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#### News



#### Sassicaia, Masseto on the rise

The interest of global fine wines collectors for Italian wines has been growing for years now, and the latest results of the great international auctions are a testimony to that fact. But, there are other signals, like the latest edition of the "Top 50" ranking of the Liv-Ex index, the global benchmark of the secondary market for fine wines, relative to the first half of 2014. Sassicaia is the top-performing Italian wine, going from spot 44 in 2011 to 28, while Masseto, at number 42, is one of the very few new entries in the ranking. Some things, though, do not change: Lafite Rothschild, Mouton Rothschild and Latour dominate the top of the ranking, just like in 2011.



### CMO Wine "did its job"

"The Court of Auditors has underlined some weak points, but the European CMO wine has done its duty". This is how Ettore Nicoletto, head of the Italia del Vino Consortium, commented the latest declarations of the EU body. The Consortium, one of the main entities that fulfills the promotional programs of the CMO, and comprises wineries such as Banfi, Cantine Lunae, Sartori, Zonin, Drei Donà, Ferrari, Gancia, Gruppo Italiano Vini, Librandi, Marchesi di Barolo, Medici Ermete, Santa Margherita and Terredora. Nicoletto's position on the matter is the same as the EU Commission. "The Court", he added, "states that it does not perceive the impact of CMO programs on European economies, but where would those be without these measures. after losing maybe 3-4 billion Euros in exports?"

# Report

## 800.000 "kisses" a day

The "Bacio" chocolate by Perugina is ever more the symbol of love around the world. Every day, on average, 821.000 "Baci" are sold in over 55 countries around the world, according to Nestlé data. These are heady numbers; especially at the eve of the "Kisses festival", taking place next July 13th. According to the multinational firm, the Perugina product is "an undisputed symbol of love, in all its variants, so good it is given every day of the year". Yet another Italian excellence that apparently has no bounds, just like love.



### First Page

# Italy's gems: Quintarelli, Masseto, Conterno

Wine-searcher, the number one search engine worldwide for bottled wine prices, has refreshed its charts as of July 1st. And even if there is no Italian wine in the list of the top 50 most valuable wines in the world, considering average prices per bottle of all available vintages, it is still possible to create an Italian-only edition of that ranking. At the top spot, there is Amarone della Valpolicella Classico Riserva by Quintarelli at an average price of 754 dollars per bottle, followed by Masseto, at 741 dollars, and by Barolo Monfortino Riserva by Giacomo Conterno, at 678 dollars. At number four, Barolo Falletto Riserva by Bruno Giacosa, at an average price of 611 dollars, followed by Brunello di Montalcino Riserva Biondi Santi Tenuta il Greppo, at an average price of 575 dollars - but it has reached, in the most extreme cases, even 52.464 dollars. The top 10 includes Brunello di Montalcino Case Basse by Gianfranco Soldera, at 507 dollars, Vin Santo di Montepulciano Occhio di Pernice by Avignonesi at 495, Calvari Refosco Colli Orientali del Friuli by Miani at 490, and then two more wines by Quintarelli - Amabile del Cere Passito Bianco at 468 dollars and Alzero Cabernet at 461. The "Belpaese", though, is holding firm in the "Top 10 Best Value" rankings, that is, the best price/quality ratio. In the 10 dollars and under ranking, one can find Ros'Aura Rosato d'Iripinia by Feudi di San Gregorio at 2, while in the 20 dollars and under ranking Italy dominates, with no less than 6 wines: Non Confonditur by Argiano is at the top, Jesera Pinot Grigio Collio by Venica at 4, followed by Chianti Classico Poggio al Sole and, closing the ranking, Chianti Classico Castello di Monsanto, Chianti Rufina Riserva Nipozzano by Frescobaldi and Mediterra by Poggio al Tesoro (Allegrini). In the 40 dollar and under ranking, one can find Barbera d'Alba Vigneto Gallina by La Spinetta at 4, and Maremma Toscana Rocca di Frassinello at 8. Finally, in the 80 dollars and under ranking, one can find Oreno di Tenuta Setteponti at 3, followed by Roccamonfina di Fattoria Galardi Terra di Lavoro, by Barolo Ciabot Menin Ginestra by Domenico Clerico, at 6, and by Brunello di Montalcino Tenuta Nuova by Casanova di Neri at 9.

#### **Focus**

### 2.500-year-old "Chianti"

"Seven parts Sangiovese, two parts Canaiolo, one part Malvasia". This is the historic "recipe" of Chianti according to Bettino Ricasoli, the renowned "Ironclad Baron", second Prime Minister of Italy after Cavour and putative "father" of one of the most famous Italian wines in the entire world, from his research at Brolio Castle in Tuscany, during the 1800s. But, if this was the composition of the wine consumed in Chianti during the "Risorgimento" period, what was that wine like when the Etruscans and Romans lived in what the English would christen "Chiantishire" some 2.500 years later? The answer, according to the analysis of the grape varieties, could soon come from University of Naples Federico II, whose researchers will soon study and analyse the over 400 seeds that the archaeologists of the Ichnos cooperative, together with students from Florida State University, have unearthed at the dig site Cetamura, in Gaiole in Chianti - in the heart of Chianti Classico - located on the grounds of the Badia a Coltibuono Estate, which is currently owned by the Stucchi Pinchetti family. Then, maybe, the "formula" of the ancient Chianti will finally be known...





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## Wine & Food

#### A wine lover's treasure map in five Italian restaurants

"Wine Spectator" magazine has recently ranked and awarded the very best restaurants worldwide for wine lovers, with the Grand Awards of its Restaurant Wine List Awards. Five are in Italy: the most famous are "Enoteca Pinchiorri" in Florence, with 3 Michelin stars and Giorgio Pinchiorri's own wine cellar, hosting 4.500 wines, "Antica Bottega del Vino" in Verona, with 2.850, and "La Pergola" of Rome Cavalieri Hotel, with Marco Reitano at the helm and 3.200 labels. Then come "Il Poeta Contadino" in Alberobello, with 1.750 labels, and "La Ciau Del Tornavento" in Treiso, near Cuneo, with 2.800.

#### For the record

#### Coffee, the drink of (almost) all Italians

96.5% of Italians age 18 to 65 drink coffee in one form or another. The average is 2 cups a day, and men usually have it black, while women and young people like it "macchiato".

78% of them consider it one of the small pleasures of life, and 58% would never leave home in the morning without one, according to the research firm Astraricerche.

