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# Italian Weekly WineNews.it

vinality  
INTERNATIONAL

Issue 113 - Nov. 4th-9th, 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



### Tuscany, top teamworker

Tuscany is the only Italian wine territory that is in the "Top 10" ranking of global wine tourism according to the U.S. edition of the renowned Huffington Post. And the Tuscany Regional Authority with Toscana Promozione, is trying to make all those territories work together, with events such as the 4th edition of "Buy Wine", a b2b workshop that will take place on February 15th in Florence - and will also open the week of the previews - bringing buyers from all over the world to get them to know the event's top partner denominations, like Brunello di Montalcino, Chianti Classico, Nobile di Montepulciano, Montecucco, Orcia and lots more.



SMS

### CMO "a dud"? Not at all

Italy is not the best example of how to spend funds coming from the EU, and that is (sadly) a fact, but those coming from the Common Market Organization have allowed tens of projects, which would not have been created otherwise, to see the light. Of course, more could have been done, especially by spending all of the funds for promotion on extra-European markets. But the EU, as WineNews anticipated, has allowed the use of those funds in EU member states as well, provided that they do not go to single firms or brands, but to denominations and territories. Not everyone has welcomed this last restriction, but in our opinion new opportunities must be grasped, because there's still lots to be done in order to create a truly European wine culture.

## First Page

### The Italian Olympus of the 2104 Michelin guide

Rumours had been more and more insistent in the last few weeks, until the moment they became truth: the fabled "three stars" of the 2014 Michelin Italia Guide - the first edition curated by Sergio Lovrinovich, who has taken the place of Fausto Arrighi after 25 years of service - have been given to eight chefs. They are: Niko Romito, of the "Reale" in Castel di Sangro, near l'Aquila, crowning a dream year and joining the ranks of names such as Enrico Crippa of "Piazza Duomo" in Alba (Cuneo), "L'Osteria Francescana" of Massimo Bottura, in Modena, "Dal Pescatore" of Nadia Santini in Canneto Sull'Oglio, near Padova, Massimiliano Alajmo's "Le Calandre" at Rubano (Padova), "Enoteca Pinchiorri" of Annie Feolde in Florence, "La Pergola" of Heinz Beck at the Rome Cavalieri Hilton Hotel and the Cerea brothers of "Da Vittorio" in Brusaporto, near Bergamo. Good news come from the ranks of the "two stars" as well, with three new entries: "Villa Feltrinelli" of Stefano Baiocco, on Lake Garda, "Devero Ristorante" of Enrico Bartolini, in Cavenago di Brianza, and "Locanda Don Serafino" of Vincenzo Candiano, in Ragusa. There are now 40 "two star" restaurants in Italy, one more than 2013, with "Rossellinis" in Ravello, near Salerno, being the only one demoted to a single star. 33 restaurants have gained their first star, on the other hand, bringing the total to 281 venues. From an international point of view, furthermore, Italy is in a very good position in the Michelin global ranking, if one takes into account the fact that half of the 105 "three stars" restaurants in the world are in Japan and France, and the fact that Italy does not have a single "food capital", like Paris (10 "three stars", 15 "two stars" and 60 "one star", all in a single city). Not to mention Tokyo, with 242 "starred" restaurants (just shy of Italy's total number) and 14 "three stars". What characterizes Italy, and is also its strength, is the average level of excellence, which is everywhere in the country, from the Alps to Sicily. Finally, even though Germany has more "three stars" than Italy, the "Belpaese" is firmly on the global podium, right after France and Japan.

## Focus

### What awaits Italy's great reds

Even though a full-on evaluation would be more than premature, the current vintage for red wines looks like a very interesting one, according to an analysis of the opinions of some of the country's leading experts on the matter made by WineNews. Quality in Valtellina is interesting, and in the land of Amarone the 2013 vintage should enjoy very interesting aromas. The harvest has been late in Piedmont as well, especially for Barolo's Nebbiolo grapes, with the vintage being described as peculiar. In Tuscany there's an old-fashioned feeling, with harvests finishing a few weeks later than usual, like it used to be fifteen years ago. Results should be great from the area of Bolgheri, as well as from the land of Brunello. In Umbria, land of Sagrantino, on the other hand, the word coming through the grapevine describes the harvest as a more stylistically nuanced one, with less alcoholic notes, and in Campania, even though it is still way to soon for the Aglianico grapes used for Taurasi, the weather should hold. Finally, the word from the slopes of Sicily's Mount Etna tells of a generous harvest, but probably not an excellent one, quality-wise. Now, only time will tell.



## Report

### Vinality goes to Hong Kong

Hong Kong is both one of Asia's most prominent and promising markets - the value of imported wine there has grown 182% since 2008, reaching one billion Euros in 2012 - and one of the easiest portals to China. That is why Vinality International, together with over 130 Italian winemakers, will be front and centre at the International Wine & Spirits Fair, which will take place on Nov. 7th-9th, with its "Vinality Hong Kong" Pavilion, in an event that gathered over 20,000 professionals during its 2012 edition.



CONSORZIO PROMOZIONE  
CARIGNANO DEL SULCIS



## Wine & Food

### Alto Adige gives birth to a true "territory wine"

One of the most important Italian wine territories quality-wise is about to present a very interesting new product: a wine that is the expression of the territory, produced by a team of some of the region's most important winemakers. Not your average wine, but a true product of excellence, conceived as something that can hold its own at the top levels on the market. A wine, or better, a product line under the "Vini Südtirol" brand, that will be officially presented this weekend, during the 2013 Merano Wine Festival.

## For the record

### Booking a table with a click

A new all-Italian app, together with one of the leading websites for travel booking, TripAdvisor, is working on revolutionizing the way a table at a restaurant can be booked. MyTable

now allows its users to book with a simple tap on a smartphone or a mouse click, and users' reviews will be shared between both sites, letting quality come naturally on top.

