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# Italian Weekly Wine News.it

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Issue 11 - Dec. 19th-24th, 2011 - 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



### Bring your own wine to the restaurant. Madonna does it

Bringing a bottle of wine to the restaurant is an ever-growing global trend (which we've been reporting for years). And now it also has a testimonial, the diva of divas, Madonna (above, drinking on stage). For many international news sites, the American star apparently brought her own red wine and crystal glasses to the "Osteria Cotta" - one of the most highly regarded restaurants in New York, close to Central Park - for a dinner out with her significant other. Not even the paparazzi were able to glean the label chosen by the "material girl". But the trend is now global, it seems.



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### Toast together!

Almost every wine lover in the world, over the years, has in all probability stashed some great bottles of wine, either bought or received as gifts. And since we're convinced that the best quality of a great wine is its capacity to make the moment in which it is uncorked special, what better occasion than Christmas and of New Years' Eve festivities to share a wine emotion and a moment of pleasure, by drinking a great bottle with relatives and dear friends? This is our wish to you for the holidays: share a great bottle with whoever you please, because the millenary success of wine - and its true value, which goes well beyond its economic worth, even if that's not something to scoff at - resides in the joy of drinking together. Cheers, and merry Christmas!

## First Page

### Italy still strong in 2011's "Liv-Ex Power 100"

Right on time for the end of the year, here comes the second edition of the "Liv-Ex Power 100", the list of the most important brands in the international wine world, compiled by what is considered to be the global benchmark for the market of fine wines. An exclusive club to say the least, and even if France still dominates this edition, as it did last year's, the performance of the Italian labels is still worthy of consideration, since two Italian brands are new entries on the list. Tuscany and Piedmont are confirmed the regions of Italian excellence, with Marchese Incisa Della Rocchetta's Sassicaia at number 27, Frescobaldi's Ornellaia at number 35, Antinori's flagship wine Tignanello (the first new entry) at 50, Frescobaldi's Masseto at 51, Antinori's other flagship Supertuscan Solaia at 62 and the two Piedmont wines Gaja and Sandrone (the second new entry) at number 63 and 92, respectively. The top ten is entirely French, with brands from Bordeaux occupying all the spots with the exception of the Burgundy "icon" Romanée Conti at number 5. Lafite Rothschild is still the first brand in the world, even if in 2011 demand for this wine seems to have dropped slightly, and the brand seems to be losing a bit of its appeal on the market. Châteaux occupying the lower spots in the Bordeaux Wines Classification ranking have performed well, thanks to their price/quality ratio. Burgundy has enjoyed an increase in interest (and price) on global markets, giving an edge to the quotations of Domaine Romanée Conti, which is being applauded widely in Asia, but is still suffering from the competitive disadvantage that comes from its small production, keeping trade volumes relatively low. There are five criteria used for this new millennium "Classification": the level of attractiveness and of trading registered by the "Liv-Ex Fine Wine Exchange", the wine's average score according to Robert Parker, its average price, the revaluation capacity of its price in a year, and pondered production (price multiplied by average production). The data was gathered by Liv-Ex together with the European drinks trade publication The Drinks Business (info: www.liv-ex.com).

## Focus

### Russians in Italy, Chinese in Bordeaux

Great wine territories, even in a global crisis, can entice investment capitals like few other sectors, and if in Italy the new major shareholder of the historic Gancia wineries, Russian tycoon Roustam Tariko, has announced he is ready to keep investing in "bubbles" from Asti, in Bordeaux no less than 13 châteaux are already Chinese. Some might not take kindly to that notion, but the liquidity of investors from emerging countries (the famous Bric - Brazil, Russia, India, China) is a synonym of attractiveness and success. And in some cases it's pure oxygen, especially in Bordeaux, where in a few weeks two more companies were bought by the Celestial Empire: Legonzars and Grand Branet, in the region of Entre-Deux-Mers, where Bordeaux and Côtes de Bordeaux are produced. Mum's the word on the figures, but in Legonzars' case, which has been British since 1998, the price the last time it was on sale, in 2009, was 4.2 million Euros. And chances are these won't be the last châteaux to change hands, because China is thirsty for great wines, and Asian big spenders can catch two birds with one stone: investing in the most eminent winemaking territory and give a jolt to exports.



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## Report

### A helping hand from above

To take care of the vineyard, help comes from high up. Not as a biblical godsend, but as a hi-tech gizmo: here comes "GrapeLook", a new service that thanks to the satellites of the European Space Agency and to the Google Maps system, lets one know when it's best to water the vines and how efficient water usage is, thanks to data that is sent in real-time to a computer that computes them and then elaborates a map, immediately put online and made available to the growers.

## Wine & Food

### Italy's starred chefs go back to tradition for Christmas

Chickpeas, lentils, tortelli, pig shanks and pig's trotters are a must, together with eel, turkey and capon. Italian wines, "bubbles" and Prosecco push Champagnes and foreign wines back to the cellar. Christmas in times of economic crisis strengthens the bond between cooking and tradition. Such is the opinion of 110 renowned national Chefs interviewed by "Polli Cooking Lab", the observatory for food trends of the Tuscan food company. And 7 out of 10 starred chefs have stated that their menus will be inspired by traditional recipes, with their antique and reassuring tastes and simple, timeless ingredients.

## For the record

### Italian wine lists open their pages to the world

Italian restaurant wine lovers are becoming more international by the day: according to a survey by Vinality, the internationally renowned wine event, over 90% of

restaurants listing foreign labels offer French wines, 49% go for Spanish reds, 42% for Chilean reds and 39% for U.S. reds, while 49% list German whites and 36% Austrian whites.

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