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News



A house in a barrique

A vertical 2-level parallelepiped, a little over 100 square feet, with a "day area" and a "night area" upstairs, covered in wood, perfect for a couple, complete with a bathroom, a bedroom with a star-studded skylight, Wi-Fi, domotics, an outside area in the vineyards, and moveable using a vehicle. Plus, it is quite literally - a barrique. The idea comes from the Milan firm "alberi&case", and it's a "micro-suite" created for those winemakers that wish to offer a sort of "extreme" form of tourism to wine lovers, by spending a night in a wine barrel. "It'll cost around 30,000 Euros", Adriano Ribera of a&c explains, "and we'll create partnerships for it with design and furnishing firms".



SMS

Farmers & cultural assets

Agriculture and cultural assets are two symbols of what is good, virtuous and excellent about Italy around the world. But even if the former is more or less healthy, the cultural assets of the "Belpaese" - and one only has to recall the recent collapses in Pompeii or in Rome at the Domus Aurea to realize what we mean - are evidently in a rough spot. Now, though, farmers want to join those who can rightfully take part in preserving the vast heritage of cultural assets that are currently abandoned. Italian farmers association Confederazione Italiana Agricoltori has recently proposed the idea to the Minister for Culture and the Arts, Dario Franceschini. It is an interesting idea, especially if it were geared towards creating more income for both farmers and the State, through modern projects

Report

Vissani at home and abroad

The platoon of great Italian chefs that have opened, or are about to open, high-level restaurants abroad is growing, from Bottura in Istanbul to Scabin in New York and Alajmo in Paris. And the next one might just be Gianfranco Vissani. "There's nothing certain yet", Vissani's son, Luca, told WineNews, but Paris, Dubai, New York or Miami are all in the cards. In the meantime, next November, after Capri, Cortina and Orvieto, the "Altro Vissani" will open at the Relais Todini in Todi and in 2015, in Rome.



CONSORZIO PROMOZIONE
CARIGNANO DEL SULCIS

CAMPAGNA FINANZIATA SECONDO
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Expo 2015, the "Wine Pavilion" and Luigi Veronelli

"Wine is a great metaphor of Italy's potential, since it is the element that embodies tradition and innovation the most. It's the best way to narrate an entire country, and the Pavilion of what I like to call the Italian winemaking experience is not only for celebrating ourselves, but also to say out loud what we can do". This is how the Minister for Agriculture, Maurizio Martina concluded the last leg of the road show presentation of "Vino A Taste of Italy", the Italian wine pavilion that Vinality is building at Expo 2015. "We have a mighty task of storytelling ahead of us, because what's at stake is not just a vital production chain, but the chance to follow the Expo theme (which is "Feeding the Planet, Energy for Life"). It's not a fair, but a Universal Exposition, in an international and institutional context, and all countries will contribute to the discussion. The Pavilion is an embodiment of our will to state that wine is one of the central columns of the Italian model, and it has created a unique way of doing business. In my experience, I have seen the strength to challenge the status quo, go beyond and innovate in many a winemaker, which I have not found in other production sectors. If one tells Luigi Veronelli's story to the world," he continued, mentioning the godfather of Italian wine & food critic, ten years after his death, "he tells the history of the relationship between growing and culture, and between intellect and production, that only Italy has. What we're doing will go beyond the Ministry, beyond Vinality, beyond the Expo: it's imperative to show the very best of all our territories, because the Expo is multi-central and territorial, or it simply is not". "Veronelli's vision", Giovanni Mantovani, General Director of Veronafiere added, "must, and will be represented, and the task of the Pavilion will be to leave its visitors with an unforgettable memory of what Italian wine culture is. Our goal is to make those who think that Italy is not a great winemaking country realize that it is indeed, and to do so through its territories. We'd like them to be the "off salon" part of the Expo, and we're doing well - the layout of the Pavilion will be finalized in the next two months".

Focus

"Vigne" and organic wine for Zanella

It's the meritocratic decisions that make some frown, but give the best their due, and have positive effects in the long run - "turbocharging" a Denomination - and not the "democratic" ones, those that make everybody more or less happy. Like selecting single "vigne" (vineyards in Italian) and mentioning them on the label, said Maurizio Zanella, one of the most successful Italian entrepreneurs and winemakers, and President of the Consortium of Franciacorta. "We still can't do it, because a third of our 3,000 hectares are less than 10 years old. But there are territories and denominations that do not have so much a winemaking tradition, since we all started producing quality wine 50 years ago, as a vine growing one, like Langhe, Chianti Classico or Brunello di Montalcino. It's difficult, it would breed jealousy. It's no coincidence", he joked, "that the classification of Bordeaux was compiled by Napoleon, not a democratic spirit". Food for thought, like his opinion about organic wine: "it's an ethical choice, sometimes a proper one. But to say that it guarantees a better level of quality, no matter what, is simply not true, and too many people piggyback on that phrase".



Chianti
THE WINE

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Wine & Food

Italy still tops the U.S. markets, Internet is still king

According to the latest rounds of data from the Italian Wine & Food Institute, led by Lucio Caputo, 2014 is still going strong for Italy in the States. In the first 8 months of the year Italian wine imports dropped 0.9% in quantity, but went up 5.5% in value year-over-year. Italy's total market share in the U.S. is now 28.2% in quantity and 34.4% in value. Furthermore, according to a survey by "Wine Spectator", the main source of information for American wine lovers is overwhelmingly the Internet (30%), followed by tastings and events (18%) and magazines (15%).

For the record

Slow Food to offer a Master course on wine

Slow Food, together with Pollenzo University, Banca del Vino and Slow Wine, is going to create a new Master course on Italian wine, focused on creating professionals

that can "manage" and narrate the world of Italian winemaking in all its beauty, diversity and complexity. The course will start on January 14th, 2015 (www.unisg.it).

