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Settecani Closes a Record Year of Exports, Cementing Its International Standing

Export Sales Jump 23% as Italian Wine Cooperative Goes Global

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Settecani wines

In a year marked by remarkable achievements, Settecani, one of Italy's largest wine cooperatives, has reported a substantial increase in its export activity. The cooperative has recorded a 23% growth in its exports compared to the previous year, a highlight

that underscores its expanding influence in international markets. During the most recent shareholders' assembly, Settecani unanimously approved its 2023-2024 financial statements, confirming steady economic performance, with revenues holding at approximately €6.2 million, in line with the previous fiscal year.

Despite facing a 1.5% reduction in grape intake, Settecani successfully maintained its financial stability, thanks to strategic pricing and growth in bottled wine sales. The cooperative increased the average price per quintal of grapes delivered by its 130 member growers by 4.17%, while also seeing a 7% uptick in bottled wine sales. These factors were key in offsetting any losses due to a lower yield, positioning the cooperative for continued financial health.

A key metric driving Settecani's recent success has been its export figures, which now extend to 23 countries and total over 400,000 bottles sold abroad. While the domestic Italian market showed signs of stagnation, with a slight decline in consumption, international sales provided a crucial counterbalance. The cooperative's strategic focus on exports reflects its understanding of the shifting dynamics in global wine consumption and the importance of diversification.

Paolo Martinelli, the cooperative's president who was re-elected along with Vice President Daniela Vaschieri, emphasized the importance of product quality in this growth. According to Martinelli, over 1.5 million bottles were sold in the past year, with Settecani maintaining high standards in both production and presentation. This unwavering commitment to quality has not only secured customer loyalty but also opened new doors in global markets.

"Quality is our foundation," said Martinelli during the assembly. "It's what sets us apart and allows us to grow beyond our borders. Our goal is to keep expanding internationally while ensuring that our wines reflect the essence of our tradition and the terroir of Emilia-Romagna."

Settecani's strategic efforts to diversify distribution have played a significant role in its export success. The cooperative operates across various channels, including the Ho.Re.Ca. sector (hotels, restaurants, and catering), large-scale retail chains, and direct sales at its winery. This multi-pronged approach has proven critical in broadening its

customer base and adapting to different market demands.

To reinforce its leadership during this pivotal moment of expansion, Settecani announced the addition of two new directors, Stefano Cavani and Enrico Bazzani, to its Board of Directors. Their appointments come at a time when the cooperative is poised for further growth, particularly in foreign markets. The new directors are expected to bring fresh perspectives and expertise that will help the cooperative navigate the complexities of international business while staying true to its roots.

Weather has been a crucial factor in Settecani's performance over the past year. Heavy rains in June provided much-needed relief to vineyards, helping them withstand the intense summer heat that followed. As a result, the cooperative's grape growers, totaling 130 members, are anticipating a 5% increase in this year's harvest compared to the previous season. This anticipated boost in production is expected to further enhance Settecani's profitability and strengthen its market position.

The cooperative's strong performance in exports and an optimistic outlook for the next harvest have positioned Settecani for continued success. Looking ahead, the cooperative is setting its sights on further expanding its international footprint while maintaining its presence in the Italian market, despite the slight downturn in domestic wine consumption.

Settecani: Tradition Meets Modernity

Founded in 1923, Settecani is located in the heart of Emilia-Romagna, near Modena, a region renowned for its wine production, especially Lambrusco. The cooperative's 130-member growers cultivate vineyards that deliver some of the region's most iconic grapes, which are used to produce wines that combine traditional craftsmanship with modern innovation.

Over the years, Settecani has made a name for itself not only through the quality of its wines but also through its forward-thinking business strategies. The cooperative's commitment to constant improvement and its ability to adapt to market changes have been instrumental in its growing success, particularly in the realm of exports. Today, Settecani wines are found in a wide range of markets, spanning Europe, the Americas,

Asia, and Oceania.

In particular, the cooperative's focus on bottled wine has been a key element in its growth strategy. Bottled wines command higher margins and help build brand recognition, especially in international markets where Italian wines are increasingly in demand. Settecani's ability to balance tradition with innovation has enabled it to remain competitive both at home and abroad.

While the cooperative's recent achievements have been impressive, the path ahead will require careful navigation of both opportunities and challenges. The global wine market is highly competitive, and maintaining the quality that has driven Settecani's success will be crucial. The slight dip in Italian wine consumption may signal the need for even greater emphasis on exports, while evolving climate conditions will continue to affect agricultural yields.

Nevertheless, Settecani's strong governance, robust financial health, and commitment to excellence leave it well-prepared for the future. As the cooperative approaches its 101st year, it remains focused on growth, innovation, and the enduring tradition of winemaking that has been its hallmark for more than a century.

Settecani's record year of export growth is a testament to the cooperative's adaptability and vision. By expanding into international markets while maintaining its commitment to quality, Settecani has solidified its place as a leader in the wine industry. With new leadership, promising harvests, and a well-established global presence, the future looks bright for this historic cooperative from Emilia-Romagna.