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## News



### Exercise in the vineyards

The Italian School for the Pruning of Grapevines, headed by Marco Simonit and Pierpaolo Sirch, has now added a specific exercise regimen to its classes for back, neck, shoulders and hands, both before and after the pruning session. "In order to take care of the plants", Simonit stated, "one must first take care of oneself. And that is why we have decided to put the wellbeing of the pruner front and centre". The project, created with HR specialist Catherine Berger and physiotherapist Pierre Le Guennec (pictured above) will start next November in Veneto, Friuli, Lombardy, Tuscany, Emilia Romagna and Lazio. Info: [www.simonitesirch.it](http://www.simonitesirch.it)



SMS

### A true elixir of life

The oldest man in the world is Italian - Sicilian, to be exact - and he is 111 years old. A news item like many others, if it were not for the fact that in the last decades Italy has been the country where the average expected lifespan has grown the most, to the point that Arturo Licata, the current record holder, has 16.145 fellow citizens over 100 years old to keep him company in Italy. And the reason is the Mediterranean diet, a true elixir of life: bread, pasta, fruit, produce, extra virgin olive oil and the traditional glass of wine are once again shown to be the cornerstone of a healthy, balanced and long-lasting lifestyle. A lifestyle, though, that has recently been forced to come to many compromises, even at the dinner table, because of the crisis. Too many, one could argue.

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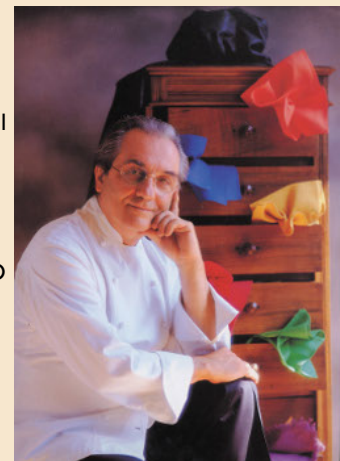
### Italian wine & food industry going strong, but training and rules are needed for the 2015 Expo

"Training activities are crucial for the wine & food sector. In 2013 we are poised to beat all previous records, with 34 billion Euros in exports: in order to communicate and sell our products of excellence, we must know them deeply and this is achieved through formation. It is a very important chance to get updates and specialization for those who are already working in the sector and an extraordinary opportunity for young people". This is what Italian Minister for Agriculture Nunzia De Girolamo said during the recent symposium titled "National and International wine & food training", which was organized at the Città del Gusto (Cities of Taste) in Rome for the 10th anniversary of the "Gambero Rosso" schools (the interview is available at [winenews.tv](http://winenews.tv)). The symposium was opened by President Paolo Cuccia, who reminded the audience of "the first and second-level University Master classes and the opening of three new Città del Gusto in Bangkok, Hong Kong and Miami" in order to further develop training and education to taste. Cuccia also stated "the world asks itself why Italy, which is a leading force in both production and supply, is not a leading force in formation as well". But there seems to be a long road ahead about that, since the offer for training courses is often both insufficient and fragmented. The symposium also addressed the hot topic of the upcoming 2015 Expo in Milan: De Girolamo stated that the Ministry will soon authorize financing for the "Wine & Oil Pavilion" and other related activities. Among the professionals, though, doubts abound regarding how late it all seems, especially regarding content: "in France, a mere 18 months before the event will begin", Federdoc President Franco Ricci Curbastro noted, "the complete program for all activities would have been already known, including the hows and the whos. We hope both the government and regional authorities will start a new phase on this topic soon".

## Focus

### Marchesi bids Albereta farewell

One of the most famous maestros of Italian cuisine, Gualtiero Marchesi, will soon bid farewell to Erbusco, in Franciacorta, where he's worked for the past 20 years. Starting in 2014, his new home will be the Castle of Agrate Conturbia, near Novara, where the new Ristorante Gualtiero Marchesi will open in a facility over 3.800 square meters, surrounded by an 11-hectares park and with 20 rooms, 13 suites, a Spa and two swimming pools. The current owners of the Erbusco restaurant, Bellavista, have chosen not to comment on the matter: according to Carmen Moretti de Rosa, CEO of the Resort division of the Terra Moretti Group, "these 20 years have seen us both grow together: when we have further news, we will gladly make it public". Statements aside, such a revolution is bound to spark some thoughts on a succession, and Alain Ducasse, one of France's most celebrated chefs and closely tied to Vittorio Moretti, springs to mind. For some, though, the choice of a younger figure, maybe of an emerging chef, capable of interpreting a different, more modern style of cuisine, could do the trick. The unofficial "race" to the succession is already open.



## Report

### Wine hit by VAT increase

Italian value added tax IVA will soon go up from 21% to 22%: the ruling will further empty the glasses of Italians of all ages and from all walks of life, be they aficionados of fruit juice, beer, sodas, hard liquors or plain mineral water. But, as farmer association Coldiretti recently noted, wine will be hit the hardest, since consumption has already gone down 7.3% in the first six months of 2013 compared to the first half of 2012, reaching the all-time low of 22.6 million hectolitres.



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## Wine & Food

### All the best of "Made in Italy" in a single store

Haute couture, design and of course, wine & food, are now all congregated in a single store in Milan. It is, all things considered, everything that makes Italy renowned the world over, and thanks to the efforts of some of the most important entrepreneurs in various sectors, it is now hosted in a concept store called "Larte", created by Altgamma, which will open to the public next October 1st. The store has shown its potential, hosting the products of wine brands such as Bellavista, Ca' del Bosco and Ferrari, design firms like Artemide, coffee producer Illy and chocolatiers Baratti & Milano.

## For the record

### "Giro d'Italia" in the vineyards

The 2014 edition of the renowned "Giro d'Italia" bike race is quickly taking shape, and one of its stages will officially take place among the vineyards of Piedmont: it will start in

Barbaresco and go all the way to Barolo, for a total of 46 kilometres, and follows the 2010 edition, when Montalcino hosted a stage in May as well.

