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## News



### Piedmont, wine and the “Giro”

Next Thursday, May 22nd, the 12th leg of the “Giro d’Italia” will take place, and it will do so among the 41.9 kilometers of the wine landscapes of Piedmont that are candidates to become a UNESCO World Heritage, between Barbaresco and Barolo. The leg, which has been (understandably) been christened “the “tappa” of wine”, will go through 12 municipalities of both Langhe and Roero, and some of the most fascinating and iconic places of Barolo (like Grinzane Cavour, Castiglione Falletto, Monforte d’Alba and Barolo), where 33 different crus of Barolo and Barbaresco are born. A great showcase for one of the most important and beautiful territories of Italian wine.



SMS

### “Single-brand” effect

In order to be and effective on all markets the word of the day seems to be “single-brand”. The route of “single-brand” stores has been taken by some of the most important firms of Italian wine, through the creation of entire venues or spaces inside restaurants or wine bars, from “Cantinette Antinori” to “Wine Bar dei Frescobaldi”, and from “Spazio Bollicine Ferrari” to the initiative of Venetian winemaker Zonin. Not to mention the first “single-brand” wine shop of the Consortium of Chianti Classico in the old market of San Lorenzo, in Florence. And now, another great winemaker has joined them: Zurigo will host the first “Masi Wine Bar”, the project created by Amarone producer Masi Agricola. “It is a format for mature markets”, Raffaele Boscaini told WineNews.

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### Piero Antinori, the “magnificent” of Italian wine

The U.S. market is still the main investment target for premium Italian wines, but the potential of Asian markets, China first of all, must not be underestimated. Italian winemakers still have a lot of work to do in order to properly communicate to the world the great quality of Italian wines, which are first in volume on many markets, but are still getting quotations that are a third of the French ones; and Spain is the real main competitor. These are the main points that Piero Antinori, “the magnificent” of Italian wine, has touched during an interview with WineNews during the opening day of the 8th Symposium of Masters of Wine in Florence. Since 1961, the year he entered the business, “the world has changed completely”, Antinori says: “there has been a revolution, from betting on quantity to betting on quality. I can say that I have started my journey in a past age, and today I work in a completely different scenario, but surely a better one”. And what a difference it must be, if back then, in order to get the attention of a German importer who did not want to hear about premium Italian wines at all, since premium meant France and France only, “I had a stroke of luck and correctly identified a Bordeaux Mission Haut-Brion 1959 during a blind tasting, but only because I had tasted it by chance the day before. Today”, he continues, “Italian wine is first in many foreign markets by volume, but as far as average price goes, our product is a third of what France can do. There is a lot of work to do on that, and it is a job that we, the producers, are working on”. According to Antinori, the States are still the number one market to invest in, but without losing touch with Asian markets, and besides France the main competitor of the “Belpaese” is Spain, because it has “an extraordinary potential, both in quality and in quantity, which is still dormant”. The European Common Market Organization, or CMO, is a great tool, “because it helps promotion, but there should be more flexibility”, but more so is acting as a team, like the Istituto Grandi Marchi, “because going it alone, in markets like China, is inefficient”. The Masters of Wine in Italy, moreover, are “a gigantic success”.

## Focus

### More bear on the Liv-Ex (but not for Italy)

Just like any other traditional investment market, like bonds or stocks, the fine wines market is also sometimes plagued by phases where caution and negative sentiment take over, and it appears that at the moment, the market is being ravaged by the bear, the traditional opposite of the bull as one of the two totemic animals of every stock exchange: all of the indexes of Liv-Ex, the benchmark for the fine wines market globally, are down over 2013, from the “Fine Wine 50” to the “Bordeaux 500” and from the “Fine Wine 1000” to the “Investables”, according to Liv-Ex’s latest Cellar Watch Market Report. On the other hand, though, the 10 vintages of the 10 Italian wines on the “Liv-ex 1000” index (which are Solaia 2001-2010, Tignanello 2000-2010 except 2002, Gaja Barbaresco 2000-2010 except 2002, Gaja Sori Tildin 2000-2010 except 2002, Luciano Sandrone Barolo Vigne 1999-2008, Macchiole Messorio 2000-2009, Masseto 2001-2010, Ornellaia 2001-2010, Sassicaia 2001-2010 and Tua Rita Redigaffi 1999-2010 except 2000 and 2001) have markedly outperformed the market as a whole, since their quotations have gone up 1.3% on average.



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## Report

### Frescobaldi in Chianti Classico

Frescobaldi has set foot for the very first time in Chianti Classico, by renting almost all vineyards of winemaking firm Castello di San Donato in Perano, in Gaiole in Chianti, near the border with Radda - that is, 61 out of 80 hectares, in one of the most interesting areas of the eponymous “Black Rooster” denomination. The move is geared towards a possible future acquisition: “We will need at least 2 to 3 years for the wine. Ours is a long-term investment”, Lamberto Frescobaldi told WineNews.



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## Wine & Food

### Organic “might turn into an empty word”, says Nicolas Joly

The success of organic wines is ever-growing the world over, but the whole movement towards a more armonious relationship with nature runs the risk of “turning into meaningless flags or labels, with no relation with the true nature of organic”, said Nicolas Joly, one of the leading authorities on the matter, French winemaker and author of “Le Vin du ciel à la terre”. “We must be absolutely sure that wine made in this manner is effectively serving nature, because that is the essence of organic and biodynamic wines”, he added.

## For the record

### Gaetano Pascale to head Slow Food Italia

Gaetano Pascale, originally from Campania and an agronomist by trade, is going to be the next President of Slow Food Italia for the next four years, according to the

results of the latest congress of the association. Pascale beat the other candidate, Cinzia Scaffidi, who will be part of the board nonetheless for the same period.

