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## News



### Biondi Santi, Cannes and luxury

Puerto Azul Experience Night, the venture of Italian entrepreneurs Generale and Giannini based in Belize, will be a veritable temple to "Made in Italy", where the great bottles of our country will feature prominently. The project was recently celebrated at the Cannes Festival with Brunello di Montalcino Biondi Santi - the only Italian at the tables - where Jacopo Biondi Santi, head of the historic Greppo Estate (where Italy's most famous wine was created in the 19th century), toasted with the likes of John Travolta, Kelly Preston, Adrien Brody, Hilary Swank, Heidi Klum, Robert De Niro, Angelina Jolie and Andrea Bocelli, whose name the amphitheatre will bear.



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### Agriculture & elections

Agriculture is fundamental for Italy's productive reprise, and is one of the sectors that embodies the very best of Italy by joining past and future, as Prime Minister Matteo Renzi has stated multiple times. That is why the incredible results of the latest elections for Renzi's PD party, with 40.8% of votes (which make it one of the most important components of the European Socialist Party), are important for Italian agriculture as well. Italy has already demonstrated, with personalities like Paolo De Castro - one of the most voted politicians in the North-East area, and former President of the Agriculture Commission of the EU Parliament - that it is well versed on the matter: now, one can only hope that this trend will continue and evolve.

## First Page

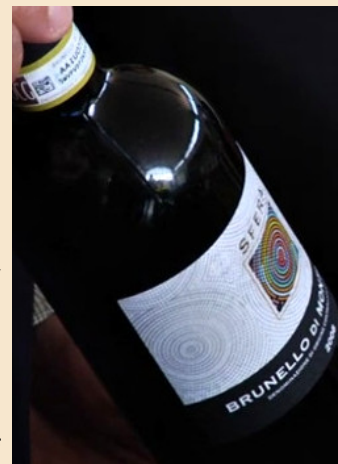
### The latest rounds of CMO financing for Italy

In 2015 Italian Regional authorities will be able to use a grand total of 71.4 million Euros for wine promotion in other EU countries, coming from the European Common Market Organization (CMO) funds. The Veneto region will get the most, 11.769.663 Euros, followed by Sicily (8.865.465) and Tuscany, 7.458.790. The Italian Ministry for Agriculture made the news official with Decree number 3226. Then come Piedmont, 7.1 million Euros, Emilia Romagna, 6.8 million and Apulia, 6.5. Lombardy is at 3.4 million, Abruzzi will get 2.9, Friuli Venezia Giulia will receive 2.7 million Euros and the Autonomous Provinces of Trento, Lazio, Campania and Sardinia will each receive 1.9 million Euros. Further down the ranking, then, come Marche (1.6 million Euros) and Umbria, 1.3 million, the Autonomous Province of Bolzano getting 914.015 Euros and Val d'Aosta, Calabria, Molise, Basilicata and Liguria receiving 137.021 Euros each. Autonomous Provinces and Regions have already begun publishing their respective tender notices, and the Ministry for Agriculture, in a document dated last April 4th, has made public the projects financed with the 2014-2015 and 2015-2016 parts of the CMO funds. For the former, the single most financed project is the one of Italia del Vino Consorzio, the consortium that unites 13 of the most prestigious winemakers in the country that have a total turnover of around one billion Euros, and which received 3.6 million Euros (out of the 10.9 million requested), followed by the one of Istituto del Vino di Qualità Grandi Marchi (which unites 19 more first-tier producers, for an aggregate turnover of 0.5 billion Euros), getting 3.1 million out of the 8.5 requested, and then project of the Gruppo Italiano Vini (GIV) at 2.3 million Euros, out of a total request of 6.6 million. For the latter, Italia del Vino Consorzio is still at the top with 5.6 million Euros in financing for 2015-2016 (out of a total requested 13.8 million), followed by GIV (3 million out of a requested 7) and by Davide Campari (2.3 million out of 6.4) - a veritable shower of Euros to co-finance the expansion of Italian wine in the world.

## Focus

### 30.000 fake bottles of top wines confiscated

The spark that led to the seizure of over thirty thousand bottles of counterfeit wine, allegedly belonging to some of Italy's most prestigious denominations - Brunello di Montalcino over all, followed by Chianti, Chianti Classico, Sagrantino di Montefalco and so on - were some bottles of presumed Brunello di Montalcino labelled "Sfera", whose neck labels sported alphanumeric codes that indicated no existing Italian winemaking firm. The Carabinieri police of both Siena and Florence led the investigations, "which concern 6 entrepreneurs (whose names were not disclosed), belonging not only to the wine sector", the Carabinieri stated in a press conference last Thursday, "and are on going in the provinces of Siena, Grosseto, Pisa and in some areas of Lazio and Umbria". The investigations, the Carabinieri spokesmen added, "also concern some bottles of wine labelled "Bocelli", which, though, do not come from the famous singer's firm, which is located in Pisa". "We will immediately pursue the matter from a legal point of view", Fabrizio Bindocci, President of the Consortium of Brunello di Montalcino, stated to the press: "this is a grave offense for us and for Italy as well".



## Report

### Water and wine in Italy

The average Italian family, according to an ISTAT analysis of data compiled by the farmers association Coldiretti, spends 11.96 Euros for mineral water every month, which is basically as much as it spends on wine (12.01 Euros). "Together, the two beverages constitute 55% of household expenditures in beverages", Coldiretti stated: "Italians spend 12.22 Euros for water in the North, 11.38 in the North-East, 12.38 in the Central Regions, 11.53 in the South and 12.43 Euros on the Islands".



CONSORZIO PROMOZIONE  
CARIGNANO DEL SULCIS



## Wine & Food

### "Multifunctional" viticulture on the Eolie islands

"Viticulture on the Eolie islands", Professor of Viticulture Attilio Scienza stated during the "Sicilia en Primeur" wine previews in Sicily, is "a paradigm for the future of the practice both in Sicily and in Italy as well, since viticulture there is multifunctional - in that it is not only a source of revenue, but also a way to tend to and to add to the landscape, which in turn is a vital part of both winemaking and the wine market", Scienza explained. "They are a metaphor of the value of viticulture, and a case study that points to the future".

## For the record

### Assoenologi, exports and ambitions

The 69th congress of Italian oenologists association Assoenologi, which will take place this weekend, will focus on exports and future growth: both are paramount, "since

the internal market is both saturated and shrinking", Caviro's President Dalmonte stated, and "the Expo will be vital for it", Veronafiere's General Director quipped.

