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News



The 2015 Expo mascot

The mascot of the 2015 Milan Expo, designed by Disney Italy, has recently been shown to the public in Milan. It is both a tribute to children and to one of the greatest Italian artists of all times, Giuseppe Arcimboldo. Actually, it is not a lone character, but a "collection" of fruits and vegetables, each with a different personality and features: garlic, watermelon, orange, banana, fig, blue maize, apple, pomegranate, pear and radish. They will be the image of the theme, "Feeding the Planet, Energy for Life", even though they are currently nameless. They will be christened by children themselves, with a contest hosted on the Expo's official website, www.expo2015.org.



Italy holds in the States

Italian wine exports in the United States keep on slowing down. At the beginning of 2013 data showed 10.7% growth in volume and 14.2% growth in value over 2012, but now, data regarding the first three quarters of 2013 coming from the Italian Wine & Food Institute led by Lucio Caputo tell of 0.4% growth in volume, 1.86 million hectolitres and 6.5% growth in value, 954 million dollars. Data for the last quarter, which is crucial given Christmas shopping and the like, is still missing, but Italy is still firmly in the lead among foreign wines in the U.S., even more so considering that U.S. imports have shrunk 7.2% in quantity and grown 4.2% in value (2.9 billion dollars).

Report

A Consortium at 92%

A territory is truly strong when it is united, and the activities of a Consortium are more effective the more so its members are. The Asti DOCG Consortium today has reached 92% representation rate among firms in the Asti DOCG area and 76% rate for Moscato d'Asti DOCG, thanks to the fact that some big names have recently come back to the fold, like Martini & Rossi (Bacardi Group), Toso and Fontanafredda (since 2013, and currently owned by Oscar Farinetti, patron of Eataly).



CONSORZIO PROMOZIONE
CARIGNANO DEL SULCIS



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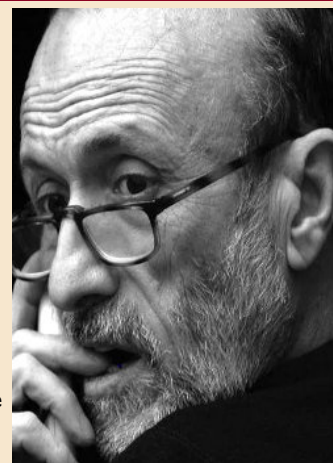
Catering "stars" go to the cellars

The bond between haute cuisine and the wine world has never been stronger than in recent times in Italy, thanks to a mutual acknowledgment that has brought wine back front and centre in some of the top establishments of the "Belpaese", and has had chefs set foot in the cellars of some of the country's top winemaking firms. WineNews, on the heels of the 2014 edition of the "Michelin Guide", has completed a virtual tour of sorts of the "starred" Italian chefs who enjoy close ties with the wine world. The first is "three-starred"; the Ceretto family opened Piazza Duomo in Alba in 2005, a remarkable name of the venerable Piedmont winemaking tradition, together with renowned chef Enrico Crippa - not to mention the starred chefs Massimo Camia at Damilano and Ugo Alciati at Fontanafredda. Another winemaking firm, closely tied to a wine & food project (but also cultural and artistic) is Bisol, one of the big names of Prosecco di Valdobbiadene that together with the Municipality of Venice, has given new life to an entire island - Venissa - where one can now find the luxury hotel and starred restaurant of chef Antonia Klugmann. In Trentino Alto Adige, the Lunelli family - a veritable juggernaut of the Trentodoc world of sparkling wines, with the Ferrari brand - has created Locanda Margon, sporting a Michelin star, with chef Alfio Ghezzi at the helm. Another winemaking heavyweight, the Terra Moretti group, has created entire wine&food districts between Tuscany, Lombardy, Franciacorta and Maremma, from Bellavista to the Supertuscans of Petra, at Suvereto, using both hosting and catering: beginning with Trattoria Toscana, at Tenuta La Badiola, one Michelin star, headed by none other than Alain Ducasse (not to mention that Bellavista for years has hosted a chef that needs no stars, Gualtiero Marchesi, the godfather of modern Italian cuisine, who retired a few years ago). And Feudi San Gregorio has also bet heavily on catering, with the talent of young chef Paolo Barrale, former pupil of Heinz Beck, who uses his creativity to exalt the flavours of the reds and whites of the firm from Campania.

Focus

Carlin Petrini and biodiversity

"Diversity is, by definition, a principle that accepts the big as well as the small. And what is happening in the universe of the Presidia is a model for big industries as well, since they are currently beginning to let consumers know more about the places that give birth to their products. So if one succeeds, so does the other". This is the opinion of Carlin Petrini, founder of the Slow Food movement, regarding a question posed to him by one of WineNews' readers during the presentation of his latest book titled, "Food and freedom". Diversity and biodiversity, of course, go hand in hand, and here lies the real mission of Slow Food, according to Petrini: "we started as a movement that protects biodiversity, beginning with food. And now we really must be a factor for change: we have begun doing so by becoming consultants for FAO, but we're obviously not stopping there. The freedom I speak of is a double freedom, freedom from the pornography of food - that has food everywhere in the medias in Italy, where there are no farmers anymore - and freedom of food as a means to achieve freedom from slavery on a market that is anything but free".



Chianti
THE WINE

A CAMPAIGN FINANCED
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Wine & Food

Tuscany in the top spot of the 7 "wine-marvels" of the world

Tuscany is one of the finalists for the 2013 edition of Wayn.com's Wayn Award, the biggest social networking platform the world over dedicated to travel and lifestyle. The homeland of Brunello di Montalcino and Chianti Classico was the most voted destination, over Bordeaux (France), La Rioja (Spain), Napa Valley (California), Franschhoek (South Africa), Maipo (Chile) and South Eastern Australia. And a fine taste of Tuscan wines will be in Florence next February with the b2b event "Anteprime di Toscana" (www.toscanapromozione.it).

For the record

Asti has a Chinese ambassador

Asti now has its own "ambassador" in China - that is, the winner of the "Lady Asti" contest, which took place in Shanghai from July to December in Ktv karaoke bars, and

whose name is Rebekkah, one of over 5.000 participants. "Lady Asti" now embodies a new way for wine promotion, focused more on younger consumers in the Far East.

