

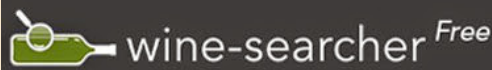


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News



A partnership is born

Wine-searcher.com, the most visited website in the world for wine quotations, based in New Zealand, boasting over 4 million unique visitors per month and over 12.000 followers on Twitter, and WineNews, the first wine-related website in Italy, with 400.000 unique visitors a month and 10.000 followers on Twitter, have officially signed an agreement which will allow both news outlets to reprint up to three news items from each other's newsroom per month, highlighting and crediting the original publisher in the respective pieces. The deal, furthermore, is a sure sign of an ever-greater interest for Italian vintners and wine from the international press.



Food for growth

After an average yearly growth of around 9% from 2009 to 2013, Italian wine exports have grown a "mere" 1.4% in 2014, reaching 5.11 billion Euros in value, and almost exclusively thanks to sparkling wines. The writing's on the wall - in order to grow more, Italian wines need to reach a better price position overall, because between 2007 and 2013 average prices for wine exports grew 35%, going from 1.83 to 2.47 Euros per litre, but more needs to be done on this front. The devaluation of the Euro, and a stronger U.S. Dollar will surely help, since two thirds of our exports go beyond European borders, but we are already leading in major markets, and growth in volume is a tricky proposition. Two things, then, are paramount: growth on emerging markets, and a higher price per litre on mature ones.

Report

The year of Il Marroneto

2010, according to international critics, has been a "perfect storm" of a vintage, but one vintner in particular has emerged. It is Alessandro Gori's Il Marroneto, which received both Robert Parker's "The Wine Advocate" magazine (whose Italian editor is Monica Larner) fabled 100/100 for its Madonna delle Grazie, together with Tenuta Nuova 2010 Casanova di Neri, and a 99/100 from "The Wine Enthusiast Buying Guide", according to the May 2015 issue of the U.S. magazine, by Italian editor Kerin O'Keefe.



First Page

"Leonardo's vineyard" at the Milan Expo

Expo 2015 Milan is going to be the global forum for one of the vital themes of the future of humanity, "Feeding the Planet, Energy for Life". But it will also be a sort of wine & food Wonderland, so to speak. One of these wonders is without a doubt going to be the "Vineyard of Leonardo da Vinci", which will be recreated in the "Casa degli Atellani" palace, built in the 15th century and a stone's throw from the church of Santa Maria delle Grazie - which, incidentally, houses one of the most famous and iconic paintings of the Tuscan genius, "The Last Supper". Thanks to the expertise of Professor Attilio Scienza, one of the leading experts of viticulture the world over, to the intuition of critic Luca Maroni - who also authored a book on this very same subject, titled "Milano è la vigna di Leonardo" and soon to be published - and to the fundamental contribution of Italian farmers association Confagricoltura, then, the palace grounds, currently owned by the Castellini Baldissera family, will become once more the residence of a vineyard. It is going to be the very same vineyard that Leonardo da Vinci received as a gift from Ludovico il Moro, Duke of Milan, back in 1498, as a token of the gratitude for the many years that the painter, sculptor, inventor, writer and all-round genius spent at the court of the Sforza family. The project is without a doubt a marvellous historical and cultural undertaking. It will be in the same location that Confagricoltura will use for its "off-salon" activities during the Expo, and also has a fascinating story. Following the research Luca Maroni conducted on the matter, together with the nephews of Piero Portaluppi, the architect who oversaw the renovation of the palace in the 1920s, the original DNA of the plants was found, all the way from the ashes of the few surviving plants, which burned down in 1943 and were subsequently identified as belonging to the Malvasia di Candia variety. Now, thanks to a marriage between science, entrepreneurship and philanthropy, the vineyard of Leonardo da Vinci will once more be in Milan, right in the heart of the Expo 2015 city.

Focus

"Art and Wine" join hands in Verona

The myriad of representations over the centuries of the relationship between man and wine - including the daily labour of man in the fields, the harvest, the relationship with land, the passing of the seasons, the rites of conviviality, the joy of the feast and so on - will be the theme of "Art and Wine", the very first art exhibit of its kind solely centered on this topic. It will open at the Palazzo della Gran Guardia, in Verona, starting next April 11th until August 16th. Among grape bunches, chalices, toasts, green leaves, land, little angels and satyrs harvesting, the visitor will enjoy examples of some of the finest art ever dedicated to wine. There are more than 170 pieces from over 90 private and public collections, dating from the Renaissance all the way to the twentieth century and signed by names such as Tiziano, Guido Reni, Annibale Carracci, Giuseppe Maria Crespi, Peter Paul Rubens, Giulio Carpioni, Bassano, Giovanni Battista Tiepolo, Boccioni, Depero, Balla, Guttuso and Picasso. The exhibit is undoubtedly one of the most important cultural events of the year in Italy, not to mention one of the most intertwined with the 2015 Milan Expo and its theme, "Feeding the Planet, Energy for Life".



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Wine & Food

"On tap" DOC and DOCG prices paint a healthy picture

The "On tap" wines are an important sign for the Italian market, even though their market share in exports is dropping. According to a ranking compiled by WineNews from ISMEA and "Il Corriere Vinicolo" data, the top-priced three denominations for this kind of wine are Brunello di Montalcino, at 792.5 Euros per hectolitre (although the 2010 vintage is sold out already, according to the Consortium), Barolo (712.5 Euros) and Nobile di Montepulciano, at 347.5 Euros per hectolitre, followed by Barbaresco (311) and Pinot Grigio Alto Adige (247.5 Euros).

For the record

200 chefs in Milan for "Identità Expo"

200 chefs will become food science teachers for "Identità Expo" - a temporary restaurant at Expo 2015, where international and Italian top-tier chefs, such as Massimo

Bottura, Carlo Cracco and Davide Oldani, will not only cook, but also explain the deeper and truer meaning of food, cuisine and their respective cultures.

