

Press Release
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Top 150 Italian wines in American Restaurants wine2wine Business Forum unveils 150 most-placed Italian wines in American restaurants

wine2wine Business Forum, the influential wine industry conference hosted in Verona on 13-14 November 2023, presents the 150 most-placed wines in American restaurants as powered by data-partner Somm.ai. The list, available now on the wine2wine Business Forum website, provides users with a unique snapshot of the drinking habits of American restaurant-goers, enabling producers to understand evolving tastes, preferences and price points, all with the overall objective of improving on-premise sales.



Top 150 Italian wines sold in America

wine2wine Business Forum unveils 150 best-selling wines in American restaurants

Rank	Name	Region	Wine type	Colour	Accounts	Placements	YLS
1	La Marca Prosecco	Veneto	Sparkling	White	4623	4628	\$ 48,00
2	Santa Margherita Pinot Grigio	Veneto	Still	White	3773	6131	\$ 59,00
3	Eco Domani Pinot Grigio Della Venezia	Veneto	Still	White	2743	3400	\$ 40,00
4	Antinori Tignanello Toscana IGT	Tuscany	Still	Red	1871	3050	\$ 250,00
5	Tenuta San Guido Bolgheri Sassicaia Sassicaia	Tuscany	Still	Red	1369	2765	\$ 462,00
6	Ruffino Prosecco	Veneto	Sparkling	White	1553	2203	\$ 45,00
7	Tenuta dell'Ornellaia Bolgheri Superiore Ornellaia	Tuscany	Still	Red	926	2014	\$ 453,00
8	Lunetta Prosecco	Veneto	Sparkling	White	1366	1805	\$ 45,00
9	Castello Banfi Brunello di Montalcino	Tuscany	Still	Red	1252	1802	\$ 135,00
10	Ruffino Chianti Classico Riserva Ducale	Tuscany	Still	Red	1172	1717	\$ 60,00
11	Barone Fies Pinot Grigio	Trentino-Alto Adige	Still	White	1252	1706	\$ 46,00
12	Banvisio Friuli Grana Pinot Grigio	Friuli-Venezia Giulia	Still	White	1087	1599	\$ 45,00
13	Ruffino Pinot Grigio Lumina Venezia Giulia IGT	Veneto	Still	White	1184	1462	\$ 40,00
14	Jermann Pinot Grigio	Friuli-Venezia Giulia	Still	White	981	1313	\$ 62,00
15	Seven Daughters Moscato	Veneto	Still	White	944	1387	\$ 44,00
16	Mioetto Prosecco di Treviso Brut	Veneto	Sparkling	White	914	1271	\$ 48,00
17	Mioetto Il Prosecco	Veneto	Sparkling	White	937	1255	\$ 50,00
18	Gaja Barbaresco	Piedmont	Still	Red	724	1245	\$ 483,00
19	Produttori del Barbaresco Barbaresco	Piedmont	Still	Red	826	1227	\$ 109,00
20	Tenuta Guido al Teso (Antinori) Bolgheri Il Brucato	Tuscany	Still	Red	847	1206	\$ 80,00

The full list of 150 best-selling Italian wines in American restaurants is now available on the wine2wine Business Forum website at: <https://wine2wine.net/top-150-italian-wines-sold-in-america/?lang=en>.

Stevie Kim, managing director of Vinitaly International, said: *“The list of the 150 top-selling wines in American restaurants provides a fascinating insight into the consumer habits of American drinkers and is essential reading for any Italian producer with an interest in the American market. Not only does it tell us what Americans are drinking but it also includes crucial information about pricing and market trends.”*

Jeremy Hart, Chief Strategy Officer and Co-Founder of Somm.ai, said: *“We are delighted to be collaborating with wine2wine Business Forum to help Italian producers better understand consumer behaviour in the US on-premise market. The restaurant industry is a dynamic and constantly evolving environment and staying up-to-date with the latest trends and consumer preferences can be a challenge. Our data analytics tool gives*

producers invaluable insight, allowing them to make better informed decisions about how to approach this complex but lucrative market.”

Somm.ai was founded by 29-year-old David Kong and is used by several leading wine companies. Representatives from Somm.ai will be on hand at the wine2wine Business Forum 2023 in Verona to introduce the data and answer any questions attendees may have.

Key findings

- The three best-selling wines cost under \$60 (€55)
- There are 92 red wines, 30 white and 28 sparkling.
- While 58 wines cost more than \$100, 92 cost less than \$100

- The average price for a bottle of wine on this list is \$148 (€136)
- Wines from Tuscany, Veneto and Piedmont are most popular

The full wine2wine Business Forum 2023 program is currently being finalised in consultation with the international wine community. Planned sessions include Direct to Consumer marketing and wine ratings explained, as well as in-depth market analysis of established and emerging markets. wine2wine Business Forum 2023 sessions are laser-focussed, delivered by those with both concrete expertise in the field. Central to every session is the over-riding objective of equipping producers and wine professionals with the knowledge, skills and networks they need to promote wine in an international context and to expand their global reach. For more information visit the event website.

About: wine2wine Business Forum is a dynamic international wine industry forum organized by Veronafiere and held annually in Verona, Italy, since 2014. wine2wine Business Forum 2023 will take place on November 13th and 14th at the Palaexpo in Veronafiere, Verona. The event is a key reference point for wine producers and wine professionals eager to develop and grow their wine business worldwide. wine2wine Business Forum provides unique opportunities to share ideas on the most important issues facing the rapidly evolving wine industry and to connect with wine professionals and experts. The forum takes place over two days and features keynote sessions, seminars, and interactive workshops which aim to equip participants with practical tools to improve their business. Speakers are renowned experts in their field and among the brightest minds in the wine world from Italy and abroad. Additional information is available at <http://www.wine2wine.net> or by emailing wine2wine@justdothework.it.