

Ardenghi, UK market: lowering Brexit costs? The solution is to band together

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UK represents a key market for Italian wines and in particular for Prosecco which, according to the UIV observatory, is now worth more than 2/3 of the sparkling wine imported wines in UK from all over the world.

According to the Istat data related to this year's first nine months, despite the difficulties of the Brexit and the imminent recession – guaranteed by the last PIL data which reduced of 0,3% in the third trimester 2022 – **the Italian wine export in UK kept growing in double figures (+14,9% in 2021) and reached 582 million Euros.**

To deepen and gather direct feedbacks related to this key market of primary importance, we interviewed **Debora Bonora, Export Manager in Ardenghi.**

What effects have you noticed on the wine market as a result of the UK leaving the EU?

The first issue that has arisen since the United Kingdom exited the European Union is clearly a bureaucratic one.

Importers' paperwork is more detailed, yet it is the importers who are having the greatest difficulties keeping this "new" documentation. At least temporarily, there have been enormous delays in the timeliness of both customs clearance and transportation. In contrast to earlier, the checks are one to one.

Many importers refer to this as "commercial suicide".

What factors, in your opinion, account for Prosecco's continued popularity in the United Kingdom as the world market?

On the UK market, prosecco has long had remarkable success. **The Prosecco Consortium, one of the most active consortia among the great brands, has undoubtedly accomplished a lot.** Since small producers and importers are no longer able to export or import owing to the increase in the cost of raw materials and the paperwork difficulty, the export price is still a significant influence in the Prosecco sector.

The only way to partially overcome these issues is for businesses to **band together in order to lower the cost of customs clearance and transportation.**

The small- and medium-sized importers admitted to me during our conversation that **this sector will also see short-term effects from Brexit.**

The United Kingdom is frequently seen as an important wine market, but it is also problematic in terms of value recognition. What, in your opinion, are the greatest techniques for making the most of Prosecco in this crucial market?

Because European funds can cover at least a portion of the

expense of promotion, the CMO funds can surely assist in addressing all of these issues.

Import dynamics should become more flexible in the future.



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