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# Italian Weekly Wine News.it



Issue 137 - April 13th, 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



### Gonzaga begins his Presidency

Marquis Carlo Guerrieri Gonzaga (pictured above), at the helm of winemaking firm San Leonardo, in Trentino-Alto Adige, has become the new President of the Committee of Great Crus of Italy. It will be a chairmanship under the sign of continuity, beginning with the challenges of the Chinese market, but new fronts will open as well: like tourism, which is closely related to wine, protecting the environment and landscapes - beginning with wine territories - sustainability and the safekeeping of traditions. "Environmental protection, sustainability and traditions", Gonzaga stated, "are precious to us all, and are vital for the future of the Great Crus".



### Renzi's wine agenda

The government has spoken, and commitments are plentiful: getting wine exports from 5 to 7.5 billion euros in value, and those of agrifood from 32 to 50 billions, by 2020. The goals, as we previously reported, have been set by Prime Minister Matteo Renzi, and if institutions and firms work together, as the President of the Council of Ministers has said, it can be done. Just like internal consumption can be revamped, also thanks to the targeted communication of Italian wine in its entirety - a feature that surely has shown itself aplenty during this Vinality. Then comes the promise of Minister Martina, and his commitment to hearing the players of the sector for the 18 points of the #campolibero project. The world of agriculture, Renzi also said, must make it cool for young people to be a part of its world.

## Report

### Sports & wine on the "Gazza"

The Italian sports daily "Gazzetta dello Sport", commonly nicknamed "Gazza" or "la Rosa" (due to its pink-hued pages), has debuted in the world of wine: during Vinality 2014, the newspaper has presented "#Popwine", its first tasting of the best 50 wines for price/quality ratio (15 Euros or less), as chosen by the jury of "Gazza Golosa", the paper's weekly feature on wine & food culture. Who knows, maybe a pairing between one's favourite sport and one of these wines will be next...



CONSORZIO PROMOZIONE  
CARIGNANO DEL SULCIS



## First Page

### The hashtags of Vinality 2014: lots of politics, and...

For many it was a success, and for some it was all about "personal relationships and relations", not to mention business, but the 2014 edition of Vinality, which has just closed its doors last Wednesday (the 2015 edition will officially take place on March 22nd-25th), was chock full of news and interesting tidbits. Prime Minister Matteo Renzi came for an official visit, but three Ministers - Poletti (Labour), Alfano (Interior) and of course Martina (Agriculture) - also attended, the latter for the entirety of the fair. Martina presented a lot of projects, like the one of the wine pavillion at the 2015 Expo (given to Vinality and to the committee chaired by Riccardo Cotarella), but generally speaking the presence of the institutions was very strong, a surefire sign that wine is finally being recognized as an important economic resource for the country and its businessmen. Regarding #Tastings, it is hard to choose, given the abundance: "OperaWine" springs to mind, given the fact that it pretty much renewed the partnership between "Wine Spectator" magazine and Vinality, but "GazzaGolosa" also debuted, then the ones of "Il Gambero Rosso" with "I Tre Bicchieri" and "I Vini dell'Anno", and then the vertical tastings of Chateaux d'Yquem and Biondi Santi, not to mention the one titled "I Maestri dell'Eccellenza" by "Civiltà del Bere". Regarding #winenews, the Fair opened with the news that Trentodoc's Ferrari has acquired a 50% stake in Prosecco's Bisol firm, giving birth to a great group for sparkling wines. Then came the news that the national share of CMO funds for 2015-2017 is "sold out" - that is, "booked" by ongoing multi-year projects, as the Minister of Agriculture's Emilio Gatto pointed out, and then the confirmation that Italian wineries, no matter their turnover, are very export-oriented, with the data coming from "Wine2wine", the new b2b platform created by Vinality. #Sustainability, #NewMarkets, #Wine&MassRetail, #Wine&Jobs, #Wine&Art were also on the table. Italian wine, all in all, looks to be a lively world indeed, and that is the best possible news one could hope to get.

## Focus

### E-commerce, a promising niche

Wine e-commerce in Italy is still a niche, valued at 30 million Euros, but it still was one of Vinality's hot topics, with VeronaFiere itself investing it - its Vinality wine Club has started a partnership with Italian business daily "Il Sole 24 Ore", and is ready to become active in China as well. But other players are also chipping in, like saldiprivati.com, a flash sales specialist with over 2 million users: "Even if it is a small business now", CEO Bruno Decker said, "we want to corner 5-6% of it in the next few years. The average shopping cart of a wine lover is much more valuable than others". Winemakers "are afraid to be putting their price positioning at risk", Matteo Lunelli, head of Ferrari, explained, but one just has to find the right formula, and the right partner, especially since "you can widen your public without going into conflict with other distribution channels". And some important brands believe this, since saldiprivati.com has names such as Ferrari, Argiolas, Feudi di San Gregorio, Michele Chiarlo, Bellavista, Contadi Castaldi, Umani Ronchi, Mionetto, Masciarelli, Terredora, Carpineto, Marco Felluga, Sella & Mosca, La Braccasca and Velenosi.



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EC REGULATION  
N. 1234/2007



## Wine & Food

### The Consortium of Barolo declares war on wine kits

The Consortium of Barolo announced during Vinality that it is deploying a new strategy for protecting its denomination, starting with the removal of over 40 online ads selling wine kits by over 20 different sellers in the UK. "We have started this a few years ago", President Ratti stated, "and we have invested quite a lot of money in it: 300.000 Euros since 2009, when we trademarked Barolo and Barbaresco at a global level". Consulting firm SIB is handling the matter at a practical level, and that has led to the removal of ads on eBay and Amazon as well.

## For the record

### "Erga omnes" principle not fair?

The "erga omnes" principle - which states that firms that wish to use a Consortium's brand must pay its membership fees - "would work for compulsory Consortiums, but as of

today, they are voluntary", Pietro Cavriglia, President of wine lawyers association UGIVI, stated at Vinality. "It definitely is a legislative oddity, to say the least".

