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## News



### Italy tops auctions in Chicago

Italy is flexing its muscles in auctions, with its lots becoming some of the highlights that auction houses use to spearhead their events. As is the case of Hart Davis Hart, whose auction in Chicago, next June 27th-28th, will be its biggest ever, at an estimated value of 5.7 to 8.5 million dollars. Among the top lots, three stand out, and they all bear the name of Bruno Giacosa: 10 bottles of Barbaresco Riserva Santo Stefano 1989 (6 to 9 thousand dollars), 6 of Barolo Riserva Collina Rionda 1989 (9.000-14.000 dollars) and 12 of Barolo Riserva Falletto 1989, worth 6.500 to 9.500 dollars. They will be also accompanied by bottles of Brunello, Supertuscans and Amarone.



### Petrini vs. the Expo

"The 2015 Expo, so far, has nothing to do with its theme - food, and feeding the planet. It is an event without a soul. One cannot be silent about it, so we say to the organizers: find the soul of the Expo, or we just have no need for you. The right to food is not a show: it is a value, and a right for all". These were the words that the father of Slow Food, Carlin Petrini, used during the presentation of the "Taste Salon", which also takes place together with "Terra Madre", the biggest global convention of growers: the two events will take place on October 23rd-27th at the "Lingotto" convention centre in Turin. Petrini also addressed the phenomenon of "food porn": "the pornography of food has nothing to do with the philosophy of Slow Food. We believe pleasure is a right, but for all, not only for the affluent".

## Report

### Dr Farinetti's "prescription"

Oscar Farinetti, founder of Eataly and new recipient of an honoris causa degree from the University of Urbino, used his graduation speech to send a clear message to Prime Minister Matteo Renzi: "Firms growing in exports should enjoy a 10% tax break, labour costs should be exempt from fiscal measures, and the public sector should be reformed by changing old executives. Presently", he added, "there are no signs of recovery, and the economy is stagnating".



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## First Page

### Volume down (again), value up for Italy in the U.S.

The good news for Italy from the United States - the single most important market for wine - is that it is still leading both in volume and in value among foreign wines, with a market share of 25.6% and 33.8%, respectively, and that the value of its exports is going up. The fly in the ointment, though, is that the number of the bottles going there keeps on going down, a sign that there is less and less space to maneuver. The figures come from the Italian Wine & Food Institute, led by Lucio Caputo, and cover the first 4 months of 2014 over 2013: Italian exports to the States have dropped 4.4% in quantity (from 826.560 to 792.000 hectolitres), and grown 5.4% in value (from 414.7 to 437.1 million dollars), confirming the trend that started in the second half of 2013. The data also confirms the golden moment of Italian sparkling wines, which have grown 19% in quantity (to 117.260 hectolitres) and 21.2% in value (to 66.3 million Euros). On the one hand, one should not overlook the fact that Italian imports in the U.S. have gone better than imports in general, with a 6.8% drop in volume (to 3.3 to 3 million hectolitres) and a 1.3% growth in value (from 1.27 to 1.29 billion dollars), but on the other, the general drop in import quantities could be cause for concern, and the growth of average price from 5.2 to 5.6 dollars is a small consolation. This last data, according to the Institute, "is even more remarkable if compared to the drop in quantity, which means a more robust growth in prices, but at the same time makes the presence of Italian wines more problematic in the States". A worrying signal, but many are worse off than Italy, nonetheless: Australia, Italy's number one competitor on the American market, has plummeted 16.8% in volume and 14.8% in value, and Chile followed suit, with a minus 14.5% and a minus 20% respectively. France also went through a rough patch, with a 6.7% drop in quantity and a 0.4% growth in value (but with average prices, which were the highest already, shooting up to 9.8 bucks). Ditto for Spain, which lost 15.1% in volume and 1.7% in value, even if 2013 has definitely been a "Spanish year", given the rankings of the top American wine magazines...

## Focus

### Soccer Players and Winemakers

After a long wait, the Brazil World Cup is finally upon us, and even if we cannot help but root for the Italian team and its "Azzurri", a part of us will also cheer for those extraordinary athletes who have joined the passion for soccer with the passion for wine, to the point of becoming winemakers themselves. One is Andrea Pirlo, a career studded with victories and a future waiting for him among the 10 hectares of organic Merlot and Trebbiano of "Pratum Coller" ([www.pratumcoller.it](http://www.pratumcoller.it)), the winery near Brescia that generates 40.000 bottles per year. Then comes the Spaniard Andrés Iniesta, who will no doubt head back to the family firm once his footballing days are over: the winery, located in Castilla, was founded by his father, José Antonio, in the '90s, with 10 hectares, but now it has over 120, and after growth and investments, today Bodega Iniesta ([www.bodegainiesta.it](http://www.bodegainiesta.it)) is a first-tier name in Spanish wine. Then comes Lionel Messi, who is not a winemaker per se, but has nonetheless lent his image to the "Leo" project: three wines, one white and two reds ([www.vinoleomessi.com](http://www.vinoleomessi.com)), sold exclusively to promote charitable projects in his native country.



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## Wine & Food

### M&A: The Winebow Group founded in the States

This July, after the approval of the various Liquor Control Boards of the relevant States, the U.S. market will be open to The Winebow Group, the result of the recent merger between Winebow and The Vintner Group. With 1.200 employees and roughly 600 million dollars in turnover, The Winebow Group will be able to import Italian wines directly in 15 states, which count for over 50% of all wine consumption in the nation: Leonardo LoCascio, founder of Winebow, will be Chairman Emeritus, and David Townsend will be the CEO.

## For the record

### Booking a winery with an app

Wine tourism is a phenomenon worth 4 to 5 billion Euros a year, and 5 million people routinely choose to visit the great wine terroirs. And tech, can, of course,

supercharge it, with solutions like [www.visitcantina.it](http://www.visitcantina.it), made by the Venetian firm Edimarca. The site, and companion app, are entirely dedicated to wine tourism in Italy.

