



News



Grand Crus, Tachis & Marchesi

The Committee of the Grand Crus of Italy has decided to honour two veritable icons of Italian wine and cuisine during the 2015 edition of Vitaly, together with Expo 2015 - namely, Giacomo Tachis, the oenologist whose genius led to the "Renaissance" of Italian wine, as well as the mind that gave birth to wines such as Sassicaia, Solaia and Tignanello, and Gualtiero Marchesi, the undisputed father and founder of the new Italian cuisine. The awards were given by Lucio Tasca d'Almerita, President of the Committee - which unites under a single entity those 100 vintners that have reaped the most praise from international critics during the last 20 years.



The "wall of shame"

During Vitaly, Italian farmers association Coldiretti has created a "wall of shame", containing a tangible representation of a part of the swarm of counterfeit and/or fake Italian wines and liqueurs, which collectively represent 1 billion Euros in damage to true "Made in Italy" products. The list is endless: from "Bordolino", both red and white and complete with an Italian flag, to Meer-secco, going through white Barbera made in Romania and Chianti from California, both South American and American Marsala and the German Kressecco. It is not only Prosecco, probably the most successful Italian wine in the world right now, to boast such a high number of imitators, but a lot of other Italian wines as well. On the other hand, it is a sign of success - imitation, after all, is the sincerest form of flattery.

Report

Wine & food Private Equity

"Idea Taste of Italy", the private equity fund managed by Idea Capital Funds Sgr and wholly owned by Dea Capital, part of the De Agostini Group, is the first one specialized in wine & food in Italy. Its first investment will be Italian franchising chain "La Piadineria". The fund, currently managing 120 million Euros, hopes to increase that sum to 200 by April 2016. Its investors include Daniele Ferrero (Venchi), Oscar Farinetti (Eataly), Claudia Limonta (Rovagnati) and Niccolò Branca (Branca).



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Italian wine meets the world at Vitaly 2015

Good signs from the domestic market and a growing interest for Italian wine from the four corners of the world. This is the main sentiment that emerged from Vitaly 2015, and from some of the producers that made it happen, together with buyers "from 140 countries, 20 more than in 2014, 34% more investments in reception and the cooperation of the Ministry for Economic Development, the ICE agency and the Ministry for Agriculture", commented Ettore Riello, President of Veronafiere. According to renowned vintners such as Zonin 1821, Mastroberardino, Frescobaldi, Masi, Banfi, Umani Ronchi, Biondi Santi, Ferrari, Tommasi, Marchesi di Barolo and Antinori, there were some issues, especially logistical ones regarding Verona itself, but overall, the presence of so many high-level professionals, both domestic and foreign, was a welcome sign, together with the more than 150.000 visitors during the four days of the event. Canada and the U.S., according to Giovanni Mantovani, General Director of Veronafiere, "represent more than 20% of the 55.000 foreign visitors, and Germany, Switzerland and Austria, combined, represented another 25%. Then the UK, with 10%, followed by the Scandinavian countries and Benelux". The next edition will take place on April 10th-13th, 2016, and it will be the 50th edition of the single most important event dedicated to Italian wine in the world. "For the future, we're thinking about events that can entice non-traditional markets as well as the traditional ones, maybe through new formulas", Mantovani added. In his opinion, "the relationship between "Wine Spectator" Magazine and Vitaly is getting stronger and stronger, since "Opera Wine" has exerted a tremendous influence on both North American and Asian markets, their professionals and wine lovers". And, regarding the relationship with ProWein and Vinexpo, "the German fair is much more trade-oriented, and this can be a limitation, but, we've always enjoyed a good relationship with Vinexpo and I'm hoping for more cooperation with them this year", Mantovani concluded.

Focus

Quality exports for Italian wine

Quality wines - that is, DOP or IGP wines - are both helping and defending the growth of Italian wine, according to a round table with ISMEA and the Ministry of Agriculture that took place at Vitaly 2015. In 2014, DOP wines exports reached 2.8 billion Euros and IGP wines exports reached 1.6, for a total of 4.4 billion out of the 5.1 billion total value of Italian wine exports. This is not news. The latest data confirms that this trend is not only holding up, but also growing even more. This is an undeniable blessing, even though it holds a bit of a curse, so to speak, since more than 4 Italian wineries out of 5 (81%) make less than 100 hectolitres of wine, while a mere 0.4% produces a full two thirds of all Italian wines. Italy is the only one out of the three main wine exporting countries in the European Union, together with Spain and France, that has managed to grow both in value and in volume its wines going abroad, and represents a full 20% of the total market. Spain, though, has exported the most wine, at least volume-wise, reaching 22.6 million hectolitres (a 22.6% growth compared to 2013), but only thanks to "on tap" wine, while at the same time, its wine exports have lost 4.6% in value.



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Wine & Food

"Libera": 20 years fighting mafia, through land as well

This week Libera, the association founded by Father Luigi Ciotti in 1995, celebrated its 20th birthday. Twenty years spent reminding society that criminal organizations should be fought by promoting law and justice, and by giving new life to the lands confiscated from mafia bosses, through its 10 Libera Terra cooperatives in Sicily, Apulia, Calabria and Campania. The cooperatives were created to help "with jobs, legal issues, the influence of good practices and respecting the environment through organic cultivations", as Alessandro Leo, President of Terre di Puglia, told WineNews.

For the record

A place forgotten is reborn

According to Oscar Farinetti, the mind behind Eataly, the newest store of its quality wine & food products, in Verona, should be ready by December 8th, 2017. The project,

designed by archistar Mario Botta, will be created in the old ice producing station. Meanwhile, the store in Sao Paulo, Brazil, will open next May 12th.

