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Italian Weekly

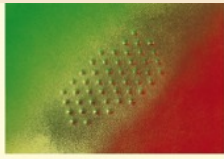
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News

This selection of wine shows
the future of wine.
Merito e valore della guerra
rispetto agli mercati,
specie l'Europa della cattolici e della laici.



Alessandro Rosati

The colors of wine from back
and the embedded use
of the Catholicism appears
it has the splendor of a woman
After ten years of high school
available the selection of wine
may only remain.
I believe the Europe of catholic
out of the table.



Questo, presentato da tutti i produttori
con un'occasione unica e speciale del
mercato. Qualità, sicurezza e un grande
valore spirituale che rappresenta un
cristiano. La Vigna del Principe
proprietà Castellani, di Via Venezia
Oltre, una vigna in Europa in cui il
tempore è unico, bello, generoso e
vero. Una vigna che produce vini di
cattolici unici. Qualità e sicurezza
in ogni momento e in ogni
Ecco quindi il VINO DELLA PACE, che
dal 1980, viene ogni anno
cristianamente dal segno di un grande
cristiano. Un vino che è un
tempore della laici, e che gli
valore spirituale di Dio, e che
può essere usato da tutti.

First Page

Valpolicella, managing a great success

The future of Amarone, the true Prince of wines of Valpolicella, starts with the first vintage with a DOCG denomination, 2010, which should be great quality-wise, and from a market that seems to have stabilized itself after years of growth (currently hovering around 13.4 million bottles for 2013, the same quantity as 2012). It is now faced with multiple challenges; for example, how to consolidate this success in the future and how to reconcile different visions and opinions among its producers. Valpolicella, one of Italian wine's most important territories, produces 60 million bottles a year of Amarone, Valpolicella and Recioto, collectively worth 350 million Euros and recently has reflected on both its past and its future during "Anteprima Amarone", an event created by the Consortium of Valpolicella wines. It is indeed true that "Italian wine, especially compared to other sectors of the Italian economy, is truly a paradise, but one cannot rest on one's laurels, and most importantly, one must understand how much one wants to and can grow, how to manage the goldmine before it runs dry", as Stefano Barisoni, one of the most authoritative voices on Italian business-focused radio "Radio 24", stated during the event. Barisoni clearly referred to Valpolicella and to the difference of opinions regarding production zones between the Consortium and the Families of Amarone d'Arte, which both have been recently prodded toward a reconciliation by the Regional Authority of Veneto. In the meantime, markets have been shown the success of Valpolicella producers, especially foreign ones, since roughly 80% of total production goes beyond national borders. Northern Europe is a big consumer, and the 2010 vintage, the first one with the DOCG denomination, is generally regarded as a sure-fire trump card. Finally, among the many tastings that WineNews has enjoyed, here are a few wines from some small producers in different zones and with different philosophies, styles and dimensions, that have struck us as noteworthy: Cav. G.B. Bertani, Ca' la Bionda, Chiccheri, Fratelli Tezza, Guerrieri Rizzardi, Le Marognole, Massimago, Monte del Frà, Secondo Marco, Valentina Cubi.

"Wine of Peace" turns 30

"Wine of Peace", the unique and unmistakable project created by Cantina Produttori di Cormòns, turned 30 years old in 2013, and the birthday has been celebrated until last week in Rome, where, on January 27th, the 2013 vintage and the labels for the 2012 vintage were showcased to the public. The 2012 labels were created by Emilio Isgrò, together with writer and journalist Arrigo Levi, painter Enrico Castellani with Alessandro Rivali and Kengiro Azuma, whose works will go hand in hand with those of poet Isabella Panfido. Cantina Produttori di Cormòns has also nominated restaurant "Il Paggiaccio" and its sommelier/chef Matteo Zappile "Ambassadors of Peace".



SMS "International" coincidences
The article titled "Extra Virgin Suicide", a scathing denunciation of widespread fraud in the production of Italian olive oil that recently appeared in the "New York Times", has sparked many a response. The Consortium of DOP Oil of Chianti Classico has asked the American daily to publish a cartoon titled "Dop Secrets", which details "how to choose an oil with certified and guaranteed origin and quality". In the meantime, "International" magazine has quoted a "Slate.com" article, titled "The Death of Italian Cuisine?" and penned by Jeannie Marshall, according to which Italian kids consume too many soft drinks and junk food. Coincidences. But at the moment, quality "Made in Italy" wine & food needs an authoritative institutional protection, outside of our borders as well...

Focus

"Italy should be true to itself"

According to Luca Martini, the best sommelier in the world for the Worldwide Sommelier Association, being a sommelier today "means being something different than in the past. It means", he told WineNews, "that one should not stagnate in restaurants, but be proficient in communicating, traveling, and sometimes in wine buying as well". Italian wine oftentimes looks to its competitors, but "there is no such thing as a competitor, since you can't compete with California or Spain, it's an entirely different thing. I hope this crisis will lead to a communal reflection, and I would personally bet on Brazil and Mexico more than China or Russia. French producers", he added, "should be an example: their philosophy overtakes their chasing the markets, and so study begets enthusiasm and enthusiasm creates business. Following trends and fads", he concluded, "is all well and good, but as soon as they are over we are lost again, while there should be a more long-term goal and strategy. The Italian wine firms that are showing themselves to be crisis-proof are those that have reached high standards of quality, and that is also why the market for Italian fine wines is growing exponentially".



Report

No more Brunello for Soldera

"The future is in the bosom of Jupiter, and one should never say never, but at the moment I do not want to make Brunello", Gianfranco Soldera, head of the prestigious firm Case Basse, told WineNews on the occasion of the release to market of its Toscana Igt Soldera 100% Sangiovese 2006. The firm, famous for its Brunello - very highly prized by collectors - was hit last year by an act of vandalism that led to the loss of 626 hectolitres of Sangiovese from vintages 2007 to 2012.



CONSORZIO PROMOZIONE
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Wine & Food

Verona to join art and wine for the 2015 Expo

Verona, which has been hosting Vinality for over 50 years, will celebrate the 2015 Milan Expo with "Art & Wine", an exhibition entirely dedicated to the multiple and strong ties that wine has with arts and culture. The exhibition will open on April 4th, 2015 at the Palazzo della Gran Guardia, is promoted by the Municipality of Verona and VeronaFiere and will feature works by Arcimboldo, Caravaggio, Rubens, Tintoretto, Tiziano, Goya, Boccioni, Guttuso, Manet, Degas, Picasso and Magritte, among other big names of art.

For the record

Some "starred", affordable meals

"Cene stellate" ("Starred dinners") is coming to Italy: the event, created by DiningCity Italia that features 5-course dinners by Michelin-starred chefs in over 35 restaurants at

affordable prices (55, 70 and 80 Euros), took Holland by storm, and will take place in Italy from March 21st to the 30th. Info: www.diningcity.com

