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News



Eataly opens in Milan

3 floors' worth of wine & food products, a stage for music, and 300 full-time jobs: this is what the opening of "Milano Eataly Smeraldo", the latest creation of Oscar Farinetti, has created this week. "We breathed new life into the former Smeraldo theater", Farinetti commented, "and into this square, which has been plagued by such long renovations". Lots of VIPs and public figures have attended, like Alberto Floris, Carlo Petrini, Elio Fiorucci, Vittorio Sgarbi, the Governor of Lombardy and the Mayor of Milan. But according to Milan's chapter of workers union CISL, the new Eataly has been built through the use of underpaid workers, employed by a Romanian firm.



Record exports now official

2013 is now officially a record year for Italian wine exports, with a 7% growth in value, reaching 5.038 billion Euros, and a 4% drop in volume, to 20.3 million hectoliters. Sparkling wines have gone up 18% in value and 13% in volume: the data comes from ISMEA. "On tap" has gone up 11% in value and down 12% in volume, IGP wines have gone 7% up in value and dropped 2% in volume, DOP wines have gone up 5% in value and dropped 3% in volume, and basic wines have gone 6.2% up in value and down 1.4% in volume. The main trading partner country, value-wise, is still the U.S. (1.07 billion Euros, up 7.1% over 2012), while Germany is the main partner volume-wise (5.9 million hectoliters, 4% less year over year), while China has plummeted 21.8% in quantity, but has grown 14.4% in value (to 114.5 millions).

Report

Romito joins Tasca

The "Spazio Ristorante Laboratorio" project, created by Niko Romito Formazione - the training academy for young chefs created by the "3-starred" Michelin chef from Castel di Sangro, near L'Aquila - will soon set foot on the island of Salina, where it will be a guest of the Capofaro Malvasia Resort of Tasca d'Almerita, through a "Culinary Lab" open to all those who intend to rediscover, through levity, creativity and technique, the true flavours of the Sicilian tradition and of its territory.



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First Page

An "Observatory" against "food mafia"

"Made in Italy" wine & food products give fame to Italy in the world, but there is another kind of these products, one that exploits one of the most hated cliches associated to the "Belpaese" - the one of mafia. Brands like "Mafiozzo" coffee, "Mafia" pasta, a liqueur called "Il Padrino" and a limoncello called "Don Corleone", a sauce called "Wicked Cosa Nostra" or "Palermo Mafia Shooting" spices, all the way to the "SauceMaffia" and the "SauceMaffioso", available in the very heart of the European Union, Bruxelles. These, sadly, are but some of the examples named by trade union Coldiretti during the presentation, this week in Rome, of a permanent watchdog authority which will monitor the state of affairs of these products, but also of a much more important matter - that is, the influence of criminal organization in the agroindustrial sector in Italy. The Foundation, called "Observatory on criminal organizations in agriculture and in the agribusiness system", has been created by Coldiretti itself, will be managed by prosecutor Giancarlo Caselli - a famous paladin of the law against all organized crime organizations - and Roberto Moncalvo, of Coldiretti, will be its President. "Mafia sounding" products, although very unpleasant, are not the real problem: the real issue is "food mafia", which, according to the Transcrime report, have targeted agribusiness, with international networks created by Cosa nostra and the Camorra in places like Spain and the UK (on bars, restaurants and venues), Germany and Eastern Europe, with Albania representing a good market related to bars and restaurants for Sacra Corona Unita, while the Camorra has been using its profits from illegal activities in Romania, especially in the area around Vaslui, near the border of Moldova and the Black Sea. "Organized crime", Moncalvo stated, "must be fought with transparency first and foremost, especially in a sector like this, considering the fact that a full third of all wine & food products sold in Italy, and exported with the "Made in Italy" brand, are made with foreign raw materials, without consumers knowing it. And law-abiding firms suffer from this lust as much as they do".

Focus

The "Simonit&Sirch" pruning manual

There now exists a tool to codify and explain, in layman's terms but also in depth and through new media, the "Simonit&Sirch" pruning method - a technique that is now used in over 130 of the most important Italian, French and European wineries, and one that one of the undisputed authorities of oenology the world over, Denis Dubourdieu, wanted to become part of the teachings of the Institut des Sciences de la Vigne et du Vin of Bordeaux University. We refer to the "Manual of grapevine pruning: Guyot", published by Edizioni L'Informatore Agrario: the manual explains, through over 400 images and movie clips available through smartphones and tablets using QR codes, the revolutionary method of the Simonit & Sirch duo, applied, in this particular case, to one of the most popular grapevine growing techniques, the Guyot method. The tool will soon be officially presented at Vinality, and will also soon be available in English, French and German as well. "Everyone can learn to prune", Marco Simonit wrote in the foreword: "in only 32 hours, whether you're beginners or experts, allow me to help you prepare the plants of your vineyards while having fun in the meantime".



Wine & Food

Apulia calling Veneto: Valpolicella's Tommasi invests in Salento

After Zonin, with Altamura, and anchorman Bruno Vespa - together with Venetian entrepreneurs - with Masseria Cùtiri, the Tommasi family from Valpolicella has also announced that it will invest in the Apulian region of Salento - it will do so in Manduria, with Masseria Surani. The manor farm has 80 hectares of vineyards (55 of those already active) producing organic grapes, and its wines will soon debut at Vinality. The value of the deal has not been made public, but it should hover around 7 or 8 million euros, including the 2.5 millions that the family is ready to invest in the output of the Masseria.

For the record

Tignanello, the most admired Italian wine brand

According to the 2104 edition of the "Most Admired Wine Brands" ranking by "Drinks International" magazine, Antinori's Tignanello is the most famous brand of Italian wine in the world. The label made it to number 4 - up a remarkable 28 spots since last year's ranking - and Zonin has entered the list for the first time, at n. 40.

