

# Italian Wine Workshop



**I**taly is the first wine producer in the world and the second supplier of wine in the Lebanese market, holding a 14,6% market share, with a total export value of over \$ 2 million, a 10% increase compared to 2017.

Italian spumante is particularly appreciated, with a market share of 24% and over \$ 1 million in exports. The compound annual growth for the last 6 years of Italian spumante shows a +22,5% whereas the compound annual growth of the imports in the sector registered merely +3,9%.

This performance testifies the growing appreciation of Lebanese consumers toward the Italian varieties and qualities.

Italy is also the second supplier of mineral water to Lebanon, with a market share of 17% and a total value of \$ 845.000, registering a growth of over 14% in 2018.

Furthermore, Italy confirms in 2018 the absolute leadership in vermouth distribution, with a market share of 77% and a value of \$ 116.000.



Finally, the interest towards Italian beer in Lebanon has been constantly increasing since 2013; a compound growth of over 44% in the last 6 years. Italian beers entered the Lebanese market in 2013 with a value of \$ 4.000 and registered a total export value of \$ 25.000 in 2018.

On 7 March 2018 the Italian Trade Agency organized the first Italian Wine Workshop, to support the Lebanese importers and distributors and to raise awareness of consumers towards the Italian production. 16 local importers representing more than 100 Italian wine producers with over 400 varieties of products took part in the event.



The workshop was open to traders and off-traders, in order to allow importers to present their portfolio of Italian products to professionals in the food and beverage sector.

The sommelier and oenologist Paolo Peira was invited from Italy for a wine tasting with wine experts, amateurs, customers, journalists and influencers.

The success of the event prompted the organization of a second edition of the Italian Wine Workshop on 28 February 2019.

