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News



The "Harvest" in Milan

The fashion side of Paris has saluted the harvest with "Vendanges", the event that animated Avenue Montaigne: Milan will soon do the same with "La Vendemmia" ("the harvest") in Via MonteNapoleone, in the heart of Milanese fashion. Boutiques in Via MonteNapoleone, Via Sant'Andrea and Via Verri will host the best sommeliers and the very best producers from Italy and around the world: fashion will join wine & food, with over 100 wines from the firms of Grandi Cru d'Italia in the boutiques, and vertical tastings of Ornellaia, Antinori, San Leonardo, Biondi Santi and Castellare di Castellina to be hosted in the city's 5-starred hotels.



SMS

Governments & Vinality

The Letta Government looks safe, for now. But the Milan Expo is around the corner, and the wine world is not idle. While it is still unclear whether the "Wine & Oil" Pavilion will be given to Vinality, as alleged, given its status as a top player for the promotion of Italian wine abroad, the organization has opened a permanent office in Shanghai. A further consolidation of the strategy of alliances that VeronaFiere is bringing forward at a global level. Like with the "Wine Caucus", the powerful lobby of Californian Wine, which will have a spot in the Pavilion for foreign wines, a new presence for Vinality 2014, and which would have brought the Famiglie dell'Amarone d'Arte to the U.S. Congress, had the Federal shutdown not forced the event to take place in the Italian Embassy.

First Page

Territories, Italian sounding and the 2015 Expo

The 2015 Milan Expo will open in less than 580 days, and it will be a great chance for Italian agriculture, given the fact that the main theme will be "Feeding the planet, energy for life". "Provided that", Roberto Arditti, head of communications for the Expo, told WineNews, "everybody keeps in mind that what matters is also what leads to it and what comes after it, and that Regional authorities, territories and traders must do their best, without considering the organizational committee a sort of "surrogate"". It will be a global and institutional event, mainly for sector professionals, Arditti pointed out, "which, for the first time, will see over 130 Heads of State and 500 Ministers come to Italy, and will activate over 1 billion Euros worth of investments". In the meantime, Expo Commissioner Diana Bracco has announced that the tender for the Italian Pavilion will soon be under way, with construction itself to begin no later than next November, and Arditti has confirmed that there will be a "Wine & Oil" Pavilion, over which "the Minister for Agriculture will be the leading authority". "Italian sounding" and counterfeit products are the most important themes: even if they might be an indirect acknowledgment of the quality of Italian wine & food, they are nonetheless "a business worth 60 to 70 billion Euros a year. We must be clear, though, since Italians themselves are sometimes the first to try and cut corners where rules are concerned, and this cannot stand, since the world that is ever more hungry for Italy, also demands more and more transparency and honesty". In other words, a more effective management of the "Italianness" of our products of excellence is needed. Or others will end up profiting from "the earnings of "brand Italy", like in China, where investments are always a public-private matter and where 7-starred hotels will soon see the light - and for those, the proprietors demanded only 100% Italian chefs and restaurants. Too bad that the German firm Kempinski will manage them". A bit like what is already happening for mass retail abroad, with big retail chains - mainly French ones, like Auchan and Carrefour - betting big on "Made in Italy".

Focus

"Wine culture in Italy" at the Vittoriano

Wine has been one of the binding agents of Italy for millennia: it represents its identity, and narrates the history and the territories of the entire peninsula. "Vineyard Italy" is what defines the Italian territory, through different landscapes, styles, cultures, traditions and knowledge. Italian literature, art, theater and cinema all speak of wine and therefore knowledge of the wine culture is an almost vital part of being Italian. These are the premises of the exhibition titled "Wine Culture in Italy", which will be hosted at the Vittoriano Monumental Complex in Rome, under the High Patronage of the Presidency of the Republic, promoted by the Ministry for Agriculture and curated by Massimo Montanari, Professor of History of Nutrition at the University of Bologna. The exhibition looks forward to the 2015 Expo, and will be at the Complex from October 16th to November 17th. In order to properly convey the significance of wine in Italy, the exhibition will be divided into six sections: "Wine, myth and religion", "Discovering the territories", "From the land to the glass", "Wine and literature", "Excellencies. The Great Crus of Italy" and "Wine and cinema" (www.comunicareorganizzando.it).



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Report

The olive oil season begins

"We just tasted the first 2013 olive oil a few minutes ago: it is sweeter and more balanced than the 2012 vintage, where the bitter note was a little too stressed, and yields are much higher. The olive plants are loaded, and the weather has helped us to go back to more traditional harvesting times". This is the first snapshot of what is to come from the 2013 olive oil season according to Francesco Gaudenzi, head of the Gaudenzi olive mill in Trevi, one of the biggest names in quality olive oil in Italy.



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Wine & Food

Pope Francis commends Slow Food on an "amazing job"

Pope Francis revealed himself to be a one-of-a-kind Holy See almost from the get-go, with his first serene, comforting words, capable of pointing out the flaws of a Church that had in part lost its way thanks to his capacity to truly speak to everyone, from a newspaper editor-in-chief to an unemployed worker, and with every means. Like the telephone, which His Holiness has recently used to call Carlo Petrini, inventor of the Slow Food Movement. According to Petrini, Pope Francis called the organization's operations "amazing", especially with the results of the "Terra Madre" project.

For the record

Chef: a "crisis-proof" profession

The latest data on unemployment rates among young Italians have hit a new all-time high, reaching 40.1% last August. But some small niches are hanging in there: like chefs, whose

hiring rates, according to the latest "Excelsior Unioncamere" report, have jumped 20% in the second quarter of 2013, compared to the first quarter.

