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News



Trentodoc & Prosecco, united

Trentodoc and Prosecco have met, and they will soon create the most important entity in the world of Italian sparkling wines: the Lunelli group (owner of the Ferrari brand) has just bought 50% of Bisol, one of the most important names of Prosecco Superiore, in order to help the historic winemaker of Valdobbiadene to face the challenge of a global market, in a truly golden moment for the growth of Prosecco in the entire world. The ambitious growth plan will take place under the star of continuity: Gianluca (pictured above with Matteo Lunelli) and Desiderio Bisol will both continue their work in the firm, carrying the family tradition forward for the 21th generation.



The "two legends"

Vinality has awarded two "legends" of wine - Chateau d'Yquem, maker of one of the world's most famous whites, and Tenuta Greppo of the Biondi Santi family, the single most famous winemaker of Brunello di Montalcino, with the Vinality 2014 International Prize. The prize was awarded to the former "because, from the 16th century to the present day, every bottle embodies the exceptional uniqueness of a terroir and the skill of the men and women who work there". Biondi Santi received the prize as the "guardian of Brunello": it is currently headed by Jacopo Biondi Santi, who has inherited the role of the holder of a centuries-old tradition, both as "paladin" of the cultural heritage of the great Tuscan red and as head of the historical estate that has created one of the most famous Italian wines ever.

Report

OperaWine will go on

"These first three years have been a wonderful experience: we would surely like to keep doing this, but it depends from Vinality and Veronafiere", Thomas Matthews, at the helm of "Wine Spectator", told WineNews on the day of OperaWine, the grand tasting of the top 100 Italianwinemakers selected by the magazine. The reply of Giovanni Mantovani, General Director of Veronafiere, was quick in coming: "OperaWine has become a staple of the calendar of Vinality, and we want to keep doing it".



CONSORZIO PROMOZIONE CARIGNANO DEL SULCIS



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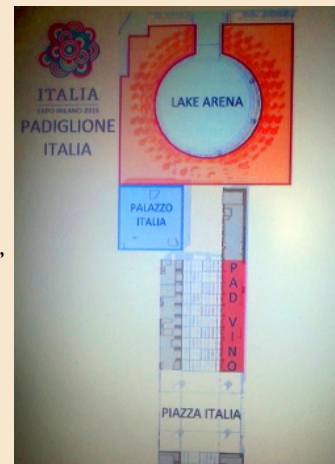
Official: Vinality in charge of wine at the 2015 Expo

"Vinality, and I say this officially, will manage the creation of the wine pavillion of the 2015 Milan Expo, which will be located in the heart of Padiglione Italia, and will be the main subject that will help us build the expertise of the wine sector", Italian Minister for Agriculture Maurizio Martina said during the first day of the fair in Verona. "It will be an open, shared project, coordinated by Riccardo Cotarella, President of Italian oenologists' association Assoenologi, and it will showcase our commitment to bringing wine to the Expo. We will do this with Vinality, with the Expo and with the authoritative people who have accepted to be a part of this scientific committee, which will have to create the related contents. This is only the first stage of a project that the Minister's team has been working very hard on". "It is a very important responsibility", Cotarella commented, "and I thank the Minister on behalf of all oenologists: false modesty aside, we consider ourselves to be the second most important persons, after winemakers themselves, for what has been called the Renaissance of Italian wine, with our knowledge, passion and love for our land. To talk about single projects would be premature at this point - we still have to talk with the Commissioners - but we will give it our very best shot. We will work pro bono. And it is not only me who guarantees for the quality of our work, but all of my companions in this task: Piero Antinori, at the helm of the Istituto Grandi Marchi, Diana Bracco, in charge of Padiglione Italia, Giovanni Mantovani, General Director of Veronafiere, and the world of cooperatives as well. I personally asked the Minister that, not only because of their productive output, but for their contribution to research as well, with Ruenza Santandrea, President of the Cevico union. Trade associations are also in, with Lamberto Gancia, President of Federvini, and Domenico Zonin of Unione Italiana Vini, then Carlo Guerrieri Gonzaga, of the Great Crus Committee, and Raffaele Borriello, Deputy Head of the Minister's Cabinet. It is an honour, but the real honour will come out of what we will be able to accomplish".

Focus

The "Wine Pavillion" of the 2015 Expo

The "Wine Pavillion" (pictured right) will be built in the heart of the Expo: Padiglione Italia, the pavillion where - since Italy will be the hosting nation - all international delegations will pass through. "It is a strategic choice, since wine is truly our flagship", Diana Bracco, in charge of Padiglione Italia, said during Vinality. It will have 3 floors, each 270.000 square feet large, plus a terrace which will in part recreate the world-famous "Terrazza Martini". "The Expo must tell stories", Commissioner Giuseppe Sala stated, "the value of traditions, what it means for our country to have such a deep culture, in this instance wine culture". The choice puts an end to all controversies regarding the area: wine will finally have its showcase front and center in the Expo - which, it should be pointed out, is not a commercial event, but an institutional one, with Bacchus' nectar being the protagonist on the most important stage. "For us it has an enormous strategic value", Giovanni Mantovani, General Director of Veronafiere, told www.wineneews.tv, "because it means being able to build an even more international Vinality, and one which will be ever more open to becoming a global wine platform".



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Wine & Food

"Wine is a metaphor of the comeback of Italy", Martina says

"Wine is a metaphor of the possible comeback of our country: figures state clearly that when Italy acts and operates as it should, by overcoming boundaries and acting like a team player, it can win all over the world. We can, and must, do even better, though, and I - far from taking credit for things that are still to come in order to get some easy headlines - vow that I will do my best to bring all the important projects we have started in the last months to fruition". These were the remarks of Minister for Agriculture Martina during the opening ceremony of Vinality.

For the record

LVMH makes its move in Italy

Luxury goods behemoth LVMH has invested, for the first time ever, in Italy: its Estates & Wine division, which manages still wines, will have exclusive distribution rights (except

in the U.S.) over the Barolo, Barbera and Chardonnay wines of Piedmontese firm Boroli. "It is an enormous leap forward for our firm", Achille Boroli commented.

