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## News



### Antinori and the U.S.

After opening his new family cellar in the heart of Chianti Classico last year, which is also open to tourists from all over the world, Piero Antinori has decided to invest 7 million U.S. dollars in the Stag's Leap Wine Cellar visitor centre, in one of California's historical cellars, where wine tourism was born. The firm, which Antinori co-owns with Ted Baseler, CEO of Ste. Michelle Wine Estates, will feature a project by architect Javier Barba, who also signed the cellar's current form since its foundation in 1970 by Warren Winiarski. Barba, who also designs projects for the Torres family in Spain, has opted for stone, oak wood and glass.



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### It all could be better, but...

Anything could be better, by definition. And this goes for every kind of entrepreneurial adventure, even successful ones - and it goes without saying that every firm's first objective is to generate profits, because otherwise, it will simply go belly up. Having said that, and with the utmost respect for everyone's opinion, the current Internet debate that has engulfed Oscar Farinetti's Eataly, accused of hurting small producers of "Made in Italy" products, seems to be a little excessive. It is a fact that Eataly has given a lot of exposure to "Made in Italy" products, probably like nothing before it, and it is also a fact that it has created a global brand of an Italian firm that is indeed generating profits for Farinetti, but also a lot of jobs, and higher turnovers for the producers that sell their products through his chain...

## Report

### Italian food is on a roll in space

According to Luca Parmitano, the Italian astronaut who is currently aboard the International Space Station as a representative of the "Volare" mission of Italian space agency ASI, Italian food is definitely coveted in zero-g as well. "It's all gone", Parmitano said during an uplink that recently took place at the European Space Agency's centre in Frascati. "Some lasagne are the only thing that is left: maybe I'll eat it on a Sunday, to remember how we have lunch in Italy on special days".



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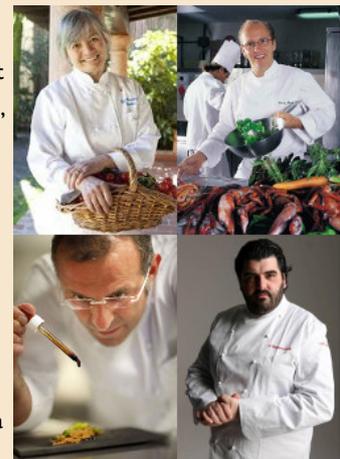
### No Italians among most expensive wines

Italian wines are among the most popular the world over and not only in leading markets like the United States. But not a single one of them is on the list of the world's 50 most expensive wines that was recently compiled by "Wine Searcher" (www.wine-searcher.com), the website that a multitude of wine lovers use to find prices for various wines and whose staff has analysed the average selling price of 6 million wines on over 42.000 e-commerce websites. France is definitely top of the heap, mainly thanks to Burgundy wines, with 37 wines in the ranking (while only 3 Bordeaux wines are present, since their popularity among top wines is in free-fall). The most expensive wine is Richebourg Grand Cru by Henry Jayer; a Côtes de Nuit cuvée sold for an average 16.193 U.S. dollars a bottle, followed by the Grand Cru of Domaine de la Romanée-Conti, at an average price tag of 12.527 dollars. The third most expensive wine is German Riesling Trockenbeerenauslese Egon Muller-Scharzhof from Moselle, at an average price of 6.934 dollars. But what about Italian wines? They're just out of the ranking. Still, "Wine Searcher" also created an "Italy's Top 50 Most Expensive Wines" ranking, where Veneto and Piedmont dominate, and where Tuscany, for once, is a little behind. The most expensive Italian wine for wine lovers the world over is Barolo Collina Rionda by Bruno Giacosa, which sells on average for 927 dollars, followed by Amarone della Valpolicella Classico Riserva by Giuseppe Quintarelli (801 dollars) and by Tenuta dell'Ornellaia's Masseto, with a price tag of 655 dollars. Also in the top ten are Barolo Falletto Riserva by Bruno Giacosa (636 dollars), Barolo Monfortino Riserva by Giacomo Conterno (633 dollars), Brunello di Montalcino Biondi Santi Riserva by Tenuta il Greppo (560 dollars), Alzero Cabernet Veneto Igt by Giuseppe Quintarelli (483 dollars), Passito Veneto Igt Bandito Amabile del Cere by Giuseppe Quintarelli (467 dollars), Recioto della Valpolicella Vigneto di Monte Lodoletta by Romano dal Forno (452 dollars) and Refosco Colli Orientali del Friuli by Miani Calvari (431 dollars).

## Focus

### The kitchens are a-changin'

The long years that have embroiled the Western world in the gravest economic crisis the world has ever seen have changed a lot of things, not only in the economy, but in other fields as well. The "old leaders" are losing ground to new countries and this has been happening in haute cuisine as well, even if juggernauts like France and the U.S. are still going to set the standard for the next years. According to luxury magazine "Elite Traveler", which has compiled a ranking of the 24 most influential chefs in the last ten years and the 15 young ones most likely to enter the Olympus of fame, this has indeed been happening. In Italy, the most important chefs in the last decade include three of the seven chefs that were awarded the fabled Michelin "three stars" - Massimo Bottura (Osteria Francescana), Nadia Santini (Dal Pescatore) and Heinz Beck (La Pergola), while the future apparently belongs to Antonino Cannavacciuolo (Villa Crespi). Spain is losing ground, after the end of the golden age of Ferran Adrià and his pupils, while countries that have been historically out of the radar, like Brazil and Singapore, are making their entrance onto the stage with names like Alex Atala and Ande Chiang.



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ACCORDING TO  
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N. 1234/2007



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## Wine & Food

### Good news for harvest in Franciacorta, but not for Champagne

The situation couldn't be more different between Italy and France's most important "champenoise method" territories. In Franciacorta, things are ready for the harvest scheduled for next August 20th, with forecasts of 8 to 9 tons of high quality grapes per hectare, according to the Consortium. In Champagne, on the other hand, heavy hailstorms, like in Bordeaux and Burgundy, have wrought havoc on vineyards, with losses that could amount to up to half of the potential harvest: according to the Comité Interprofessionnel du Vin de Champagne, up to 300 hectares could be lost.

## For the record

### Moscato, king of e-commerce

According to "The Drinks Business" magazine, three out of the ten best selling wines on Chinese Internet portal Wangjiu.com are Italian: Primitivo del Salento Igt 2010

Cantore di Castelforte is number 6, Montepulciano d'Abruzzo Doc 2011 by Casa Vinicola Morando is at 4 and Moscato Spumante Morando is at the very top.

