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News



The "Gallo Nero Expo"

The latest project of the Consortium of Chianti Classico titled "Gallo Nero Expo", will be funded by the Ministry for Agricultural Policies and, from May to October, will reprise the themes of the 2015 Milan Expo, examining the theme "Feeding Earth, Energies for the Planet" through the lens of the "Black Rooster". The project will be located in the new-born House of Chianti Classico, and will host events dedicated to experts, families and wine lovers alike: for instance, educational activities for kids and their parents on oil and nutrition, famous chefs re-visiting dishes and historical treks on the cuisine of centuries past, but also exhibits and installations about the territory.



SMS

3 million wine tourists

Wine tourism in itself is a complex phenomenon that is hard to analyse, and this is especially true for Italy, due to both the variety of its wine output and the beauty of its territories. These two factors are very important, but are still quite a ways from achieving their full potential. According to the latest "Report on Wine Tourism in Italy" by the Città del Vino association, every year over 3 million wine lovers come to the "Belpaese" - a hefty number, but also, a mere 7.9% of all incoming tourists, in a situation where the overall number of visitors is going down year after year. Still, our country has everything it needs to grow, including unique territories and an exceptional wine heritage. What are lacking are an appropriate strategy and the capacity to plan.

Report

A new record for Italy

Italian exports reached a new record in 2014 that belongs to agrifood products: 34.3 billion Euros in value, growing 2.4% year-over-year. The data comes from Italian farmers association Coldiretti, and is based on figures from the Italian national statistical institute ISTAT on foreign commerce in 2014. It is without a doubt a great business card on the eve of the Expo, and also proof of the fact that the Russian crisis has not had shattering results on the sector, especially due to the impact of a stronger Dollar.



CONSORZIO PROMOZIONE
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First Page

Luxury, like Italian wine, is an emotion

It used to be common to desire fast luxury cars, or fancy designer clothes - tangible, status symbol products. But today, the concept of luxury has changed. It is tied less to durable products for a happy few, and associated more to the possibility of living an emotional experience. This is often how the international press talks about Italy and this evolution applies to "Made in Italy" products as well. Therefore, in the imagination of a dream - which is, after all, always free - there is the desire to stay in a top-class structure or to eat in a "Michelin-starred" restaurant. And, of course, to taste a top-tier wine, which is the product that more than a lot of others evokes an emotional response. It is also a kind of "small luxury" that, thanks to the many ways of drinking it, is within the reach of a lot of people. According to a study by the Italian institute CENSIS, Italy is number one in "emotional" tourism, and it is also where quality wines are more and more in the spotlight, especially in auctions. The auction house Sotheby's recent report revealed that in 2014 fine wines have grown both in quantity and in value (13%), and Italian wines in particular have grown 47%, beating their French counterparts in some instances. Ornellaia, a true star of fine Italian wines, commissioned the study. According to Sotheby's, it is a "more secure investment than traditional ones like gold or oil". The 2012 vintage was presented in Milan this week, together with the historical 2002 vintage, and the "works of art" that are embodied in the bottles created for the "Vendemmia d'Artista" project, which unites wine and art. In its seven editions, the initiative has raised over 1 million Euros, which were in turn given to Foundations all over the world. Swiss artist John Armleder was the artist behind "L'incanto" (enchantment)- the theme of the 2012 vintage - in a limited edition, which will be sold during a fundraising auction in Basel organized for the Beyeler Foundation. The Director of the Foundation, Sam Keller, was in Milan during the presentation of the vintage together with Ferdinando Frescobaldi and Giovanni Geddes da Filicaja, President and CEO of Ornellaia.

Focus

A love story 40 years long

The success of Italian wine in the States - a phenomenon that has grown from a mere 44 million Dollars in value back in 1975 to today's 1.4 billion Dollars - is a runaway one, and was celebrated last Thursday in New York, during the "Gala Italia" event created by the Italian Wine & Food Institute, led by Lucio Caputo. New York mayor Bill De Blasio attended, and the newly elected President of the Italian Republic Sergio Mattarella sent his official regards. Still, this "love story" has had its share of ups and downs along the road: in the mid-seventies, the power of France in the United States was unshakable, and only 360.000 hectolitres of Italian wine were exported to the U.S. Then came investments, the Enoteca of New York authored by Piero Sartori, and the genius of Lucio Caputo - and history made a sharp turn. In 1986, exports reached 2.2 million hectolitres, with a 51% increase, and turnover grew from 37 to 230 million Dollars. Growth has been unstoppable, and in 2001 Italy bested France, both in quantity and in value: in 2006 Italian wine exports to the States reached 1 billion Dollars in value. The rest is recent history: the next milestone? 1.6 billion Dollars...



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Wine & Food

Expo "calls on all caterers for an united front", says Vissani

According to Gianfranco Vissani, one of the top names in Italian haute cuisine and the very first Italian "superstar" chef to show up on television, there is a pressing need to present a united front in the kitchens, leaving aside personal jealousies and pride in order to give the world the best possible impression of Italy as the "Belpaese". And the Milan Expo is an unique place to start. "It is an unmissable occasion for Italy to promote its excellence in food, catering and nutrition. And Italian restaurants, be they "starred" or not, should all do their part".

For the record

Petrini, Brunello, the Expo

Carlo Petrini, renowned Italian freethinker and founder of the "Slow Food" movement, is the author of the "tile" which will be the symbol of the 3-starred 2014 vintage of

Brunello di Montalcino. The choice is quite more than a tip of the hat to the theme of the Expo, and to the ethics of nutrition and growing in modern societies.



CHIANTI CLASSICO