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## News



### Italy debuts in WS' "Top 100"

"Wine Spectator" magazine's yearly Top 100 ranking is without a doubt one of the most important of its kind, particularly for the top 10 spots. Following in the footsteps of the only three Italian wines to reach the fabled top spot (that is, Solaia 1997 in 2000, Ornellaia 1998 by Tenuta dell'Ornellaia in 2001, and Brunello di Montalcino 2001 Tenuta Nuova by Casanova di Neri in 2006), the only Italian wine is in spot number six. It is Chianti Classico San Lorenzo Gran Selezione 2010 by Castello di Ama, one of the greatest examples of the art of Chianti Classico and its territory. The Tuscan winemaker has 90 hectares of vineyards, and produces about 300.000 bottles a year.



### Tuscany honours Tachis

Giacomo Tachis is one of the founding fathers of Italian winemaking, and one of the few that have altered the course of our wines, wrenching it from a limited worldview and guiding it on the road to global success. He's one of the "godfathers" of this Renaissance of Italian wine. Many of his creations, years after their sometimes controversial inceptions, still represent important contributions to the success of our wines. Not to mention the fact that they become canons, capable of making Italian and French winemaking speak, just as he used to speak with his mentor Émile Peynaud. Therefore, next Nov. 24th the Regional Authority of Tuscany will award Tachis the "Pegasus Gold Medal", a celebration of the extraordinary career of the father of stars like Sassicaia, Tignanello, Solaia and many others.

## Report

### It's truffle mania in Italy

The top lot of the latest World Auction of White Truffles at Castello di Grinzane Cavour - which also took place virtually at Bombana's "8 e mezzo" restaurant in Hong Kong - a 1-kilo "Tuber Magnatum Pico", went for 100.000 Euros to an undisclosed entrepreneur from Hong Kong itself. Another one, weighing an astounding 1.48 kilos, was recently found near Bologna, and will be the crown jewel of another fundraising auction. The proceeds will go to the Amani association and to fighting ALS.



CONSORZIO PROMOZIONE  
CARIGNANO DEL SULCIS



## First Page

### Barolo and Brunello join forces for the first time

Two of Italy's greatest of the greats, so to speak, have finally decided to join forces: the two historical "frenemies" of Italian wine, always good for sparking heated discussions and both with their unique allure and prestige, are soon going to meet in Italy and join forces to promote each other abroad. All of this will take place in the space of a single weekend, next November 21st-22nd, in a unique and "unmissable" tasting event open to the public at Castello di Barolo, where over 30 vintners will show their prowess at "BaroloBrunello", created by Wine-Zone. Moreover, that same Saturday, the Consortium of Brunello di Montalcino, the Consortium I Vini del Piemonte and Strada del Barolo partnership will officially debut at Copenhagen's Børsen Palace. More than 20 winemakers from Montalcino and 20 more from Barolo will be together for a tasting event sponsored by the Italian Embassy and the Consortium of Barolo Barbaresco Alba Langhe Roero, dedicated to wine lovers, caterers, sommeliers, importers and journalists alike. "BaroloBrunello", a representative from Wine-Zone told WineNews, "is entirely dedicated to two of Italy's greatest reds, and to the relationship between man, family histories and the territories that are essential to their creation. The idea was born out of sheer chance, during a chat in the vineyards with producers from both Montalcino and Barolo. Why not unite these two standard-bearers of Italian excellence, in an event open to the public and in a symbolic place? It was not something decided just among a few people, but rather created all together, so as a group of friends we united everyone's respective skills and knowledge, giving birth to Wine-Zone" (www.barolobrunello.it). The Copenhagen event, furthermore, marks the beginning of the partnership of the two Consortiums for promotion abroad, on one of the liveliest European markets for Italian wine. It will also include a "Walk Around Tasting", where vintners will showcase their best Docg wines, together with seminars as well as vintage and comparative tastings (info: www.consorziobrunellodimontalcino.it - www.ivinidelpiemonte.it).

## Focus

### "Eataly creates jobs", says Farinetti

"Since the Eataly adventure began, I've created 4.000 jobs in Italy and abroad: 1.700 of jobs in Italy with "Eataly Distribuzione", and 300 in production. In all of our historical retail shops, 83% of our contracts are permanent, and in the new ones, like Florence and Milan, over 50% of them are. So, our average is 65%, meaning there is no employer exploitation: on the contrary, our employees are quite happy". Labour, a red-hot theme in Italian society lately, is evidently on Oscar Farinetti's mind as well. He is a controversial employer for some and an exemplary entrepreneur for others. "Regarding jobs, I feel I'm doing it right, since I have always behaved honestly. We created Eataly mainly to create jobs. It is not rules that create jobs, and Government should just help out on the fiscal front by lowering taxes, especially regarding export-oriented firms". Meanwhile, Eataly will soon go through an official IPO on the Italian stock exchange, according to Giovanni Tamburi, head of investment fund TIP S.p.A., which has a 20% stake in Farinetti's venture. When the stake changed hands, Farinetti himself stated that he was not planning an IPO anytime before 2016-2017.



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## Wine & Food

### Bitter numbers for the 2014 vintage: 17% less than 2013

Quantity-wise, it appears that the 2014 vintage is going to be even stingier than what everyone has been led to believe. The latest forecasts have shrunk an additional 4%, to little more than 40 million hectolitres of wines and musts - a 17% drop over 2013, according to the Study Centre of Assoenologi, the association of Italian oenologists led by President Riccardo Cotarella and General Director Giuseppe Martelli. The most productive region will be Veneto, with 7.8 million, and the only ones with a plus sign compared to 2013 are going to be Tuscany, Lazio and Umbria.

## For the record

### Italy & the U.S., deeper in love

The appreciation for Italian wine on the other side of the Atlantic is growing without respite: not only in the first two quarters of 2014 have exports reached over 1 billion Euros

in value, but media attention for our wines, both in print and on the Web, is booming, from "Wine Spectator" to Robert Parker's "The Wine Advocate".

