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News



An iPad and a corkscrew

Practical, lightweight, highly interactive and definitely cool: the iPad has become an essential tool on restaurant tables as well, just like a corkscrew, and it is rapidly taking over the good old-fashioned paper wine list. Not everywhere, because not all restaurateurs are addicted to gadgets, and many are turning a cold shoulder to this innovation, but from the UK to France, and from the U.S. to Italy, everyone seems to like the possibility of choosing wine on a tablet: clients like how easy it is to find the perfect wine for their taste, even with huge wine lists, and the staff considers it a useful tool that does not detract from interacting with the clients.



Condition "critical"

Does wine critiquing still have a role? And if so, which one? According to Denis Dubourdieu, French pundit and Burgundy vigneron, four elements are necessary to create a great wine: capable vine-dressers, salesmen that know how to sell, consumers willing to buy and critics that are able to evaluate it. The problem is that today, according to Dubourdieu, due to bloggers and social networks, everyone can weigh in with his two cents' worth, even without a shred of competence and the wine reporter, because of the crisis of the printed word, is banished to a secondary role, leaving the consumer on his own. The solution? There is a need to redefine the art of criticism, to "repel the rise of a dictatorship of a virtual democracy". To each, as ever, his own opinion...

Report

In the U.S., wine gains on beer

More and more wine is consumed in the United States, and the most recent confirmation comes from the "Distilled Spirits Council", which stated that the wine market share grew 4% in 2011, drawing a lot of consumers away from the favourite U.S. alcoholic beverage, beer. Thanks to a recovery of both the economy and export, and to the richness in flavour it can boast, wine is now worth 19.92 billion dollars - 17.1% of the domestic spirits market, which is still dominated by beer, at 49.2%.



First Page

Wine tourists more and more online

"5 billion Euros and 3 million tourists a year, and after years of steady growth, wine tourism is poised to become an important asset for Italian tourism. But coordination is required among all stakeholders in wine tourism offerings, with unified tools for promotion and analysis". So said Chiara Lungarotti, President of the Wine Tourism Movement, who, at the beginning of the "International Wine Tourism Conference" (173 delegates from over 30 countries - Argentina, Austria, Brazil, Croatia, Latvia, India, South Africa and so on - specialized tour operators and experts from all over Europe and the U.S.), also pointed out that "wine tourism represents an important added value for other types of holidays, like cultural, business and wellness". Wine tourism is enjoying a pool of ever younger customers - 70% are under 50 years of age - not tied to tourist seasons and more and more online. "Because of this, among a host of other good reasons, it is right and proper to bet on wine and rural territories, two of the most important staples of our "Made in Italy" offerings". And wine tourists are increasingly more "2.0": not just wine lovers, but people that compare offerings, prices and quality in real time on their smartphones and on social medias. And, they do it 6 times more often than the average Italian. "The research on our partner winemakers," Lungarotti explains, "emphasizes the fundamental role that the Net has when a vacation is chosen: for 66.3% of our producers, 2 clients out of 3 choose their itinerary and visit to the winery by themselves, online". And in order to properly cater to this reality, websites and apps are flourishing, alongside "viral" online campaigns and user-generated content. For instance, www.movinclick.it is a sort of oenological Facebook, offering all the standard features of the Web 2.0 (forum, chatrooms, file sharing, personal page) but with tasting notes on favourite bottles to be shared, and tasting panels to be conducted from one's own couch, at home. Not to mention the possibility of describing one's "sentimental status" with wine, and of having a personal avatar according to one's category (from aficionado to professional).

Focus

Food & wine, an added value for Italy

The value of a territory is often mentioned - especially where wine is concerned, the product that more than others is inextricably tied to its territory, as it has been the world Ambassador since the dawn of time - but at the end of the day, and with numbers in mind, how much does the value of a territory affect the choice of a travel destination? According to an Swg study commissioned by the Italian Touring Club and Coldiretti, one of Italy's main farmers' associations, high-quality food & wine matters for 21% of tourists, less than the beauties of the landscape and nature (55%), culture, arts and history (49%), relaxation (33%) and entertainment (22%). Food & wine, then, is still one of the main attractions for a territory and as far as added value is concerned, it is second only to the beauties of the landscape and cultural offerings, and for 4% of travellers a vacation would be nothing without quality food & wine. A newfound love for the countryside, its landscapes and its food excellencies, which in turn balances city and farmland, according to Sergio Marini, President of Coldiretti, "are components of a society that is always connected and mutually linked".



Wine & Food

Italy consolidates its European dominance in denominations

A productive base of 85.000 firms, 1.3 million tons of manufactured goods, a wholesale turnover of 6 billion Euros (10 billion in retail) and an export turnover of 1.9 billion Euros. These are the figures of Italian quality food products (with Dop and Igp denominations), which now number 239 in the European registry, making our country a world-class leader in the sector. The data comes from a joint 2011 report by Ismea (a service provider for the foodstuffs market) and the Tuscan Qualivita Foundation, and depicts an economic recovery for the sector, after two hard years.

For the record

The "Made in Italy" that is no more

In the last 25 years many Italian brands have been bought out by foreign firms: starting from 1988's acquisition of Perugina chocolate and Buitoni pasta by Nestlé, the list

includes San Pellegrino water (Nestlé), Bertolli and Carapelli oils (Sos) and, last year, winemaker Gancia (Russian Standard Corp) - for a 2011 turnover of 5 billion Euros.

