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News



Farinetti looks to the East

"I have just inaugurated the new Eataly in New York, at Ground Zero, and the French have copied us with 'The District', which is an imitation of Eataly: they lead in wine, but as far as food is concerned, the tables have turned, and I believe we are in for a good show". Oscar Farinetti told WineNews during his participation at the 8th Symposium of Masters of Wine in Florence. Farinetti also commented on the future of Eataly, which is looking eastward: "we work on consolidated markets, like the U.S. and Europe, but China is next in line. It will take time, since it is no easy matter, but after 2017 we will make it. We cannot afford not to: 3 billion people live in Asia".



SMS

"Italy, what a tale"

"To me, to narrate the complexity and variety of Italian wine, and its indigenous grape varieties - so different from each other, and so peculiar and distinct - is a wonderful thing. I am happy that Italy, in a sense, is abandoning the international "paths" where Cabernet, Chardonnay, Merlot and so on are dominating, and it is returning to its indigenous varieties and to its traditional terroirs". Jancis Robinson, one of the most important voices of the world of wine, told WineNews during the Symposium of Masters of Wine. Regarding the quality-oriented revolution of the "Belpaese", Robinson added that "I am not so sure that the average global consumer has truly understood what has happened, because even in the past bad wines have very rarely been exported: Italy has always bet on the best".

Report

A golden age for Italy

"Italy and its wines", Gerard Basset, OBE, MW, MBA - not to mention the very best sommelier of the world - told WineNews, "are living a golden age of sorts. Italian wine is hugely popular both in the United Kingdom and in the United States, and I think that it should look towards the future with a great sense of optimism. Indigenous grape varieties, natural wines and less alcoholic wines", Basset added, "are more than welcome, but only if they create a quality product, and not just for their novelty value".



CONSORZIO PROMOZIONE
CARIGNANO DEL SULCIS



First Page

The revolution of Italian wine is still going on

The "Renaissance" - or rather, the revolution - of Italian wine was born quickly, and it changed just about everything in a few decades, because, quite bravely, nothing was considered untouchable. And now Italy is on the verge of the next step, one where the goal of everyone must be to tell and narrate just how much - and how well - Italy has done to evolve its wine. This has been the main message of one of the sessions dedicated to the "Belpaese" during the 8th Symposium of Masters of Wine in Florence, which hosted panelists such as Piero Antinori, at the helm of one of the most important and historic brands of Italian wine, Piero Tasca d'Almerita, one of the key protagonists of the rebirth of Sicilian winemaking, Gaia Gaja (daughter of Angelo, one of the "godfathers" of Italian top-tier wines) and Maurizio Zanella, President of the Consortium of Franciacorta and founder of Ca' del Bosco. "It has been truly a revolution", Antinori said, "and today Italian wine enjoys the respect it deserves. But we can do more". And Sicily is a symbol of this change, Alberto Tasca commented: "in 1996, when I started working in the business, just 5% of all Sicilian wine was bottled: it had no reputation to speak of. We realized that we had to change, even if it was going to be tough. But we have done it. Now we must keep at it, working together and sending new and simple messages, also by including new creative forces". "Changes were strong in Piedmont as well", echoed Gaia Gaja, "even if it probably has happened more gradually. It has been a painful process, since integrating tradition and modernity is no easy task, but we have found an equilibrium, and today, the whole of Piedmont can offer a very high quality. But change never stops. Now the trend is organic, and the debate on the matter has started, even if sometimes lines are crossed, but in any case debate is a positive force, since it widens our boundaries". And then there are those for whom tradition is a goal to attain, by building it every day, like Maurizio Zanella: "we were born at the start of this revolution towards quality, and we need more time to grow, but that is the right path".

Focus

Vineyards, grapes and climate change

Global climate is changing, and new wine regions (like China, India, Scandinavia and Nova Scotia) are born: demand is on the rise, new markets open up, and the tastes of both opinion leaders and critics are changing as well. But will the world of wine stay true to its traditional canon? The matter was discussed during the session of the Symposiums of the Masters of Wine titled "A New World of Wine: how the viticultural map is changing", and the writing, so to speak, is on the wall. "Climate change at the end of 2013", Gregory Jones, viticulture research climatologist at Southern Oregon University, told WineNews, "has marked the fourth peak of high temperatures of the last 50 years, and in the vineyards phenomena that can influence the aging process of wine, and the style of the wine itself, are on the rise: change will come very soon". Understanding where the world of wine will go, though, and what margins of success and expansion winemakers will have, is still very hard. What Christophe Salin, CEO of Domaines de Baron Rothschild, said, undoubtedly rings true: "after 100 years we have realized that we were being successful, and then we have expanded beyond the boundaries of our Château".



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Wine & Food

Tomorrow's stars: Counoise, Verdesse, Lagrein and Nieddera

The world of wine production and consumption has hinged on a few international varieties for a long time, but the next 50 years could be rife with surprises in the vineyards. "In France", José Vouillamoz, genetist and author, told WineNews, "I believe that varieties like Counoise and Verdesse will become important, and in Italy - even if the country can boast a great number of indigenous ones - Lagrein and the Sardinian Nieddera could follow suit. They all have a strong chromatic intensity and lightness. For now, though, Tempranillo, Syrah, Cabernet Sauvignon and Merlot still rule".

For the record

"The Internet is the future", Robinson says

The future of wine communication "is the Internet, because it made wine a lot more democratic: there are not only two or three big names that one must read, as it used to be,

but a lot more voices and opinions, including those of wine lovers", Jancis Robinson, one of the most authoritative names in the world of wine, told WineNews.

