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## News



### Masi awards Bocelli

The New York Times hailed him as “the most popular opera singer of all time”, and he is notoriously fond of wine, as well as of horses and music. Together with his brother Alberto, tenor Andrea Bocelli represents the third generation of the family passion in their 120-odd hectares (8 of which are vineyards) in Lajatico, near Pisa, in Tuscany. His passion was recently acknowledged with the International Masi Prize for the Civilization of Wine, during the 33rd edition of the Masi Prize, promoted by the Masi Foundation. The ceremony took place this week at the Masi cellar, with the traditional signing of a cask of Amarone at Gargagnago di Valpolicella.



SMS

### A matter of domains

Regarding the red-hot topic of the two new Internet top-level domains dedicated to wine - .win and .wine - their introduction seems to be a done deal, even if the European Federation of Origin Wines, among many other similar associations, mainly American ones, has not spared any effort in voicing their opposition to this “free-for-all” new offer in the differentiation of various websites. Therefore, no matter what one might think about it, the most levelheaded thing to do might be (as WineNews has done with winenews.wine) to bite the bullet and acknowledge this new reality, since the possibility - and not an opinion, as Efw-Federdoc has told us - is already available. Whether one likes it or not, this is what is real right now: as for what the future holds, one will just have to wait and see.

## Report

### Daverio to narrate Italian wine?

After authoring a video for the Consortium of Gavi, renowned Italian art critic Philippe Daverio has told WineNews that he is more than ready to try his hand at narrating the variegated world of Italy's nectar of Bacchus. The format should feature many contributions from the public at large in order to create a format that tells the history and allure of the most wonderful wine territories in Italy, through a partnership with a publishing house or an important media group and the public sector as well.



CONSORZIO PROMOZIONE  
CARIGNANO DEL SULCIS



## First Page

### “Territory” does not guarantee quality

The word “territory” has become a bit of a mantra in the last few years. As we have all heard, “one does not sell a wine without its territory”, “a bottle narrates its territory” and so forth - as if the territory, as an abstract entity, were a sure-fire way to guarantee quality wine, regardless of the label or of the vintner. But, especially in complicated vintages like the current one, this concept is being hard-pressed by facts. One just has to take a walk among the vineyards of some first-tier territory, to verify the fact that the health of the grapes varies noticeably, even in vineyards that are close to one another, but that have been treated with different methods. Their health is of course not a guarantee of quality in itself, but it is a fundamental prerequisite. Therefore, even if this might sound a bit self-evident, is it really possible to keep on throwing the word “territory” around as a standard of quality in itself, if one does not really manage to raise the average quality output, while of course still respecting the right to free enterprise and choice of each winemaker? According to Valéry Michaux, Director of Research at the Neoma Business School of Rouen, one should not talk of territory in itself, but rather of a “cluster effect” of sorts, since it is the grouping of various skills (such as agronomics, oenological, marketing and so on) that makes a denomination or a territory truly successful. It is a fundamental step, but not one that can create a constant high quality without skilled professionals, as some first-tier oenologists - such as Riccardo Cotarella and Giuseppe Caviola, and critics like Enzo Vizzari, curator of the “L'Espresso” guides - have told WineNews. “The name and the image of a territory”, says Alberto Mattiacci, Professor of Economics and Business Management at Rome University, “cannot be considered brands. A harvest like this year's is an extraordinary opportunity for those producers that can do branding, but also quite a problem for a denomination”. “At the same time”, Gabriele Micozzi, Professor of Marketing at Marche University, adds, “if we want to trust in the future, territories must become a sign of quality, since they are the first factor in choosing a wine”.

## Focus

### The success of “citywide” denominations

One of the strengths of Italian wine is undoubtedly the great variety and uniqueness of its grape varieties and its denominations, but in the world of big numbers, and especially abroad, sometimes one also needs something a little more easily recognizable. This seems to be the true calling of the so-called “city denominations”, like DOC Venezia or DOC Roma. The first, which is protected by Consorzio Vini Venezia - and, as Professor Attilio Scienza told WineNews, has also invested a hefty sum in research at Torcello, where an experimental vineyard was planted containing all the local varieties found in the “Laguna”. This project will entail the creation of a vineyard in the garden of the Convent of the Discalced Carmelites in Venice and the production of a wine. The latter denomination, bottled by Filippo Antonelli, winemaker in Umbria at Antonelli San Marco, is in Lazio with Castello di Torre in Pietra. According to Antonelli, “the allure of the Eternal City on the other side of the ocean is immeasurable, and the new DOC works because it is based on very strict rules”. A tool, then, that looks very promising indeed. And who knows, maybe there will be more after Venice and Rome...



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## Wine & Food

### Vitality brings Italian wine all around the world

Vitality keeps on spreading wine and Italian wine culture around the world, with “Vitality International Academy”. The next stop will be Melbourne, Australia, next Oct. 26th-27th, with three seminars and three tastings - namely, “Italy's greatest wines from the country's best producers”, “The many different terroirs and wines of Barolo” and “Great grape varieties and wines from Friuli Venezia Giulia”. Before that, their “A Taste of Excellence” road show will bring the very best Italian wine to Frankfurt (Oct. 7th), Düsseldorf (Oct. 8th), Munich (Oct. 9th), Zurich (Oct. 14th) and Vienna (Oct. 15th).

## For the record

### Chianti Classico and football join forces

Last Sunday the Consortium of Chianti Classico officially inaugurated the latest offspring of its partnership with Florence's football team, ACF Fiorentina - the “Crystal Lounge

Gallo Nero” restaurant, located inside the stadium of the “Viola” football team. It has 23 seats, and of course offers the very best of local wine & food.

