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News



How climate changes

Climate is changing, and that is a fact. Temperatures are going up almost everywhere, which is revolutionizing future scenarios for viticulture at a global level, to the point that some are prognosticating sparkling wines from South England and Germany, rows upon rows of grapevines in China and some vineyards in previously preposterous places, like Scandinavia. Climate will be the main subject of the Eurospec conference and of two public meetings by Edmund Mach Foundation, which will take place from Nov. 6th to 8th, with scientists like Mario Alverà from the Al Gore-financed Climate Reality Project and Ranga Myneni of Boston University. Info: www.fmach.it



SMS

A good example

"Transparent origins", the initiative created by Italian mass retail giant Coop aims to give a lot more information about the origins of its branded products, as it continues a clearly defined direction that it started a few years back: to answer consumers' demands. First there were nutrition facts, then suggestions on how to dispose of the packaging, and now everybody wants to know the origin of a product and how it got here. Being able to give facts on this matter surely gives Coop and its branded products - the only ones it can exert full control over - a clear edge over its competitors. This initiative acts as a stimulus and an example, since other firms should create more initiatives of this kind, both in Italy and abroad.

Report

Is the wine era ending?

According to a report commissioned by U.S. merchant bank Morgan Stanley, the global yearly balance of wine consumption and production is in the red for 300 million cases, with 2.8 billion produced on average. Europe takes its share of the blame as the 2012 harvest registered the worst data since 1960 and vineyards are shrinking visibly, while consumption is growing steadily, thanks to China and the States - which, according to the report, will consume 400 million cases a piece a year by 2016.



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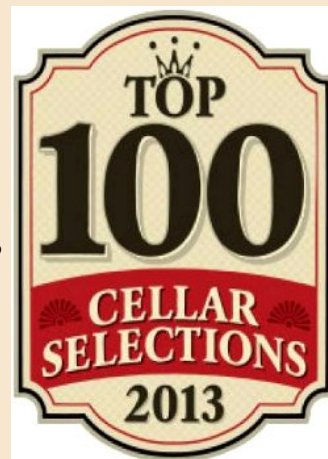
CMO promotion funds apply to EU countries

The wine promotion funds coming from the new European Common Market Organization, or CMO, together with the new Common Agricultural Policy, or CAP, can now officially be used in EU member States as well and not only in non-European countries. Paolo Di Castro, President of the Agriculture Commission of the European Parliament, had anticipated the news to WineNews during the 2013 edition of Vinality. "The CAP is fundamentally approved, since the only thing still missing is a vote next November 20th, and I'm confident it will go as expected", De Castro told www.winenews.tv, "we confirm what we announced at Vinality. Not only will the total amount of European funds for wine promotion be confirmed; that is, 500 million Euros a year and 100 for Italy (no other food sector has this quota), but the new CMO will give member States the opportunity to use funds for campaigns in non-European countries, as well as in Europe. Naturally, different rules will be applied, since we cannot use European funds to foster competition between, say, Spanish and Italian wines in Sweden. That would be a waste. But funds must be invested to foster growth in demand, especially in Nordic countries where consumption is very low. This is also a way to try and prop the demand, which is structurally shrinking in the main European producing countries like Italy, Spain and France". Meanwhile, the Italian Ministry for Agriculture has traced an "accounting" of this instrument over the last five years, which together with the work of the producers, has given a great impetus to Italian wine exports: counting over 330 million Euros for the 2012-2013 campaign, the National Support Program has distributed over 1.500 million Euros in the last 5 years. "And by comparing our data with that coming from other member States, Italy is the country that has used these funds both the most and in the most efficient manner", Minister De Girolamo quipped. Renovation processes, together with vineyard reconversion and promotional campaigns, have been the most financed measures, with over 50% of the total.

Focus

The best of Italy for "Wine Enthusiast"

Italy is well represented with 17 wines out of 100 in the "Top 100 Cellar Selection" ranking by "Wine Enthusiast" magazine, which has selected the best 2013 vintages worth keeping in one's cellar. First of the Italians, at number 3, is Giovanni Chiappini 2009 Guado de' Gemoli Bolgheri Superiore, with Chianti Classico Isola e Olena 2010 at 7 and two Brunello di Montalcino, Capanna 2007 Riserva (12) and Casanova di Neri 2007 Cerretalto (16) close behind. Then, in position 24, Paleo 2009 Igt Toscana by Le Macchiole, followed by two more Brunellos, Valdicava 2007 Madonna del Piano Riserva at 29 and Padelletti 2007 Riserva at 33. Nobile di Montepulciano 2010 by Dei is at number 38, followed by L'Apparita Igt Toscana 2008 by Castello di Ama (41) and Barolo Cannubi 2009 by Paolo Scavino at 45. Blu 2009 by Brancaia is at number 51, Ornellaia 2009 by Tenuta dell'Ornellaia is number 53 and Tignanello 2009 by Antinori is at 63. Barolo 2009 by Bartolo Mascarello is at 68, followed by Argentiera 2009 by Tenuta Argentiera (71), Barbaresco 2008 Vigneti in Muncagota Riserva by Produttori del Barbaresco (74) and Amarone Masi 2009 Costasera closing the Italian ranks at 77 (www.winemag.com).



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THE WINE

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Wine & Food

Welcome to the "Atlas of the Territories of Italian Wine"

It has taken the Ministry of Agricultural Affairs, Siena's Enoteca Italiana and the Military Geographical Institute of the Italian Army 5 years of work, coordinated by a first-class scientific committee, to finally give birth to a monumental piece of wine documentation, the "Atlas of the Territories of Italian Wine". A first for the Italian press on the matter, which analyses the myriad of Italian terroirs with a depth and a breadth that its two volumes only hint at and that aims to become a point of reference for producers, scholars and all wine aficionados.

For the record

Vinality to create a think tank?

According to the latest rumours, the new Vinality project for 2014 could be a sort of "permanent think tank" made by wine firms for wine firms, to share successful experiences and

training events on markets, marketing, social media, commerce and so on and so forth. "Wine2Wine" is a possible name for the project, the rumours say.

