



News



The pruner of Jesus' olive trees

Marco Peruzzi from Vinci - born in Tuscany, a gardener by trade and in love with olive trees - is the official pruner of the world's most famous olive trees, those of the garden of Gethsemane in Jerusalem, where Jesus went to pray after the Last Supper. "Whether one is a believer or not", he said, describing the project to rejuvenate the garden and the olive trees, "one feels an extraordinary sensation. One can truly breathe history in this place". An extraordinary olive garden, indeed, where some of the plants' trunk is almost fossilized, but with fresh shoots nonetheless, and one to be tended as well as possible, by hand pruning olive trees that create fruits with a sweet, pronounced flavour.



A family business

Italian wine & food is by and large a "family business", since control of a full 67% of all firms of the sector, regardless of size, is held by a single family. They collectively represent the rock-solid base of a sector that, all in all, has a turnover worth 133 billion Euros, with 1.3 million jobs, and is the second largest producing sector in Italy after engineering. The data comes from a study penned by AUB (AIADF, Unicredit bank and Bocconi University), which also points out that 68.8% of these family firms are over 25 years old, and the capital of almost 3 out of 4 firms (78.9%) is in the hands of the founding family. Moreover, 76.8% of firms has a member of the family at the helm, although 46.9% of them also employ CEOs.

Report

The "Giro" of Italian wine

Stage number 14 of the 98th edition of the "Giro d'Italia" bike race, next May 23rd, will take place from Treviso to Valdobbiadene, the so-called "Prosecco stop-over", marking yet another encounter between the "Giro" and the districts of Italian wine. "It will take place", President of Veneto Regional Authority Luca Zaia said, "in the oldest wine road of Italy" - while Mauro Vegni, General Director of the race, said that "biking and Italian wine & food are two excellences that join one another".



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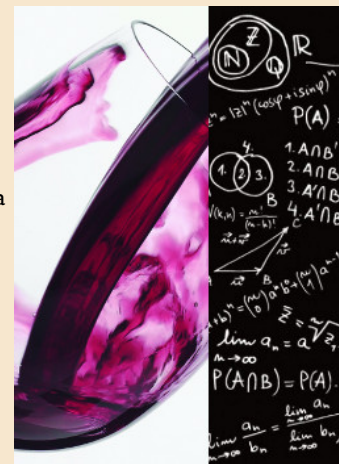
2014, a great year for Italian wines in auctions

2014 has been a great year for Italy on the fine wines market, with the growth of some of the most sought-after brands by collectors and investors not only in Italian sales, but also, and most importantly, on the most important international markets, like New York, Hong Kong and London, in a market that is growing healthily, thanks to Burgundy. And, 2015 looks to be a good year as well, according to the great performances of Italian fine wines on the benchmark of the secondary market, the Liv-Ex, where Italian labels are increasingly traded - Sassicaia, Ornellaia, Masseto, Giacomo Conterno, Tignanello and Gaja above all, which are now capable of going "toe-to-toe" with the great names of Bordeaux and Burgundy. Still, in order to confirm this potential, Italian fine wines will have to increase their average quotations, and look for a growing interest on western markets - not to mention keeping an eye out from newcomers coming from emerging markets like the United States, Spain and Portugal. This, in a snapshot, is the opinion of some of the representatives of some of the main international auction houses (such as Christie's, Sotheby's, Gelardini & Romani, Bolaffi and Pandolfini), as collected by WineNews. "Among Italian wines", David Elswood, head of Christie's wine department, stated, "2014 has been a great year for "the usual suspects": Masseto, Ornellaia and Giacomo Conterno". For Sotheby's, though, France still rules, but Italy is right on its heels, "with an impressive growth of the average price per bottle: a 47% increase, reaching 253 Dollars", as Jamie Ritchie, CEO and President of Sotheby's Wine in America and Asia, pointed out. From Italy, Raimondo Romani of Gelardini & Romani Wine Auctions stated that "there is still no contest with Bordeaux, but 2014 has been a great year nonetheless", while Francesco Tanzi of Pandolfini told WineNews that "the usual 10 labels are the most performing ones, and they drive the results of many of our auctions up", while for the "newcomers" of Bolaffi, "the fine wines market is more prosperous as ever", as stated by Luisa Bianconi, head of their wine department.

Focus

The perfect wine is "mathematic"

Winemaking has enjoyed the help of many sciences in its millennia-old evolution, together with the know-how of experts and winemakers - and today, one more is coming to the help of vintners dealing with increasingly more difficult vintages: that is, mathematics. Italian-German firm Ors Group, together with Turin University, Cornell University and the Winemaking Institute "Umberto I" of Alba has created a software, called "Algo-Wine", in order to let one reap the best possible results from a vineyard, allowing to harvest at the right time through the forecast of optimal maturity, and therefore minimizing costs as well as optimizing the harvest. But how? Through the use of complex mathematical, statistical and econometric algorithms, which process a dizzying amount of "big data" related to parameters such as light quantity, heat, altitude, the kind of soil, the position of vineyards, the weather and even dew - and that, based on the kind of wine to be produced, can anticipate the maturation curve of the grapes and, through the segmentation of the vineyard in homogenous areas, can allow for the calculation of the optimal time for harvesting.



Wine & Food

"For our government, cuisine is not culture", says Marchesi

According to chef Gualtiero Marchesi, the true godfather of modern Italian cuisine, "The Italian government does not consider cuisine as culture, while in other countries, France included, it is considered as such: something must be done regarding this issue". Marchesi issued its wake-up call to Italian Minister of Agriculture Maurizio Martina during the opening of "Seeds & Chips", the first international salon on digital start-ups and firms dedicated to wine & food (Milan, until March 29th), where the Maestro, aged 85, is present with its Academy.

For the record

Pizza and the UNESCO heritage

Pizza is without a doubt the single most liked, and most known, Italian food in the world - and according to many, with 300.000 signatures in favour, it might soon receive the acclaim it deserves: that of becoming an Immaterial Heritage of Humanity of UNESCO as "The Art of Neapolitan Pizza makers". The answer will come in 2016.

