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## News

VINITALY  
USA 2014  
• NEW YORK •  
3 February / Metropolitan Pavilion

## Vinality International 2014

The U.S. market remains vital for Italian wine, since it is worth over 1 billion Euros (20% of total wine exports), and New York, the true "capital" of the States, will host the next Vinality International initiatives on Feb. 3rd at the Metropolitan Pavilion, counting 110 winemakers crossing the Atlantic with VeronaFiere. The event will also feature the educational project Vinality International Academy, with three master classes, and the B2B matching project Vinality International Importer Connect, created with the support of BeverageTradeNetwork.com and a database of over 15.000 American professionals. Info: [www.vinalityinternational.com](http://www.vinalityinternational.com)



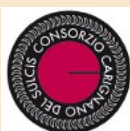
## Google bets on Italy

The news that Google will, for the first time, invest its resources in the promotion of some of a country's top products, and in Italy to boot, betting on wine & food with the "Made in Italy: digital excellences" project - together with the Symbola Foundation, the ministry for Agriculture, Unioncamere and the University of Venice - has already done the rounds on a global scale. But more than the project per se, which can become a digital shop window for "Made in Italy" products, what counts is the message that it conveys: that is, that a global top-tier business, not some "good Samaritan", is evidently doing so because it means business, as Symbola's Secretary Fabio Renzi has pointed out. Google is showing that it believes in the potential of the best part of Italy - quite the message of trust for its key players.

## Report

### Gorgona at the Quirinale

Lamberto Frescobaldi, President of Marchesi de' Frescobaldi, was received this week by the President of the Italian Republic, Giorgio Napolitano, together with the Head of the Correctional Department Giovanni Tamburino, in order to showcase the first results of "Frescobaldi per Gorgona", a white wine - 2.700 bottles produced by the inmates of the Gorgona Island prison, and sold in a few months the world over - and a multi-year project created to give a second shot towards an honest life to inmates.



CONSORZIO PROMOZIONE  
CARIGNANO DEL SULCIS



## First Page

### Old Italian vintages still lacking

When the subject is mass market and the discussion hinges on wines with great price/quality ratios that mainly younger people drink, Italy is probably a global benchmark. But if one looks at old vintages, which are those that fuel the "dream" of top-tier wines, the difference between the "Belpaese" and France is evident and immediate. For confirmation, just look at the many great international auctions, where vintages reaching further back in time than 1965-1970 of the great wines from Bordeaux, Burgundy and Champagne is common. This instead, for a multitude of reasons, is extremely rare regarding Italian wines, with the exception of a fistful of Barolo and Brunello di Montalcino wines, or - from the '70s onward - of the most important Supertuscans. Without having to reach so far back in time, given the small dimensions and low production volumes of many winemakers, even prestigious ones, it is sometimes no small feat to find vintages from the '90s or the '00s. And this, for many Italian and foreign critics and some forward-looking producers, is not due to the fact that there are no Italian wines with great ageing capabilities, but because from a cultural standpoint most producers have considered immediate sales their top-tier priority. This void must be filled. The potential is there, as demonstrated by not only some isolated cases, but also by the expansion in 2013, by Monica Larner, of "The Wine Advocate" magazine's "Vintage Chart", which collects updated estimates of vintages in the top territories around the world, where Italy is now not only represented by the historically most important areas in Tuscany (Brunello di Montalcino, Chianti Classico, Maremma and Bolgheri) and Piedmont (Barolo and Barbaresco), but also Campania, with Taurasi, Sicily, with Etna, Veneto, with Amarone della Valpolicella and Trentino Alto Adige with its whites as well. The market, in its own way, is sending encouraging signals in this regard, just like in Burgundy, where due to scarce harvests in 2012 and 2013, many a wine merchant is betting on older vintages, ranging from 1999 all the way to 2011...

## Focus

### Italian wine holds on foreign markets

Italian wine is still on a roll on foreign markets, not so much quantity-wise - given the fact that shipments have gone down 3% in the first 10 months of 2013 year-over-year, at 1.6 million tons - but definitely value-wise, with an 8.4% growth, reaching 4.1 billion Euros. The data comes from the Italian Institute of Statistics ISTAT analysis of the wine sector in 2013, confirming the great performances of Italian producers on foreign markets. The U.S. is first and foremost with sales reaching 907 million Euros there, and 7.9% growth. Germany is also still key, with 8% growth in value, but France is the real wild card: the first consumer country in the world, and Italy's historical wine competitor, has grown 13% for Italian wines, while the U.K. is confirmed as a more than reliable market (+17.1%) together with Norway (17.8%), Sweden (+15.7%) and Denmark (+7.4%). China, on the other hand, definitely bears bad news, since volumes have dropped by a full third, though value has gone up 2.7%, and so does Canada, the fifth most important market for Italian wine, with a decidedly less worrying drop (3.8% less in volume and 0.5% in value), but a drop nonetheless.



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## Wine & Food

### French juggernaut Veuve Clicquot sues Italian producer

The French maison Veuve Clicquot, a true behemoth of French wine on global markets, has apparently sued Ciro Picariello, a winemaker from Irpinia, in Campania, over Picariello's label on the bottles of his "Farmer's Brut" wine, created in roughly 3.500 bottles per year. According to the lawyers of the French winemaker of Reims, from the firm Jacobacci & Associati, Picariello's label, which is orange, is definitely too similar to Veuve's Brut Yellow Label (of which roughly 20 million bottles per year are produced), and as such would have damaged the maison's brand.

## For the record

### Homage to Luigi Veronelli

Big names of Italian wine & food - like Piero Antinori, Alfonso Iaccarino, Diana Lenzi, Giannola Nonino, Carlini Petrini, Sara Porro and Nichi Stefi - will attend "Wine is

the song of the land" (Bergamo, Feb. 2nd), the event created to remember Luigi Veronelli, one of the founding fathers of wine & food communication in Italy.

