



OperaWine
www.operawine.it

Italian Weekly Wine News.it

vinality
INTERNATIONAL

Issue 103 - Aug. 26th-31st, 2013 - Expressly for wine lovers, professionals and opinion leaders the world over
Registration number 709, Courthouse of Siena, March 31st, 2001 - Editor-in-chief: Alessandro Regoli

News



Clooney, Zenato and Conterno

When it comes to drinks his true love, allegedly, is Tequila. But George Clooney, one of Hollywood's top celebrities, is definitely in love with Italy. He lived here for some time, in his famous villa right on the shores of lake Como, and therefore he is an aficionado of Italian wines as well. Clooney, currently in Italy for the opening of the Venice Film Festival, told "Wine Enthusiast" magazine about his wine tastes in an interview: Zenato's Amarone della Valpolicella, one of Venetian winemaking's most famous names and part of the "Famiglie dell'Amarone d'Arte" association, tops his personal list, together with Barolo Monfortino by Giacomo Conterno.



SMS

Here's to Veneto!

Publishing the rankings regarding financing promotional projects of Italian wine in non-EU countries, through the CMO funds quota assigned to the Italian Regional authorities (70 million Euros), is slowly going forward. And a tip of the hat is in order for the Veneto Region, led by Luca Zaia and Franco Manzato, Regional Council Member for Agriculture, who have published a crystal-clear document. Many of the recipients might be opaque, especially if they are part of a temporary grouping, but in the case of Veneto all firms are clearly named, and so are the projects' target countries, the total amount and public contribution. No other Regional Authority has matched this level of transparency (Piedmont is still missing from the list): therefore, hats off to Veneto!

Report

"Food porn" 2.0

For a growing number of people, snapping a picture of a dish the minute it is served is a common gesture, and sharing it is the next logical step. The trend has given birth to what some psychologists have dubbed "food porn"; that is, the habit of focalizing one's attention on the looks of a dish instead of its taste. Some restaurants in New York have forbidden photographing dishes, and for a good reason: if looks are the only thing that counts, the creator of the dish might well be unfairly criticised...



CONSORZIO PROMOZIONE
CARIGNANO DEL SULCIS



First Page

Volume down, value up, in Italy and abroad

Less wine was sold, but revenues are higher. This, in a nutshell, is what happened during the first half of 2013 according to Italian State agency ISMEA (Service Institute for the Agricultural and Wine & Food Markets): and for once, the trend is the same for both domestic and foreign markets. In Italy, mass distribution outlets sales (malls, supermarkets and so on), where all wine-related sales reach 70%, confirm a 6% drop in volume during the first six months of 2013, but in the meantime total spending has gone up 4%. And the same phenomenon, though with different numbers, regards exports as well: volumes are down 2%, but prices are up 1.7%. "On tap" wines are down 6% in volume but growing 26% in value. The trend, given what happened in 2012, should last at least until the end of this year: according to ISMEA, by the time 2013 is over, export volumes should drop 2%, well below the 21 million hectolitres threshold, and value should be up 6%. Sparkling wines, on the other hand, are performing a lot better than others, since both quantity (+17%) and value (+26%) have gone up, and Asti DOCG gets the lion's share of those numbers, even though the formidable rise of Prosecco is definitely not to be overlooked. Total data for Italy is closely mimicking global trends, with international wine sales dropping 1.1% in volume but growing 4% in value. Among first-tier markets, Germany is doing well, since bottled wines dropped 2% in volume but grew 8% in value, and "on tap" wines are truly booming (+16% in volume and +60% in value). The same, overall, can be said for the United States, where, according to ISMEA, "on tap" wines are dropping like a rock - even though their market share is relatively unimportant - but bottled wines have grown 10% in volume and 12% in value. China and Russia, on the other hand, are growing far less, for different reasons. In China, demand is supposedly clogged by the saturation of the importers' stockpiles and in Russia the reason is taxes, especially for "on tap" wines: bottled wines have dropped 5% in volume but have held their ground, overall, in value.

Focus

Supertuscans are most searched-for wines

Every now and then, someone makes a statement that Supertuscans are over with, but they are one of Italy's most valiant standard-bearers in auctions and the fine wines markets. The most recent proof comes from the Top 100 Most "Searched-For" Wines ranking by Wine-Searcher.com, a leading website for wine quotations on the market: after compiling a ranking of the 50 most expensive wines in the world (where Italy was conspicuously absent), the website has ranked the most searched-for wines during the last month, indexing more than a million searches a day. France dominates the ranking with 79 wines (9 in the first 9 spots and Chateau Margaux at number one), and Italy is represented by the "usual suspects": Sassicaia by Tenuta San Guido (at 13), Tignanello by Marchesi Antinori (28), Ornellaia (33) and Masseto (39) by Tenuta dell'Ornellaia, and Solaia by Marchesi Antinori at 51. The U.S. has 11 wines on the ranking (Opus One, the first American wine, is at 10), and 3 Australian, 1 Spanish and 1 Portuguese wine are also present. All in all, the ranking shows just how much Italy has its work cut out for it as far as top-tier wines are concerned...



Chianti
THE WINE

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

SOAVE
ORIGIN STYLE VALUE

A CAMPAIGN
FINANCED
ACCORDING TO
EC REGULATIONS
N. 1234/07

Wine & Food

Pietro Leeman's vegan menu for schools in Milan

Vegetarians have increased from 4% to 6% of the Italian population in one year, and 1.5% are vegan. Now this lifestyle choice is being brought to school as well: Michelin-starred chef Pietro Leeman, of Joia Restaurant - one of vegetarian cuisine's most important names in Italy - has created a vegan menu for the 80.000 Milanese kids fed by Milano Ristorazione, a firm that provides meals for over 330 schools in Milan. "No-one would dare impose vegetarian or vegan culture on children", the firm stated, "but we could at least let them taste it".

For the record

A new record for Italian wine & food

According to farmers association Coldiretti, the number of Italian traditional regional products - that is, those produced according to regulations dating back at least 25

years - has reached a new record with 4.698 products on the list (there were less than half of those back in 2000). Tuscany, Campania and Lazio top the list.

