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## News



### A culinary Nativity scene

Jesus, Joseph, Mary, the donkey, the ox, and then Gianfranco Vissani, Gualtiero Marchesi, Davide Scabin, Heinz Beck, Massimo Bottura, Ciccio Sultano, Massimiliano Alajmo and more. Following the long-standing Neapolitan tradition of putting figurines of politicians, soccer players and other famous celebrities in the Nativity scene, Marco Ferrigno, head of the family firm in Via San Gregorio Armeno, has decided to add some of Italy's most celebrated and renowned chefs to its portfolio of hand-created terracotta figurines, with a tip of the hat to Italian cuisine paired with a touch of irony and levity, which rarely are out of place anywhere.



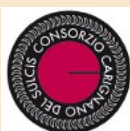
### Eataly and Brazil

The founder of Eataly, Oscar Farinetti, announced that his creation would open in Brazil more than a year ago, in a September 2012 interview to WineNews. But now more details have been published in Brazilian newspapers: the first outpost of the Italian quality wine & food chain in Latin America, historically where many Italian immigrants have come looking for a better future, should open in November 2014. Some say instead that it should be ready to go by June, which is of course the month the next World Soccer Championship will kick off in the land of samba. The store should have 36.000 square feet at its disposal, together with the Brazilian mass retail chain "St Marche", divided between retail space, restaurants, and spaces for training, educational courses and events.

## Report

### "Made in Italy" counterfeits

The Guardia di Finanza police in Milan, under the supervision of Eurojust and Europol, recently discovered a criminal organization based in Italy: the organization was based on counterfeiting and contraband of one of the world's most expensive wines, Romanée-Conti, in France, Italy, Switzerland, Russia, Holland, Germany and Japan. Two people were arrested in Novara, and investigations and searches led to the seizure of documents and bottles worth over 1.3 million Euros.



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## First Page

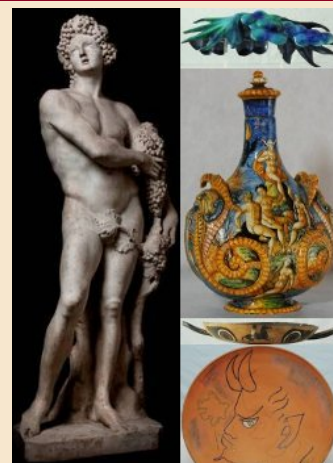
### A healthy, leading Italy prepares for SIMEI

Italy is a leading country not only in winemaking, but also in the technologies that are used to get the best possible results in growing and production. It is no coincidence then that after the 2009 economic contraction, exports of wine producing machinery and tools have gone back on track, to the point that 2012 exports have recorded 1.9 billion Euros total value, with an 18% increase over the last two years. Furthermore, given the low (and, sadly, constant) total volume of Italian imports, the trade balance of the sector is in the green at 1.5 billion Euros. The data comes from Unione Italiana Vini, which is preparing for the 2013 edition of SIMEI, the International Salon of Machinery for Oenology and Bottling, the most important event of its kind in the world, which will take place November 12th-16th at the Milan Fair in Rho: this is the 25th edition, which also marks 50 years of activity for the Salon (www.simei.it). "The mood of the sector, considering our data indicates 2013 will end with a small increase over 2012, is optimistic", Marzio Dal Cin, head of the Dal Cin firm and President of ANFORMAPE (the National Organization of Suppliers of Products, Machines and Tools for Oenology), told WineNews. "When it comes to cellar machinery", Dal Cin explained, "which is what makes the lion's share of the market, we are a leading country on a global level: 8 cellars out of 10 the world over use Italian tools. And we are doing well regarding other materials - like capsules, yeasts, corks and so on - even though the competition is stronger". The event in Milan will give participants a look at the future, as the firms that won the "Innovative Challenge" will be revealed there. But the main theme will be environmental sustainability, with the "Sustainable Viticulture & Wine Production" symposium organized by the scientific committee led by Ettore Capri, head of the "Opera" research centre for sustainable development in agriculture, Allison Jordan (Wine Institute of California), Sarah E. Lewis (The Sustainability Consortium), Sakkie Pretorius (Macquarie University of Australia) and Attilio Scienza (Milan University).

## Focus

### Wine culture at the Vittoriano

From the ancestral roots of viticulture to the most modern artistic languages: this is the theme of "Towards 2015. Wine Culture in Italy", the exhibition that opens on October 26th (there is a private opening the day before) in the Brasini wing of the Monumental Complex of the Vittoriano in Rome. The exhibition is promoted by the Italian Minister for Agriculture with an eye towards the 2015 Milan Expo, and is curated by Massimo Montanari, one of the most authoritative historians of nutrition the world over - not to mention, in all probability, the most important exhibition on wine ever to be created in Italy. "Wine between myth and religion", "Discovering territories", "From the land to the glass", "Wine and literature", "Excellence. The great Italian crus" and "Wine and cinema" are the sectors, with both ancient and modern pieces of art (largely coming from the Wine Museum of Torgiano, with pieces ranging from 3200 B.C. to the 20th century, pictured right). It is a preview of what Italian wine will be at the 2015 Expo, to charm the world with the best of the past and present of wine culture in Italy, not only in the glass, but also in literature, visual arts, theatre and movies.



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



## Wine & Food

### "Gallo Nero" beats the French Rugby team

The EU office that deals with trademark protection, UAMI, has recently ruled in favour of the Chianti Classico Consortium, home of the world-famous "black rooster", against the French Rugby team, which aimed to use the shared symbol, the eponymous rooster, for commercial purposes in the sale of "branded" beverages. The ruling is crystal-clear: the symbol can be used for sports-related activities on the jerseys as much as the French team wants, but as far as beverages go, rooster means Chianti Classico and Chianti Classico only.

## For the record

### The uniqueness of "Es"

There is only one Italian wine that has received nothing but outstanding marks from all 6 major Italian wine guides (published respectively by Gambero Rosso, "L'Espresso",

Veronelli, Bibenda, Slow Wine and sommelier Luca Maroni) in their 2014 editions, and it is Primitivo di Manduria Es 2011 by Gianfranco Fino.

