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# Italian Weekly WineNews.it



Issue 114 - Nov. 11th-16th, 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



### James Suckling's "Top 10"

James Suckling's (pictured above with Renzo Cotarella) top ten favourite wines, according to his "My Top 100 Italian Wines" ranking, are almost all Tuscans: Solaia 2010 by Antinori is at the top, followed by Redigaffi 2011 by Tua Rita and Barolo Monfortino Riserva 2006 by Giacomo Conterno. Then come Galatrona 2001 Fattoria di Petrolo, Testamatta 2008 by Bibi Graetz, Sori Tildin 2010 by Angelo Gaja, Luce 2010 by Luce della Vite (Frescobaldi), Brunello di Montalcino Madonna del Piano Riserva 2007 by Valdicava, Brunello di Montalcino Cerretalto 2007 by Casanova di Neri and, at spot number ten, the Sardinian Turriga 2008 by Argiolas.



### Tweeting Italy

Berlusconi, Balotelli, and pizza feature prominently among the hashtags of tweets dedicated to Italy, but Italian wine is no slouch either, even if sports holds 40% of all tweets, according to an Almwave study on the 7.8 million global tweets during the month of October written in English, French, German, Spanish, Portuguese and Italian. Right after sports, though, comes tourism, with Italy's magic sceneries and its most famous and beloved products, and wine - its most renowned beverage - right on top, Chianti confirming its immense international popularity. Food is also prominent in events-related tweets as well, due to the buzz generated by the next edition of Eurochocolate and by the upcoming 2015 Milan Expo.

## Report

### Verona and the 2015 Expo

"Verona will be one of the protagonists at the 2015 Milan Expo", Italian Minister for Agriculture Nunzia De Girolamo said in Verona during a public appearance last week. As WineNews anticipated, the Minister confirmed what had been a persistent rumour: "Verona will be a player for that event, and Veronafiere will be its operations assistant". De Girolamo's mention of Verona is linked to the proposal, coming from Veronafiere, to bear the responsibility of setting up the "Wine & Oil Pavilion" at the 2015 Expo.



CONSORZIO PROMOZIONE  
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## First Page

### Italian machinery sector is strong abroad, but...

"If there is one thing that the winemaking and the wine production machinery worlds have in common, it is the tendency of getting most of their revenue from outside of Italy". The quote comes from Vittorio Della Toffola, head of one of the world's leading firms in the sector of wine equipment, at the SIMEL and Enovitis (www.simeit.it) show, one of the most important events of the sector. The show took place in Milan this week and showcased the best of hi-tech products; fruit of the capability to invest and innovate that is typical of Italian small and medium businesses. And the numbers back this up, since "exports in 2012 reached 1.9 billion Euros in value, an 18% increase over the last two years". After all, there's an 80% chance of finding an Italian machine in cellars around the world, and the same probability that one will find an Italian wine on the shelves of a wine shop. The situation is not that much different if one looks at the other materials used in winemaking, like yeasts, capsules, corks and so on. All's well, then? Not really, since the machinery world also shares the same limitations and issues as the wine world, as well as its strong points. And the former are practically entirely tied to Italian firms' almost endemic inability to communicate in order to grow and surpass the number one competitor - that is, France. "We Italians", Maurizio di Robilant, head of Robilant Associati Brand Advisory & Strategic Design, told WineNews, "are like fish swimming in the world's most beautiful sea, but since we were born there, we are not aware of it. And that is doubly true for wine, as there is no unified communication for Italian wine. Everyone communicates for himself and this creates confusion. In order to make plurality a strongpoint rather than a weakness, we should create a national system to oversee it all, because a plurality of voices tends to become chatter, nothing more. The French, for example, have three types of wine and the entire world knows them, while we have more wines, but we have yet to understand what the best way to communicate them is and make communicating Italian wine a priority".

## Focus

### 7 Italians among wine's top brands

Liv-Ex (www.blog.liv-ex.com), the world's most important "Stock Exchange" wine index, together with the renowned UK magazine "The Drinks Business", has ranked the top 100 most powerful brands in the wine world in the 2013 edition of their joint "World's Most Powerful Fine Wine Brands" ranking. And the most important changes are right at the top of the list, since St. Emilion's re-classification last September definitely benefited Pave and Angelus, in the two top spots, with Angelus going up 21 spots in a single leap. Petrus is third, but the ranking holds many a surprise, with Australian winemaker Penfolds, at number 10, breaking the French chokehold on the top ten spots. It is also a pretty encouraging ranking for Italy - even if Masseto dropped from 12 to 33, Ornellaia from 20 to 37, Sassicaia from 14 to 39 and Giacomo Conterno lost 30 positions, from 46 to 76 - since Tignanello held on to its spot at number 53, and there are two new entries, the Piedmont Bruno Giacosa, at spot number 40, and Le Macchiole, from Bolgheri, at spot number 89. There are now 7 Italian brands in the ranking, up 5 from last year's edition.



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## Wine & Food

### A region on the shelves: the "Südtirol project"

Several Italian winemakers from Alto Adige - such as San Michele Appiano, Colterenzio, Termeno, Merano and Cortaccia, to name a few - have joined forces for a project aimed at developing a line of wines that will act as a brand for their entire region and territories while being on both the domestic and foreign markets. The line will be composed of a blend of selected grapes of the same vintage, coming from all participants, and the first one will be 2012, on the market next year with 600.000 bottles and prices ranging from 10 to 15 Euros per bottle.

## For the record

### Italy in "Wine Spectator"'s Top 10 ranking

Barolo Monprivato 2008, by Giuseppe Mascarello & Figlio, is the only Italian label in the 2013 edition of "Wine Spectator"'s Top 10 ranking, at number 6, with the

Spanish Rioja Imperial Gran Reserva 2004 by Cuna at 1: the only Italian in 2012 was Brunello di Montalcino 2007 by Ciacci Piccolomini d'Aragona, at spot number 9.

