

Italian wines more popular in U.S. than Italy

By Leslie Gevirtz, Reuters

NEW YORK – Americans are drinking more Italian wines than Italians themselves, owing to the popularity of sparkling wines from the southern European country and millennials.

Italian varieties are the top imported wine in the United States, which is the world's largest consumer market, according to the Italian Wine and Food Institute.

Winemakers attending the Vinitaly trade show in New York said despite such classic Italian wines as Barolo, Brunello and Babaresco, the sparkler Prosecco is the favorite.

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