



OperaWine  
www.operawine.it

# Italian Weekly WineNews.it



Issue 180 - Jan. 26th-31st, 2015 - Expressly for wine lovers, professionals and opinion leaders the world over  
Registration number 709, Courthouse of Siena, March 31st, 2001 - Editor-in-chief: Alessandro Regoli

## News



### Amsterdam studies Italy

It took ten years' worth of digging at Le Ferriere, near Latina, to uncover a "Sacred Road" dated 6th century B.C., used as the way to reach the sea from the ancient city of Satricum, whose Acropolis contained the Temple of the Aurora Mater Matuta. And, part of the diggings, managed by Amsterdam University for the last 35 years, have taken place in the land of winemaker Casale del Giglio that has played the part of philanthropist for the project. Today, the University will host an entire day of conferences regarding the myths and history of Latium Vetus. Antonio Santarelli, CEO of the vintner, will participate and moderate the round table titled "Wine with an archaeological taste".



**BENVENUTO BRUNELLO**  
2015  
Montalcino - 20/23 febbraio 2015

SMS

### Wine and "Piazza Affari"

Last Thursday Italian wine debuted on the Milan Stock Exchange, "Piazza Affari", through Italian Wine Brands, a firm created by a partnership between Giordano Vini and Provinco (with a combined turnover of 140 million Euros). The firm is listed in one of the small stock exchange lists, but as Simone Strocchi, VP of the firm, said, "We are looking for new associates to include within this year, to be able to get on one of the main exchange lists". Mario Resca, long-time CEO of McDonald's Italia, will be President: Giordano Vini will hold 25%, and Provinco will hold 12%. "We believe", Resca told Marco Fusi of Mf-Dow Jones News, "that the critical mass is around 500 million Euros. We aim to grow both domestically and internationally. There is room for that, in Italy as well".

## Report

### EU agricultural funds slashed

The European Commission has recently refused to grant a total of 1.2 billion Euros of funds for agricultural activities to 14 of its member states, including Italy. Italy has lost over 97 million euros, due to things like insufficient controls and late payments to producers, but France is definitely the black sheep of the situation, having lost a grand total of 983 million euros. The most inefficient Italian sectors, in this regard, are sugar, dairy products and fruit and vegetables.



**CONSORZIO PROMOZIONE CARIGNANO DEL SULCIS**



## First Page

### The themes of the Milan Expo's Wine Pavilion

A mere 95 days from now the 2015 Milan Expo will open its doors, and its Wine Pavilion curated by Vinality, "Vino a Taste of Italy", will feature prominently in the event. According to what Riccardo Cotarella, President of Italian Sommelier Association Assoenologi, told WineNews, its main themes will include Dante, Leonardo Da Vinci, Mario Soldati, Luigi Veronelli, the relationship between wine and health and a grape harvest festival. A big part of the Pavilion will be dedicated to the "emotional experience" of wine aromas, sounds and sensations and an equally important part to the "super-library" that has over 1.200 wines available for tasting. But, the true news comes from "the institutional themes", Cotarella explained, "which were approved in the latest Council meeting. We will narrate the history of great personalities, like Galileo Galilei, Dante, Leonardo da Vinci, Francesco Redi, Luigi Veronelli and Mario Soldati. They all saw wine as a true flag for Italy, often with a lot of foresight. We are working on it together with Ian d'Agata. All these themes will be shown through videos, and strewn around the Italian Pavilion, the Wine Pavilion and so on". But other events will also take place, like "Wine and Health", which will focus on how intelligent more than moderate, consumption can be beneficial, and "Wine and Gastronomy", where traditional Italian dishes will find their true nature through pairing with wine, together with great Italian chefs. Moreover, the "Tour of the Territories" will also be included, snaking its way through Northern, Central and Southern Italy: "I want", Cotarella pointed out, "to talk about current events more than history, of what Italy can offer today, and could not offer 30 or 40 years ago". There will be two main events. The grape harvest festival, which we would like to put on for Oct. 31st, at the closing of the Expo, under the "tree of life", to narrate the magic through which grapes become wine, and finally, the most demanding event, where classical music, art and haute couture will be tied to wine, to showcase the very best of Italy with wine as its defining trait, since it is made all over the country and every area has its own wine".

## Focus

### Expo's official wine will be Franciacorta

Franciacorta, the renowned sparkling wine from Lombardy, was named the only official wine of Expo 2015, last Monday. It is no doubt quite a feat for Maurizio Zanella, President of the local Consortium, which he achieved with an investment of 380.000 Euros cash and 80.000 Euros worth of wine. The competitive bid saw only one other participant, Cantine Ferrari from Trento, and therefore Franciacorta will be the star of all official toasts from May 1st to Oct. 31st. During that time, there will be a score of events, taking place both in Milan and in Franciacorta, to spread the knowledge of the wines and the territory. "The Expo is an international stage", Zanella pointed out, "and for Franciacorta, this is an extraordinary possibility to showcase itself and its products". He explained that the objective is to make sure that out of the four days the average visitor to the Expo will spend in Italy, one will be in Franciacorta. An important investment indeed, and one which explains why the Consortium has decided not to take part in the Wine Pavilion: "it would have meant further expenses for the Consortium, and we feel that we have already asked enough of our associates".



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



CAMPAIGN FINANCED ACCORDING TO EC REGULATION N. 1234/2007

## Wine & Food

### Over 12 million Dollars for the "Naples Winter Wine Festival"

The 2015 edition of the "Naples Winter Wine Festival", the most important wine-related charity event in the United States, has managed to raise more than 12 million Dollars. This edition has also seen the first Italian "Vintner of Honour" - namely, Marchese Piero Antinori - who led the auction of the lot titled "The keys of Tuscany", with 12 magnums of Solaia and a tour of the Antinori estates. The lot went for over 170.000 Dollars, but the top lot was Krug's, with tens of bottles of Champagne and the "Krug Experience" - 3 days in Reims for two couples - gone for 500.000 Dollars.

## For the record

### The screws turn for "on tap" Prosecco

After the news of "on tap" Prosecco being sold in some UK outlets - which prompted a swift response from the Consortiums of Prosecco Doc and Prosecco di Conegliano e

Valdobbiadene Docg - the Ministry for Agriculture has announced that the British Department for Environment Food and Rural affairs has started looking into the matter.



CHIANTI CLASSICO