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## News



### "3-starred" 8 1/2 Bombana

"8 1/2 Otto e Mezzo Bombana" is to this day the only Italian restaurant abroad that the Michelin guide has awarded "3 stars", and that therefore represents excellence in Italian cuisine abroad like no other. This "temple" of taste in Hong Kong is the home of chef Umberto Bombana, and for the third year in a row, the "Michelin Hong Kong & Macau" guide awarded the establishment. "It is an honour", Bombana said, "to represent the most beautiful part of Italy, its traditions, its cuisine and its hospitality. They are its most identifying traits, and I hope our customers always feel the passion with which we work" (<http://ottoemezzobombana.com>).



### The value of Prosecco

Conegliano Valdobbiadene Prosecco Superiore Docg, one of the most successful Italian wines in the world, is worth a whopping 450 million Euros. An enormously strong brand, which the Consortium aims to safeguard "by working with the other Consortium, Prosecco Doc, and with Colli Asolani Docg", said Giancarlo Vettorello, General Manager of the Conegliano Consortium, "in order to create a common structure for the legal protection of Prosecco worldwide by 2014". The goal is to "lock down" the Prosecco brand, by registering trademarks and by stipulating bilateral treaties so that the legal protection of the brand is effective in foreign countries, as has happened in the States - a feat, by the way, that Champagne has yet to reach.

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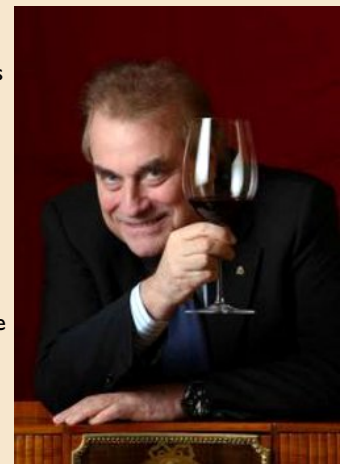
### From the aroma of grapes to "territory"

From an aromatic standpoint there are "solo artist" grape varieties - that is, the ones that definitely have a dominant aromatic note, no matter where they are grown and will show that note in all the wines that are produced from them. It is the case of the many "international" grape varieties, like Sauvignon, Cabernet, Cabernet Franc, Pinot Noir, Syrah, Merlot and Grenache, for the reds, or Gewurtztraminer, Riesling, Sauvignon Blanc and Chardonnay for the whites. Other varieties have a less pronounced aromatic identity, so they end up putting the characteristics of the terroir in the spotlight and in the glass. And this is the case of a lot of Italian indigenous grape varieties, which "should be valued properly as a positive feature of the sensory identity of our wines", according to Luigi Moio, Professor of Oenology at the University of Naples "Federico II", who has been endorsing this thesis for years now. "We are talking more and more often about the territory, about the terroir, about territorial expression, about how much a single location can leave a strong mark on a wine, aromatically as well. We have some varieties that are not strongly aromatic here in Italy, but this could be strength rather than a weakness. After 25 years spent studying the chemistry of wine aromas, I ended up learning that there are wines made from grape varieties with a strong varietal aroma, the ones I call "solo performers", because they have a main actor, which is the variety itself, and many secondary ones. And it is hard to change the aroma of these wines. If, on the other hand, I try and imagine a wine made from varieties that I call "not soloists", like for example Sangiovese, Aglianico, Falanghina, Garganega, Trebbiano and so on, the wine can still be recognized, but not because of a dominant aromatic note, rather thanks to the balance of its components, which is quite a bit harder to achieve. One feature to bet on, since there is a lot of talk about territorial identity these days, is the fact that a wine made with non-soloist grapes, from an aromatic standpoint, can successfully express a single territory in its entirety".

## Focus

### The culture of wine and Institutions

The creation of a stronger bond with institutions and Italian institutes of culture abroad as well, "in order to further elevate the quality of our work as popularizers of quality wine and oil culture". This, as Franco Ricci has written in a letter to the members of the Rome chapter of the Italian sommelier association AIS and repeated to WineNews, is the reason for the creation of the Italian Sommelier Foundation. "It will have chapters in Italy and abroad, institutional partnerships with the Presidency of the Council of Ministers, the Ministers of Culture, Foreign Affairs and Agriculture, and will cooperate with Italian institutes of culture", the head of Bibenda explained, "in order to bring the culture of quality wine and oil where it is not present yet". Bibenda and AIS Roma, which will join the foundation according to Ricci, will still go on with their activities, beginning with the many events organized in Rome. The reaction of AIS President Antonello Maietta though, has been harsh to say the least, with an open letter titled, "The end of a nightmare", the promise of future meetings in court and a reassurance that AIS will keep on going "more united, strong and proud than ever".



## Report

### The "top 10" wine consultants

Wine consultant is one of the professions that has most contributed in shaping the modern wine landscape, with oenologists, Masters of Wine and other professionals in its ranks. "The Drinks Business" magazine has compiled a list of the most influential ones: Jacques & Eric Boissenot, Michel Rolland and Paul Hobbs share the podium, but at number 5 there is the Tuscan oenologist Alberto Antonini, father of the global "rebellion" against the duo "barrique-international varieties".



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## Wine & Food

### The right importer can be found (also) online with Vinality

The right importer for a market as complex and as big as the U.S. can be found online as well: this is the goal of "Vinality International Importer Connect", by Vinality International, the foreign operational branch of Vinality and Veronafiere, in order to help Italian producers find their importers in the world's biggest wine market. Currently in beta, the platform aims to become a permanent online tool, and has been tested with six producers: the results will be examined in depth during a seminar at Vinality USA (New York, February 3, 2014).

## For the record

### Eataly comes to Florence

The "cradle of the Renaissance" has become the next frontier for Eataly with the opening, next December 17th, of Eataly Florence, 18,000 square feet smack in the historical

centre of the jewel of the Tuscan crown. The food concept store will feature high quality wine & food, and a small museum dedicated to the Renaissance as well.



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