

LIVE Opportunities – New Italian wines on the secondary market



By Liv-ex | July 7, 2021 | Bronze, Fine Wine Market, Market Update, Market Update

Congratulations to Italy on advancing in the Euros last night. They are not newcomers to major championship finals, but many wines from the country are newcomers to the secondary market.

There are currently 870 **LIVE offers** across 570 different Italian wines (LWIN7s) on your exchange that have never seen a secondary market trade before.

What is the importance of this?

- It highlights the broadening of the Italian (and overall) secondary market, a desire many of you had mentioned during our last member's survey.
- It creates a secondary market for these wines, bringing greater liquidity to merchants and greater choice for customers around the world.
- Many of these Italian wines being offered come with increasingly high critic scores but remain relatively unknown, offering an opportunity to find quality wines for relatively low prices.

Canalicchio di Sopra, Brunello di Montalcino Casaccia 2015 – **£468 per 6x75** – James Suckling 100-points.

Tenuta Di Trinoro, Toscana Rosso 2018 – **£858 per 6x75** – Antonio Galloni 97-points.

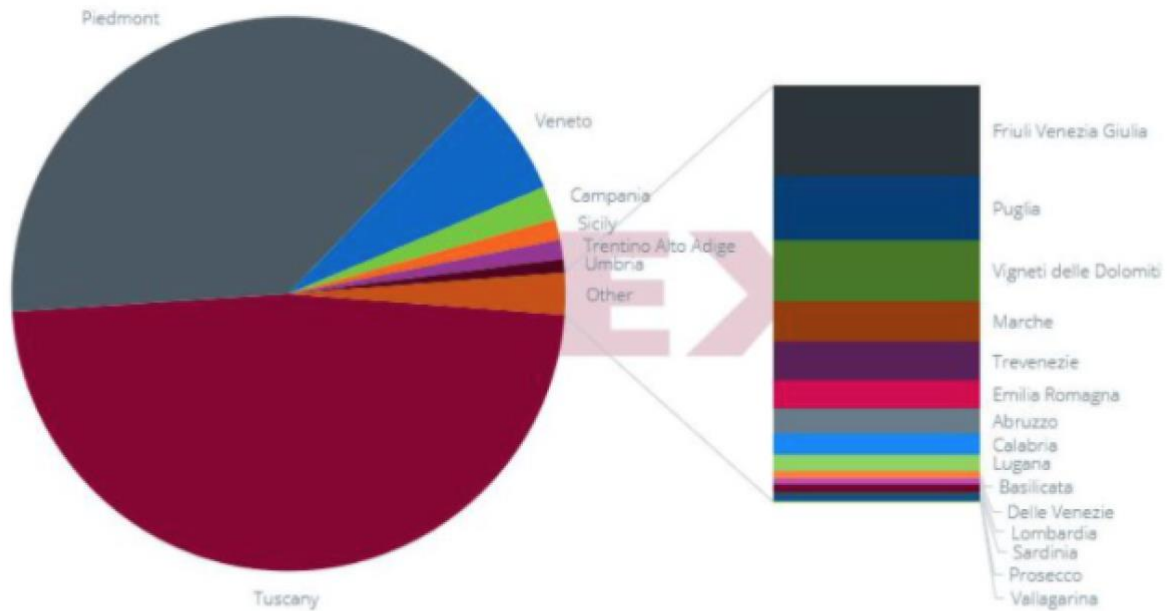
Paolo Scavino, Barolo Carobric 2016 – **£291 per 6x75** – Monica Larner 97-points.

Marcarini, Barolo La Serra 2016 – **£218 per 6x75** – James Suckling 97-points.

Elvio Cogno Barolo Riserva Vigna Elena 2015 – **£468 per 6x75** – James Suckling 96-points

Cava d'Onice, Brunello di Montalcino 2015 – **£468 per 12x75** – James Suckling 96-points

The LIVE offers span 17 of Italy's 20 regions, with the value of offers split between the regions shown by the pie chart below.



Italy – LIVE offers

Why has the Italian market developed so, over the past few years? The answer is of course multifaceted. Quality is a major driver, value too. Greater critic attention also helps. But perhaps most importantly is the increasingly low cost and risk free access to wines that the Liv-ex marketplace offers. Italy is not an island (doh!). If you have wines that have yet to see a secondary market develop, from whatever region, why not list them?