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News



The Wine Museum's "mom"

The lady pictured above is Maria Grazia Marchetti Lungarotti, who has been Director of the Lungarotti Foundation since 1987. The Foundation was created by the Cantine Lungarotti firm, founded by her husband Giorgio, to promote wine culture and the Italian farming economy through cultural events, and she has created both the Museum of Wine and the Museum of the Olive Tree and of the Oil of Torgiano. These institutions have become, thanks to her foresight and knowledge, true case histories and are considered to be among the most important of their kind. For her efforts, she was recently awarded the Italian "Marisa Bellisario" award.



"Tuscan syndrome"

Tuscany is one of the leading regions of Italian and global wine, and that is hardly news: and China, after the U.S., the UK and Russia, seems to be the next country that will fall to its allure, since 24% of all red DOP and IGP wines that are imported in China come from Tuscany. Italian wine overall grew 11% in China in 2012, while the glorious "Grand duchy" grew 37.5% there in the same 12 months. And if one considers the growing interest that Chinese capital has apparently been showing for the Brunello di Montalcino area, as was recently reported by Italian financial daily "Il Sole 24 Ore" - well, it appears that the "Tuscan syndrome" will soon have a new notch on its labels.

Report

Record Vinality 2014

The 48th edition of Vinality, which will take place in Verona next April 6th-9th, is already a record one, considering that over 900.000 square feet have been already sold to participating firms. As usual, the prestigious "Opera Wine" preview by "Wine Spectator" magazine, will also take place this year on April 5th. Vinality therefore consolidates its image as a leading force in promoting Italian wine both at home and abroad, with Vinality International and an investment of over 1 million Euros for foreign promotion.



CONSORZIO PROMOZIONE
CARIGNANO DEL SULCIS



First Page

World wine imports slow down, but Italy does not

According to the Wine Monitor - Nomisma project, led by Denis Pantini, Director of the Wine & Food division of Nomisma, the slow down of global wine imports that took place in 2013 can be explained by considering multiple factors, like smaller production numbers (258 million hectolitres were produced in 2012, 268 in 2011 and 281 in 2013), constant tension regarding the exchange rates of Euros to Brazilian Real and Japanese Yen, and a multitude of factors related to single countries. During last year some consolidated markets like China, Canada, Brazil and Japan, which had been growing steadily, showed signs of a slowdown, and the States, the top wine market globally, is on the list as well - but the good news is, Italy has done better than most other producing countries almost everywhere. Regarding China, after years of exponential growth in the sales of foreign wines - with figures ballooning from 1.7 to 1110 million Euros in 20 years - 2013 has shown a drop in value of almost 5% compared to 2012, and a 4.4% drop in volume. France has dropped 12.5% in value in that market, but Italy has grown 11% and sparkling wines, small numbers notwithstanding, have grown 86%. The U.S. shows a similar picture: wine imports in the States have dropped 6% in volume, but have grown 3% in value, and Italian wine imports have grown 5.5% in value (while sparkling wines have grown 9%). Brazilian consumption has dropped in all categories; still bottled wines have dropped 6% in value over 2012, sparkling wines have dropped 11% and "on tap" wines have plummeted 34%. Only France has grown there (3.5%), while Italy has lost 2.7%. The Russian market has some interesting news: the ban on advertising of any and all alcoholic beverages, wine included, has apparently not influenced imports, since they have grown 12% in value and 2% in quantity. And even on this market, Wine Monitor explains, our wines have gained ground, considering a growth in exports of 20% both in value and in volume. Canada also bears good news for Italy: imports have dropped a modest 1% in value and volume, but Italian wine imports have grown 3% in value and 9% in quantity.

Focus

Here comes "Fico - Eataly World"

According to one of its creators, Andrea Segrè, the President of Bologna Wine & Food Centre, it will be "a permanent home in which to shelter, narrate and protect one of the most vital resources of Italian economy - that is, food", while Oscar Farinetti, creator of the multinational retail chain Eataly, called it "An immense, playful place where the beauty of Italian wine & food products will be presented and narrated, from the beginning in its mother land to the arrival on the plate and in the glass". They were both describing "Fico - Eataly World", the Italian Farmers' Factory, which was officially presented this week in Milan. The venue will open in 2015, the year of the Expo, and then Italian and foreign visitors will be able to enjoy its 720.000 square feet of areas dedicated to growing, production, catering, study, research, teaching and retail, with stables, aquariums, veggie gardens, production workshops, labs, grocery stores and restaurants. It will truly be a "trip into production and taste", which has involved a joint public-private investment of over 40 million Euros - and that is foreseen to create over 5.000 jobs, 1.340 directly and 3.550 in satellite firms.



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Wine & Food

Sardinian Cannonau "an elixir of long life", says Doc Oz

If one were to look for an elixir of long life, it would be wise to ask Sardinians for advice on the matter, especially regarding their wines. They traditionally enjoy remarkable longevity, and according to Mehmet Oz, one of the most famous surgeons in the United States - and star of the "The Dr. Oz Show" - the Sardinian wine Cannonau is particularly beneficial to the human body, given the fact that the Italian insular grape variety contains 5 to 10 times more procyanidinis (a powerful antioxidant) compared to other varieties.

For the record

Feudi di San Gregorio has a new partnership

Winemaker Feudi di San Gregorio from Campania has created a new partnership, following the one with Basilisco in Basilicata: the firm has bet its chips on Cefalicchio, a

biodynamic firm from Apulia, whose 27 hectares of Nero di Troia vineyards will now become property of Feudi di San Gregorio, but still be managed by the former owners.

