



OperaWine
www.operawine.it

Italian Weekly Wine News.it



Issue 14 - Jan. 9th-14th, 2011 - 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



No leg room in Champagne...

There's no leg room to spare in the Champagne region and thanks to 2011, the second best year ever for French "bubbles", with sales reaching 330 million bottles (almost pre-crisis numbers), people are back to talking about widening the production zone. The project started in 2006 and the global financial situation seemed to have frozen it in its tracks. But now that Champagne has proven to be stronger than the crisis, the great Maisons, according to the French daily "Le Monde", are pushing for more space. This means either enlarging the production zone, or "throwing out" some small producers. Italy, with more than 7 million bottles, is the fifth market for French "bubbles".



SMS

Italo-ethnic flavours

All hail Italian cuisine, a treasure chest of flavours and one of the driving forces of national tourism, both for Italians and for the foreigners that wish to taste the many typical products of each territory. But Italy is also becoming home to many "foreign ethnic" foods, like sushi, enchiladas, kebabs and spring rolls: the restaurant business grew 2.7% between 2010 and 2011, and individual businesses established by foreigners, according to Milan's Chamber of Commerce, grew 11.6% to a total of 16.500 units, and are now 10.2% of the sector. The Italy of indigenous flavours is living a social melting pot phenomenon that reflects on its gastronomic landscape. Who knows, maybe with a drop of healthy contamination, it might become the destination of those who seek ethnic tastes with a pinch of Italy thrown in...

Report

Red wine prevents cancer

A glass of red wine a day helps prevent breast cancer, according to a study by researchers of the Los Angeles Cedars-Sinai Medical Centre. The authors discovered that the chemical substances found in the seeds and skin of red grapes help in lowering estrogen and raising testosterone levels, lowering the incidence of this neoplasia. This directly contradicts previous studies on wine and cancer: as Chrisandra Shufelt, one of the authors, sums up, "If you're having a glass of wine at dinner, go for the red".



First Page

Brazos Equity Partners invests in Italian wine in the U.S. with LoCascio's "Winebow" import firm

Italian wine is one of the most appreciated symbols of the "Made in Italy" lifestyle in the world, and its appeal knows no crisis, not even when the interest of the great investment funds is piqued. And the investment made by Brazos Equity Partners, an American private equity investment firm (1.4 billion U.S. dollars in managed capital and 715 million in its current fund, with 55 top brands in fields as diverse as services, health, industry, finance, distribution and food & beverage), in Winebow, one of the most important U.S. importers and distributors of Italian wines, is by and large an investment in Italian wine. Winebow, founded by Leonardo LoCascio, handles 122 brands from around the world with Italy first and foremost, and does business with 125 distributors from all 50 American States. Brazos Equity bought the block of shares from the Freeman Spogli fund (which boasts Ronald P. Spogli, former U.S. Ambassador to Italy, among its founders), becoming its majority shareholder. The objective, of which no financial data is available yet, is to "support the continuing growth of Winebow and to provide liquidity to the shareholders", as reported on the Dallas, Texas fund's website. Jon Moramarco, former Winebow President, is the new Ceo and Leonardo LoCascio is Chairman. Among the brands that Winebow imports in the U.S. are Allegrini, Altesino, Argiolas, Bera, Bisceglia, Botromagno, Castellare, Castello di Bossi, Corte Giara, Di Majo Norante, Falesco, Fattoria Resta, Fazi Battaglia, Franz Haas, Galardi, Giuseppe Cortese, Kris, La Carraia, Le Pupille, Leone de Castris, Librandi, Livernano, Maculan, Mastroberardino, Monastero, Montevetrano, Monti, Morgante, Palladio, Poggio al Tesoro, Poggio Scalette, Pratesi, Princic, Prunotto, Roberto Voerzio, Salicutti, San Polo, San Quirico, Sansonina, Stella, Tasca d'Almerita, Tenuta di Fessina, Tenuta La Marchesa, Terre, Tiefenbrunner, Tramin, Tua Rita, Valdipiatta, Valle Reale, Zardetto, Zèfiro and Zenato.

Focus

A record 2011 for "Made in Italy" exports

It's been a bad year for the spread between Italian and German government bond yields, but 2011 has been a record year for Italian exports: the new record in value of 30 billion Euros is a 9% increase over 2010, according to a study by Coldiretti, one of Italy's largest farmers' associations, of data from Istat, the Italian Institute of Statistics, on the first 9 months of 2011. The more traditional "Made in Italy" sectors increased the most, states Coldiretti, such as wine with a record +25% in value, cheese - starting with the most exported ones, Grana Padano and Parmigiano Reggiano, with a +26% in value - olive oil (+9%) and pasta (+7%). Vegetables and fruit, the other "heavy" sector together with wine, has kept flat instead. Some interesting surprises are in store as well: Italian beer exports to the U.K. have risen 18%, sparkling wine exports to Russia a whopping 40%, making it the fourth largest export destination, and cheese exports to France, 22%. The completely illegal business of "Italian sounding" products is still worth 60 billion Euros a year, though: close to 165 millions a day, according to the Italian farmers' association Cia.



www.vinalitytour.com



OperaWine
www.operawine.it

Wine & Food

Domestic market "still key", says distribution giant Heres' Ceo

Exports have been keeping Italian wine in the clear, but things seem to be worse on the domestic front. "But firms know that it is key", explains Cesare Turini, Ceo of distribution group Heres, which operates only in Italy: "not in terms of consumption, but for the reaction on foreign markets, since the more popular a brand is in Italy, the more it can spend this capital of notoriety outside". Then there's the problem of "mid-range" bottles (15-30 Euros), "where the offer is so widespread that even good blends of international grapes have been having a tough time compared to territorial wines".

For the record

When wine and food becomes fashion. Literally

Patagonian hare smoked with Tuscan Cigar and a guanaco audino flannel "follata" (a double entendre, since "follare" is the Italian verb for both softening wool and stirring must)

flavoured with Amarone: these are some examples of mixing fabrics with wine and food made by the Venetian Bonotto firm, shown at the Pitti Uomo Fashion Show.

