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## News



### “Cooking without”

Carlo Cracco as testimonial, together with 20 other great Italian Chefs, the Slow Food guarantee of quality and “Cooking without” (without fats, without salt, without sugar in desserts) are the top stars at “Gusto in Scena” ([www.gustoin scena.it](http://www.gustoin scena.it)), the event created by Marcello Coronin, which will take place in Venice on March 16th-18th. “It is an alternative for those consumers that are ever more attentive, and also for those who, perhaps for health-related issues, are forced to give up a night at the restaurant”. Bacchus will of course attend, with “I Magnifici Vini”, 150 wines produced by winemakers at the seaside, the mountains, the plains and the hills.



### Eataly, food & finance

The 120 million Euros that Oscar Farinetti just received from the investment bank Tamburi Investment Partners in exchange for a 20% stake in Eataly, is quite the shot of liquidity. The transaction was carried out through Clubitaly, whose partners include the Branca, Ferrero, Lunelli, Lavazza and Marzotto families. The market evaluation of the group is 600 million Euros, which is not bad at all, especially since the group’s margins for 2014 should be around 45 million Euros. The transfer works for Eataly, given Tamburi’s know-how for a future IPO, which according to Farinetti should take place between 2016 and 2017. Another one of Oscar’s small “miracles”, who knows how to unite “hell and high water”; that is, finance and the promotion of small artisans.

## Report

### Wine leads the charge

The record growth of wine exports (+7%) has been leading the charge for all “Made in Italy” wine & food products, with exports reaching the record sum of 33.4 billion Euros (+5%). The data comes from the Italian Institute of Statistics ISTAT and trade association Coldiretti: wine is the main player in agro food exports, with a total turnover abroad that has reached 5 billion Euros. This growth, as Coldiretti stated, is not enough to compensate for the drop in domestic consumption, though.



CONSORZIO PROMOZIONE  
CARIGNANO DEL SULCIS



## First Page

### The value of wine land in Italy

Every now and then, a bit of a “road trip” around the “Belpaese”, to find out the value of vineyards and their weight on the general real estate market, is in order. And the good news is that not only the value of vineyards in some of the country’s top terroirs is holding, but it also constitutes a very enticing part for investments in Italian winemaking firms. The general landscape, from this point of view, has a quite high level of financial “health” and the vineyards in Alto Adige are the most valued in the country, hovering around 550.000 Euros per hectare, followed by those of Amarone (between 480.000 and 500.000 Euros), and by the ones of Prosecco, in the areas of both Conegliano and Valdobbiadene, where the value oscillates between 380.000 and 350.000 Euros per hectare. The vineyards in the area of Trento are in that same ballpark, and then come Barolo, at 350.000 Euros per hectare, Montalcino (330.000 to 350.000 Euros), and Bolgheri, in Tuscany, with an estimated value hovering between 320.000 and 300.000 Euros. Then there are the vineyards in Franciacorta (around 320.000 Euros), Barbaresco in Piedmont (200.000 to 230.000 Euros per hectare), Nobile di Montepulciano, worth between 150.000 and 200.000 Euros, and Chianti Classico (120.000-150.000 Euros). The vineyards of Etna, in Sicily, are worth around 60.000 to 120.000 Euros per hectare, those on the hills of Montefalco, in Umbria, are worth 100.000 Euros and, finally, those of Taurasi, in Campania, are valued between 50 and 60 thousand Euros per hectare. The data comes from a WineNews polling, which will be part of the debate that will take place at Vinality (Verona, from April 6th to the 9th, [www.vinality.com](http://www.vinality.com)). The ever-present crisis has nonetheless taken its toll in this regard as well, with some production zones feeling the pressure on the value of their land - but Italy, from this point of view, remains a solid choice for investors, especially considering the fact that the only country with a higher value per hectare is France, at 36.000 Euros: a lot higher than other types of cultivations, which is at 19.400 Euros.

## Focus

### Italians looking for quality, savings

In 2013 Italians consumed less wine while they were looking, however, for both quality and savings. They bought more organic and DOC wines, but also “own-brand” bottles. Whites are growing more than reds and sparkling more than still, with Italian sparkling and Prosecco leading the charge. This is what emerged from an IRI research compiled for Vinality 2014 (Verona, April 6th-9th, [www.vinality.com](http://www.vinality.com)) on sales in mass retail stores, which amount to 63% of all wine sold in Italy. 517 million litres were sold (6.5% less than 2012, but with average prices up 10.2%). The 0.75 litre bottles are still the bestselling format, especially for DOC, DOCG and IGT wines, with an average price of 4.5 Euros (up 5.6% over 2012). Organic wines have also grown 4% in volume, to 1 million litres and a value of 5 million Euros. The wines most sold were Chianti, Lambrusco, Vermentino, Barbera, Bonarda, Montepulciano d’Abruzzo, Nero d’Avola, Muller Thurgau, Morellino and Dolcetto, but the two that have grown the most are, quite surprisingly, Pignoletto and Cannonau, followed by Prosecco, Vermentino, Pecorino and Aglianico.



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## Wine & Food

### Mario Botta to design Eataly’s store in Verona

Renowned Swiss architect Mario Botta, author of many famous buildings the world over - and, in the wine world, of the Petra winery in Suveto, owned by the Terra Moretti Group - will be the architectural mind behind the new Eataly store in Verona, which will open in a couple of years in the old Farmers Market area, right in front of VeronaFiere. “It is an important project for Verona”, Mayor Flavio Tosi stated, “which came out of an agreement between Farinetti and the Cariverona foundation, that currently owns the area”.

## For the record

### 100.000 jobs in agriculture

According to Agrinsieme, the association of trade unions Confagricoltura, Cia and Alleanza Cooperative, the Renzi government’s latest decision is aimed

at simplifying procedures and reducing the fiscal wedge. “With just a little more effort, we could create 100.000 jobs in the sector”, they stated.

