food Institute**

**TABLE #2**  
**UNITED STATES IMPORTS OF SPARKLING WINES**  
 January - May 2009/2010

	hectoliters		\$000s		09/10 % change	
	2009	2010	2009	2010	quantity	value
<b>Italy</b>	46370	62210	28895	36729	34.2	27.1
<b>France</b>	33210	53430	66646	110968	60.9	66.5
<b>Spain</b>	29420	33510	13505	15259	13.9	12.9
<b>Others</b>	7320	9160	3453	4316	25.1	24.9
<b>Total</b>	<b>116320</b>	<b>158310</b>	<b>112498</b>	<b>167272</b>	<b>36.1</b>	<b>48.6</b>

*Source: Italian Wine & Food Institute*

**TABLE #3**  
**UNITED STATES IMPORTS OF VERMUTH**  
 January - May 2009/2010

	hectoliters		\$000s		09/10 % change	
	2009	2010	2009	2010	quantity	value
<b>Italy</b>	20050	23090	7050	8653	15.2	22.7
<b>France</b>	2070	1420	1019	757	-31.4	-25.7
<b>Others</b>	90	80	18	12	-5.5	-13.3
<b>Total</b>	<b>22210</b>	<b>24590</b>	<b>8087</b>	<b>9422</b>	<b>10.7</b>	<b>16.5</b>

*Source:: Italian Wine & Food Institute*