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## News



### Italy still growing in the U.S.

Italian exports of wine in the States have gone up 1.9% in volume and 5.6% in value in the first half of 2013, according to data coming from Lucio Caputo's Italian Wine & Food Institute: a good sign, especially considering that wine imports in the U.S. have gone down 6% in volume but up 5.6% in value. Still, forecasted growth for Italian wines in the first two months of the year was 10.7% in volume and 14.2% in value: given the situation, the year might end on a bitter note regarding the single most important market for Italian wine in the world. It should be noted, though, that data indicates Americans are favouring domestic wines more and more.



### A "greener" Italy

The number of vegetarians in Italy is markedly on the rise - there is a 2% increase over 2012. According to Italian research centre Eurispes, especially people aged 25 to 34 are shunning meat of all kinds: males do it because they believe that not consuming animal proteins will boost both their well-being and health (42.3%), and women out of respect for the animals (66.7%), while only 28.2% of them do so for health-related reasons. Moreover, according to the 2013 Eurispes report, 4.9% of all Italian citizens are vegetarians, but only 1.1% of them are vegan. Still, the rate of growth is impressive, considering that the percentage of Italian citizens who are vegetarians shot up from 4% to 6% in a single year.

## Report

### "Made in Italy" flies high

Even though summer is almost at an end, Italian wine & food products seem to be still riding the wave quite comfortably, since exports in the first 4 months of 2013 have gone 8% up year-over-year, according to farmers association Coldiretti. Sparkling wines (+19%), olive oil (+16%), sweets and tomato sauce (+12%) fruit (+11%) and pasta (+8%) are the most coveted products abroad at the moment, and Russia (+10.1%), Canada, Japan (+8.6%) and the U.S. are the most promising countries outside of the EU.



CONSORZIO PROMOZIONE  
CARIGNANO DEL SULCIS

CAMPAGNA FINANZIATA SECONDO  
IL REGOLAMENTO (UE) N. 1234/07

## First Page

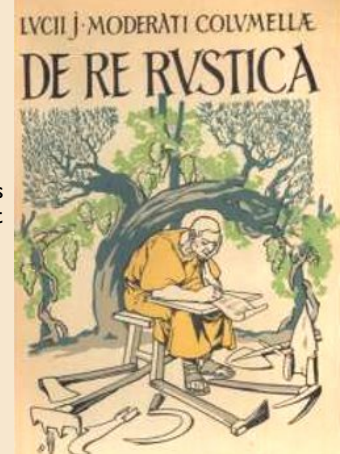
### The 2013 harvest in the eyes of Coldiretti

According to Italian farmers association Coldiretti, the 2013 harvest will create "good quality" products: production will hover around 42 million hectolitres (+2% year-over-year), with more whites than reds. The association disclosed its analysis during the official start of the harvest in Franciacorta and in the Oltrepo Pavese (specifically, at the Castle of Cigognola, owned by the Moratti family), but the fact is that most of Italy's grapes are still on the plants. "The next weeks will of course make or break the harvest", the association led by Sergio Marini stated, "but after quite a few years, it looks like things are back to normal, due to weather conditions that have favoured optimal ripening of the grapes". 40% of the 2013 production, moreover, will be used for the 331 DOC and for the 59 DOCG wines, 30% for the 118 IGT wines and the rest will be used for low-tier wines. It is of course no easy matter to forecast how a harvest will go not even when it has already begun and particularly if one tries to talk figures, since not even the territorial Consortiums usually do that. According to the many experts WineNews has consulted on the matter, as of now the only thing that can be done is to paint a picture of the current state of health of the vineyards - particularly with a vintage like this, where harvest times are back to being closer to traditional ones, especially compared with what happened in 2012. Just one freak weather occurrence (and let us hope it does not come to this), and all forecasts will go straight out the window. Regarding quality on the other hand, forecasts can be made and according to Italy's chief agronomists and oenologists, quality could be markedly high, if the weather stays as is. But quantity should be approached with caution, especially considering that to this day we still do not know how much wine was produced in 2012: various associations said it was less than 2011, and the Ministry for Agriculture said it was close to 41.6 million hectolitres, a 7% drop over 2011. But according to government agency Agea, 2012 production was 45.6 million hectolitres, up 2% over 2011...

## Focus

### The "wine of the Romans" is reborn

The relationship between wine and history is one of the most fascinating topics in the world of Bacchus - not to mention one of those that gets the most attention: and there are many examples of wine-related archaeology around, with more than a few research institutes and winemakers trying to make wines in historical areas, like Mastroberardino in the area of Pompeii, or trying to use varieties that were used in ancient times. But here comes the next step in that logical progression - that is, making wine exactly as it was made in ancient Rome, following the instructions of the "oenologists" of those times. This is the aim of the project titled "Archaeology of wine in Italy: a Sicilian experiment", created by the Institute of Archaeology National Research Centre CNR together with the University of Catania. Following the instructions found in the works of Virgil and Columella - such as the use of scotch broom to tie the plants to their tutor - the project will try to re-enact winemaking as it used to be, in order to not only rediscover a part of winemaking history, but also to see if some of those techniques might inspire new, and previously undiscovered, solutions for producing wine.



**Chianti**  
THE WINE

A CAMPAIGN FINANCED  
ACCORDING TO  
EC REGULATION  
N. 1234/2007

**SOAVE**  
ORIGIN STYLE VALUE

A CAMPAIGN FINANCED  
ACCORDING TO  
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## Wine & Food

### Be it for work or good health, dieticians are on the rise in Italy

Young Italians, and especially young Italian women, are increasingly favouring a scientific approach to nutrition over the cultural aspects of cooking, taste and haute cuisine. And more than a few are aiming to make that their lifetime profession, since the number of young people who want to major in Nutritional Sciences and similar disciplines is rapidly rising, to the point the Italian Ministry for Education has put the threshold of admissions to those courses at the beginning of the next academic year at only 413 people for the entire country.

## For the record

### Cracco, the king of the Web

Carlo Cracco, "two-starred" Michelin chef, star of the Italian version of "Master Chef" and soon to be star of the Italian version of "Hell's Kitchen" (not to mention

author of a bestselling cook book), is also the main subject of 44.1% of Internet posts dedicated to Italian chefs, according to research firm Mimesi.

