



OperaWine
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Italian Weekly

Wine News.it



Issue 128 - February 17th-22nd, 2014 - 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



Napolitano awards Zonin

Gianni Zonin, member of the Order of the Knights of Labour of the Italian Republic and President of both Casa Vinicola Zonin and the bank Banca Popolare di Vicenza, was awarded the 2013 Leonardo Prize for promoting "Made in Italy" products, by none other than the President of the Italian Republic Giorgio Napolitano. The Vice Minister for Economic Development, Carlo Calenda and the President of the Leonardo Committee, Luisa Todini also attended the ceremony. The prize has previously been awarded to personalities such as Piero Antinori, Laura Biagiotti, Giorgio Armani, Umberto Veronesi, Renzo Piano and Giovanni Agnelli, among others.



Thanks to exports

Italian wine & food should thank the heavens for exports, and Italy should do the same for that sector, since according to the latest analysis of statistical data from the farmers' association Coldiretti, wine & food is growing only thanks to exports, which have reached the record mark of 33 billion Euros in value in 2013 (with wine accounting for five billion). Moreover, wine & food exports represent 8.6% of all Italian exports, according to the Study Centre of trade association Confagricoltura, and they are on the rise, while total Italian exports have dropped 0.1%. "Italian sounding" and counterfeit products still are a huge problem, nonetheless - one worth 60 billion Euros a year. Were it to be fought efficiently, even for a bit, the benefits for legitimate firms would no doubt be enormous.

Report

Wine and the Vatican City

According to a study penned by the California Wine Institute, ranking countries by per capita wine consumption makes an interesting list: the Vatican City tops it with 74 litres per person consumed in 2012 (but one should keep in mind the religious ceremonies in a State with 836 citizens). Andorra is next with 46 litres per capita, followed by France with 44 litres. Then come St. Pierre et Miquelon, a French enclave on Canada's east coast (43.5), Slovenia (43), Croatia (42), Macedonia (41.5) and Portugal (41 litres).



CONSORZIO PROMOZIONE
CARIGNANO DEL SULCIS



First Page

A first outlook of Tuscany's previews

Chianti Classico has introduced its "Gran Selezione", the new top-quality tier made exclusively with grapes coming from the winemakers: Tuscany's less known territories (like Carmignano, Terratico di Bibbona, the Elba Island, Val di Cornia, Montecucco, Morellino di Scansano and Valdarno Superiore) and the many smaller zones of Chianti (Chianti Colli Senesi, Chianti Colli Fiorentini and Chianti Rufina) are receiving more interest from foreign consumers, and the success of exports for Bolgheri, Chianti, Chianti Classico, Nobile di Montepulciano, Brunello di Montalcino and Vernaccia di San Gimignano looks even more consolidated, even if the internal market is still troubling. These, in a nutshell, are the most interesting news coming from the slew of previews that have taken place this week, both during the "Anteprime di Toscana" event in Florence - with Toscana Promozione grouping together Chianti and the lesser known territories - and in single denominations like Vernaccia, Chianti Classico, Nobile di Montepulciano and Brunello di Montalcino. Very different wines, but with a common trait: over 65% of total production (and in some cases over 80%) goes abroad, mainly in the States. And these territories are in good health indeed, starting with Chianti Classico, with a 2013 that has held its ground over 2012 in sales (+0.5%, with that year growing a robust 10% over 2011) and a general turnover close to 500 million Euros. That, in turn, is the estimated value of the denomination of Nobile di Montepulciano, considering winemakers' assets, vineyards, production and turnover, in a territory where business is growing, that aims - through a scientific project with some authoritative partners - to become the first Italian denomination with a certified "zero CO2 emissions" production, and that has just given 4 stars out of 5 to its 2013 vintage. Just like Brunello has done, with the traditional "tile" being designed by Oscar Farinetti, founder of Eataly, for a territory that, according to the local Consortium's figures, has seen exports absorb 67% of total production (up 2% over 2012), and with total turnover dropping slightly to 165 million Euros (down 2 millions over 2012).

Focus

Vignamaggio becomes South African

Foreign capital has just snatched one of the most beautiful Chianti Classico estates in Greve in Chianti. It is Vignamaggio, built in the 1300s by the Gherardini family, of "Monna Lisa" fame (born in 1479, daughter of Anton Maria Gherardini and later wife of Francesco di Bartolomeo del Giocondo, hence the title "Gioconda"). Vignamaggio Estate and its 42 hectares of Chianti Classico (out of a total of 160) were recently purchased by a consortium of South African entrepreneurs for an undisclosed sum - but 30 million Euros is not far off the mark, according to Gianni Nunziante, who had bought it in 1988 from the Sanminiatelli family, renovating both cellar and vineyards. It is a historic change of hands indeed, since the Estate - as stated in a parchment signed by Amidio Gherardini in 1404 and part of the Datini archive of Prato, dedicated to one of the most famous merchants in the Middle Ages - has been making wine for over six centuries. Not to mention its spotlight in the movies, with "Much Ado About Nothing" (1993), and its role as official supplier of both the Presidency of the Republic and of the Senate. The new property owners will manage it with French know-how.



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N. 1234/2007



Wine & Food

Planting rights "still an issue regarding CAP", De Castro says

The European Common Agricultural Policy, or CAP, seemed to be headed towards a happy ending, but the translation of the political agreement into legislative acts seems to be rife with troubles, even regarding planting rights: according to the first drafts, they could be maintained until 2020, instead of changing to an authorization-based system in 2016 - but commercialization would be prohibited anyway, making the political deal all but moot, as Paolo De Castro, President of the Agriculture Commission of the EU Parliament, told www.winenews.tv.

For the record

Amarone at the Hermitage Museum

Amarone della Valpolicella by Allegrini will soon become ambassador of art in Russia, thanks to an official agreement with the Hermitage Museum: the Venetian

wine will be the "vin d'honneur" of the St. Petersburg institution for the next 5 years, strengthening the role of wine as a symbol of Italian culture and heritage.

