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News



The Expo of ideas

Last Saturday, during an institutional round table titled "The Expo of Ideas", some of the imminent Expo ideas came to light. Among them, Earth not as a heritage, but as a loan from future generations (as stated by Pope Francis); the excesses of an unregulated free market, for Slow Food founder Carlo Petrini; food, nutrition and sustainability as a necessary part of children's education, for Minister of Education Giannini; 20 million visitors expected, all potential ambassadors of Italian food, for Minister of Agriculture Martina, and, as stated by Prime Minister Renzi, "Expo as a statement of our country's ambitions, and a chance to radiate hope and enthusiasm once more".



What a team!

Two of the most authoritative names in the publishing world - Marvin Shanken Communications' "Wine Spectator" and Rcs Mediagroup's "Corriere della Sera" - have teamed up, in no small part thanks to Stevie Kim, Vinality International General Manager, to publish the guide dedicated to the 103 vintners featured in "Opera Wine 2015" (March 21st, Verona) during Vinality, the only tasting that the magazine organizes in Italy. "Wine Spectator" staffers will select the vintners (according to rumours, a lot of new names will pop up) and write the tasting notes, and Luciano Ferraro of "Corriere della Sera" will write the winemaker's fact sheets. The volume will be then sold together with the Italian daily, as well as part of the "OperaWine" catalogue.

Report

U.S. market not a given?

After analysing the latest report by the Wine Market Council, John Gillespie, CEO of "Wine Opinions", has predicted that the U.S. market could soon stop its 20-odd year long streak of incessant and remarkable growth. The causes? A generational shift that is still too slow in replacing older consumers - namely, baby boomers - with new ones, the "Millennials", and macroeconomic factors that closely resemble those of 1993, the last year wine consumption in America went down before the incessant rise.



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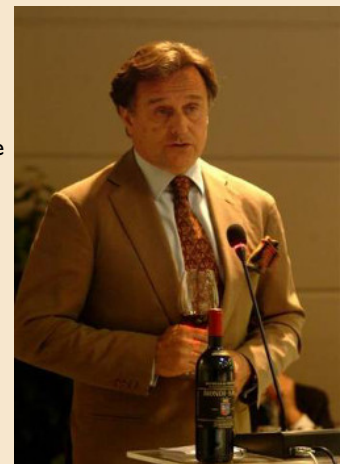
"Identità Golose": ethics, identity, biodiversity

The 2015 edition of the food festival "Identità golose", which took place last Sunday, Monday and Tuesday in Milan, had many a keyword in mind: ethics, identity, clear choices - even extreme ones - naturality, biodiversity and health. Alain Ducasse, a veritable giant of haute cuisine, placed a great deal of attention on the theme of biodiversity, which has to come through giving the proper value to both basic products and local producers. Sean Brock, a great name in southern U.S. cuisine, made of low-key and now almost "extinct" raw materials, stated that those same ingredients have been rediscovered and given new life "because our cuisine is a consequence of our agriculture". And thus identity comes to the foreground, as also pointed out by British chef Brett Graham and his dishes made with game, whose efforts and passion have allowed a pub, London's Arwood Arms, to snag a Michelin guide "star". Pietro Leemann and his concept of "purity" have also enjoyed a lot of success. He is the chef of "Jolia" restaurant in Milan, a true temple of vegetarian and vegan cuisine, and has brought "altars", incense and mantras on stage, in order to purify and give the proper positive charge to the energy in raw materials. "Because a restaurant has to feed the soul as well", added Massimo Bottura. Bottura, together with colleagues like Carlo Cracco, Daniel Humm and Will Guidara (at the "three-starred" Eleven Madison Park restaurant in New York) also has put the dining room back front and centre, since it must be considered just as central as the dishes served. An association, "Noi di Sala", was created just for this, and its President is Marco Reitano, of Rome's Cavalieri Hilton restaurant. Reitano has literally gone on stage, together with some colleagues to present an ironic play titled, "The client is not served", created to make one reflect on the value of proper service to the clientele. "Identità Golose", all in all, has given its visitors a taste of the 2015 Expo and its themes, and as its founder, Paolo Marchi, told WineNews: "being so close to the Expo has made us feel the importance of the themes we have talked about like never before".

Focus

No 2014 Brunello for Biondi Santi

Jacopo Biondi Santi, head of one of the wineries where Brunello di Montalcino - one of the world's most celebrated wines - was created in the 1800s, has made a decision. The 2014 vintage of both Brunello di Montalcino Biondi Santi Tenuta Greppo and the Riserva will not be made, in order to safeguard the standards of quality and one of the names that has embodied it for more than a century. "It is a matter of professionalism: when a vintage does not go well", he told WineNews, "we just do not make Brunello. All the grapes that we have harvested will be used to make Rosso di Montalcino". The 2014 vintage, as has been known for some time, was one of the most complex in the last few years for almost all Italian wine territories, and Montalcino was not spared. The decision is a sign of continuity, given the history and prestige of Biondi Santi's wines, a good practice that has been undertaken in the past at Tenuta Greppo. On the other hand, expectations are sky-high for Brunello di Montalcino Biondi Santi Tenuta Greppo 2010, out this year, and for the 2010 Riserva, coming in 2016: "these are magnificent wines, made together with my father Franco", Biondi Santi stated. The legend goes on.



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Wine & Food

Italy "should be a judge as well", says Paolo Marchi

According to Paolo Marchi, founder of the Milan food and cuisine festival "Identità Golose", Italy should become more authoritative, from a culinary standpoint, outside its national borders as well as within, given its quality and the appeal it enjoys all over the world. In a nutshell, the key to do that could be a sort of "Italian Michelin guide" - not so much to add another voice to the chorus of food guides, but, as Marchi put it, to "shatter the colonialism of judgments", thus gaining authority and prestige at the same time.

For the record

More time for planting rights conversions

The Italian Council of Ministers has extended the term for the conversion of vineyard planting rights to December 31, 2020. The rights will also be "transferable"

between Regional Authorities. According to Domenico Zonin, President of Unione Italiana Vini, "it's a positive thing, and it will lower the price of the rights".



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