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News



A record truffle to Hong Kong

A gargantuan, 1.89-kilogram beast of a white truffle (the stuff of Guinness World Records) recently found in Umbria, Central Italy, was sold at an auction in New York last December 6th. It went to an anonymous buyer from Taiwan for no less than 61.250 U.S. Dollars, and it ended up in the more than capable hands of Umberto Bombana, the "King of White Truffle", chef of the "8 e 1/2 Bombana" restaurant in Hong Kong - the only Michelin "three-starred" Italian restaurant outside of our national boundaries. The prize arrived there last Monday, and it will soon become part of an ad-hoc - not to mention unique - menu for the lucky, and affluent, anonymous Asian buyer.



SMS

Everybody to Expo!

Under the crest of Vinality, the Italian agrifood industry will also have its own "Pavilion" at the Expo, just like Italian wine. The project comes out of a partnership between Federalimentare, Fiera di Parma, the governmental ICE Agency and the Ministry for Agriculture - 45.000 square feet dedicated to all the main brands of Italian agrifood, with a rich schedule of incoming events, workshops and promotional events "in order to collectively promote "Made in Italy" products during the 6 months of Expo2015, and to support the growth of exports in the coming years". The official presentation of the project, and of its programme, will take place next Tuesday in Rome, at the Ministry of Agriculture, with Minister Maurizio Martina and the heads of Federalimentare and Expo.

Report

The new food label

Tomorrow the new European Union regulation regarding food labelling (namely, number 1169/11) will become fully active, and will be so for all operators and venues of the food sector, including e-commerce. Allergens will have to be listed, labels themselves will have to be written in a larger typeset, the origin of the product will have to be clearly stated (but not the one of the raw materials), and the brand owner will be held responsible for all nutritional information printed on its products.



CONSORZIO PROMOZIONE
CARIGNANO DEL SULCIS



First Page

The wine market in Italy: retail and wine shops

The recent record performances of Italian wine exports, which have boomed over 5 billion Euros in value in 2013, have led to lower attention regarding the domestic market. Even though it has been going down hill for quite some time now, it still represents half of the total turnover for Italian vintners, both in value and in volume. The domestic wine market, then, is still worthy of a closer look, as discussed at the "Wine2Wine" Forum, which took place last week in Verona. The numbers though, leave very little room for optimism. "The population is growing older", Virgilio Romano of IRI stated, "especially regarding the segment which traditionally used to drink more wine, and now is forced to drink less. Furthermore, the wine world does not relate very well to young people, which are very attracted to beer, spirits and drinks, due mostly to the ad barrage directed towards them. The fact of the matter is, in the last 5 years mass retail wine sales, which are 75% of all bottles in Italy, have been going down in volume and in value, so 2014 will close in the red as well, due to stagnant prices and a constant deluge of discounts, used in order not to lose market shares". The strategy, though, can be more than a short-term misstep. "This year, mass retail will lose a further 8 million Euros in value, with margins shrinking even further", Romano pointed out, "and those are low enough already, as 80% of all bottles sold in mass retail are priced around 3 Euros or less. The only sensible strategy is trying to transfer more value in what is sold; that is, with quality replacing quantity, and investing in communication and marketing". Doing, in a way, what wine shops have done already: "we used to be no more than 10 to 13% of the market", Andrea Terraneo, President of Vinarius, stated, "but to those that used to say, 25 years ago, that mass retail would have wiped us out, I say that we are still here. We have adapted with new services, and following the needs of consumers that might feel lost in mass retail. They might look for advice and counsel, because after all, 90% of all Italian consumers still need a proper wine education".

Focus

Wine and neuro-marketing

One of the many different topics tackled during the "Wine2Wine" Forum, which took place in Verona last week, was a new subsection of marketing, directly tied to their emotional payload. As Vincenzo Russo, Professor at IULM in Milan, told WineNews, "the wine world is permeated by very strong emotions, and that is what neuro-marketing is about. It gives one the possibility of measuring these emotions, to let one know if the labels are adequate, not to stimulate the expert, but the average consumer who is often led by superficial, but nonetheless important, stimuli. Elements like the label", he continued, "the colour, the structure of the website that a firm has chosen, the images chosen for the advertisement campaign, the strength of the brand and its public profile. We have a lot of data that confirms that even the choice of a particular typeset or font stimulates some perceptions and expectations, and do modify the perception of taste. Many studies show how communication can influence the results of a tasting. Neuro-marketing, though", he concluded, "can never be enough on its own, but it can integrate traditional marketing strategies".



A CAMPAIGN FINANCED
ACCORDING TO
EC REGULATION
N. 1234/2007



Wine & Food

"Terra Madre Day" goes orbital with @AstroSamantha

Last Wednesday, Slow Food held its traditional "Terra Madre Day" to support good, fair and clean food worldwide, and Italian astronaut Samantha Cristoforetti joined the celebration for the 25th birthday of the association, enjoying a virtual soup made with Slow Food products aboard the International Space Station. The celebration took place on good ol' Earth as well, of course, with the Condotte Slow Food, the Food Communities, chefs, academics, producers, young and old, from Brazil to Uganda, Bangladesh and Italy as well. (www.slowfood.it)

For the record

Italian sparklings soar abroad

Prosecco, Asti, Franciacorta, Trentodoc, Oltrepò Pavese and so on have been on the roll of a lifetime this year, with 22% increase in exports over 2013 in the first 8

months of 2014, according to the ISTAT data analysis compiled by farmer association Coldiretti. A grand total of 300 million bottles will cross our borders by Christmas.

