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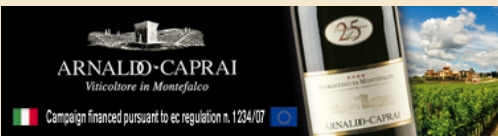
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News



Urban vineyards of Europe

Villa della Regina in Turin, a Savoy estate from the 1600s (and UNESCO World Heritage) and Clos della confrerie de Montmartre, near Sacre Coeur, in the heart of Paris, have just created a partnership to celebrate the ancient tradition of "urban vineyards". The Turin estate makes 4.000 bottles of wine a year, and the French counterpart 600: the project is already planning to grow and reach towards the Viennese neighbourhood of Grinzing, famous for its taverns. In the meantime, Villa della Regina will finance both the Marco Berry Foundation project related to the creation of a hospital in Somalia and the restoration of the Solenghi Pavilion.



Renzi bets on the Expo

"The Expo", recently sworn-in Prime Minister Renzi stated, "is everything that represents us - that is, a country that exports 31 billion Euros worth of wine & food products. But then there are the "Italian Sounding" products, a market worth twice that amount, which is essentially lost year after year: Parmesan instead of Parmigiano, olive oil with our flag on the bottle but a very different country of origin, and so on. We should think about how to merge technological progress, the environment and agriculture in a "greener" perspective. The Expo requires us to speed up our physical and mental "construction site", since what will happen in Milan in 2015 is without a doubt a benchmark for the future we have in mind, and a great stimulus for this country".

Report

The "secret" of the Vatican

The fact that Vatican City is the highest per-capita wine consumer state in the world, according to a ranking compiled by the California Wine Institute, has not gone unnoticed. But there is a reason for this and it is the Vatican outlet, called the "Annona", where a special tax tariff on wines and liquors greatly encourages potential customers - who are identified through a photo-ID, no less. Moreover, it seems the "Annona" is stocked with top quality wines, as well...



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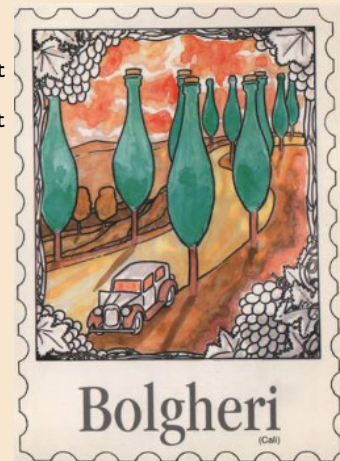
The call for "zoning" comes from abroad

The increasingly higher need for effective zoning of productive areas like Brunello di Montalcino and Chianti Classico, both for the producers' and the consumer's sake, has recently been reiterated by some of the most important names of the press at a global level, like Monica Larner ("The Wine Advocate"), Kerin O'Keefe ("The Wine Enthusiast"), Walter Speller ("Jancis Robinson") and Master of Wine Tim Atkin, just to name a few. And the term, so to speak, has been benevolently "haunting" the many previews of the 2014 edition of the "Anteprime di Toscana" event, spurring a necessary debate regarding how to give more value to the wines produced in these two areas, as well as how to make them even more relevant both in Italy and in the world. It should be pointed out, first and foremost, that this kind of zoning would not imply a qualitative judgment, or an implicit classification at all - it would be all but impossible to create, since the productive landscape is amply consolidated by now - but it would be exclusively geographic in nature, and created in order to more properly identify these very important Italian wines in their respective territories. Regarding Chianti Classico, a solution seems to be close at hand, since one could simply superimpose the areas of these "mini-denominations" over the areas of the municipalities between Siena and Florence that are part of the denomination (Barberino Val d'Elsa, Castellina in Chianti, Castelnuovo Berardenga, Gaiole in Chianti, Greve in Chianti, Poggibonsi, Radda in Chianti, San Casciano Val di Pesa and Tavarnelle Val di Pesa), thus giving even more momentum to the high-tier revolution represented by the recent introduction of the "Gran Selezione". Regarding Brunello, the matter is just marginally more complicated since the denomination is synonymous with the municipality of Montalcino. But communities and localities could easily become "zones" of this kind, since many a wine critic already implicitly consider them such, and they also give birth to Brunello wines whose areas, from a stylistic point of view, are readily identifiable.

Focus

Bolgheri, a group success

It might be renowned mainly because of the performances of its great "first violins" wines, like Sassicaia, Ornellaia and Masseto, among others, but the Bolgheri denomination is a territory that is growing at a steady - and remarkable - pace. For example, the average value of its vineyards, which is currently assessed at around 320.000 Euros per hectare, is right on the heels of the Brunello di Montalcino vineyards (350.000 Euros), according to some experts on the matter that WineNews interviewed on the eve of this year's "Anteprime di Toscana" event. And 2014 looks promising indeed, since 2013 was a very good year for Bolgheri wines. According to the local Consortium, last year a million bottles more were sold than in 2012. There were 4.560.000 bottles produced that year - 2.900.000 were Bolgheri Rosso, and 960.000 were either Bolgheri Superiore or Bolgheri Sassicaia. Not to mention the continuous string of commercial successes in first-tier markets like Northern Europe, the United States, Canada and Asia, and the fact that 70% of total production is routinely headed abroad, while only 30% stays inside national borders (www.bolgheridoc.com).



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Wine & Food

The new Minister for Agriculture's priorities: Expo, CAP and jobs

The Renzi cabinet, whose Ministers have the lowest average age in the history of all Italian governments, has been recently sworn in and so has Maurizio Martina, the new Minister for Agriculture. According to his first statements, his first priorities include "a strategic plan for agriculture and wine & food, one that can anticipate and plan the country's development in the next few years. The new European Common Agricultural Policy (CAP), the 2015 Milan Expo and the labour situation are also under close scrutiny".

For the record

Wine and the Law

The current Italian Parliament - as Luca Sani, President of the Agriculture Commission of the House told WineNews - will soon start working on the new "Unified

Law on Italian Wine", which aims to both simplify the accumulated plethora of laws regarding wine in Italy and create a single control authority.

