



News



Ornellaia for art

The latest edition of the charity auction "Ornellaia, Vendemmia d'Artista", took place in Basel last week, and raised over 202.700 Euros, bringing the grand total of funds raised by the Tenuta dell'Ornellaia social project to over 1.5 million Euros in the last seven years, which will go to art foundations all over the world. Swiss artist John Armleder interpreted the 2012 vintage through its Ornellaia 2012 "L'Incanto", and the auctioneer was none other than Stephen Mould, Senior Director - Head of European Wine Department of Sotheby's. Funds raised by the 9 lots, each composed of 9 of the special bottles signed by Armleder, will go to the Fondation Beyeler in Basel (www.ornellaia.com).



The "Charter of Milan"

The Expo has just opened its doors, but the "Charter of Milan" was officially launched last Tuesday. The document, according to its backers (led by Italian Minister for Agriculture, Maurizio Martina), will be the intangible heritage of the Expo, which ideally commits citizens and institutions to work together to grant the right to food, food sovereignty, access to land, education, technology and everything related to food for all mankind; from fighting exploitation to protecting biodiversity, food education in schools as a tool for "global health", and combating food waste, because otherwise producing more would be pointless: all good intentions, and more than commendable ones. Now, though, beginning with the Expo, they have to be translated into facts.

Report

The "formidable role" of wine

According to renowned art critic Philippe Daverio, "the landscape of Europe would not be what it is without vineyards. The landscape, the conformation of the hills and the buildings create perfect harmony and that perfection ends up in the glass. Its beauty", he went on, "is the product of mankind's relationship and intervention with nature, since sometimes nature is not perfect. In the last 50 years, though, we have not been as careful, and we must admit that", the founder of the "Save Italy" movement concluded.



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First Page

Quality takes centre stage at the Expo

Yesterday, together with the 2015 Milan Expo, the "Vino - A Taste of Italy" pavilion also opened its doors. It is a time travel to the past, present and future of Italian wine under the banner of absolute quality, and a tour of the nectar of Bacchus in Italy with over 1.400 wines of the most important denominations from Piedmont (Asti, Barolo, Barbaresco, Alba Langhe and Dogliani, Barbera and Vini del Monferrato, Gavi, Brachetto and Vignaioli Piemontesi, all under the "super-consortium" "Piedmont Land of Perfection"), to Tuscany - Brunello, Chianti, Chianti Classico, Nobile, Vernaccia and Morellino - all the way to Veneto, with the consortiums of Valpolicella, Soave and Prosecco D.O.C.G., Apulia, Sicily and so on. The pavilion is the first one dedicated to wine in the history of Universal Expositions, and will include Domus Vinii, a Library, the Hall of Glasses and Colours of Wine, the Tunnel of vintners and aromas and the Future Wineshop, with art, history, territories, education and training for all ages. The official inauguration will take place next May 23rd, with Italian Minister for Agriculture Maurizio Martina, the heads of Veronafiere-Vinitaly, the Scientific Committee and architect Italo Rota. And, from wine to food, the debate on quality is front and centre, since, as Italian farmers Association Coldiretti stated, "it is a great opportunity to showcase our food style, which is one of our most important assets" (Coldiretti also presented Heads of State, institutions and visitors with a pack of fava beans and pecorino cheese, a traditional farmer meal on May 1st). Quality, though, cannot exist without the biodiversity of Italian territories, and many events will allow visitors to see them during the Expo, from Franciacorta to Chianti Classico (with the "Black Rooster Expo"), and Valpolicella and Langhe, a UNESCO World Heritage, connected to Milan by a special "Barolo Express". A moment of reflection on the environment will be offered by "Il Pianeta che ci ospita" ("The planet that hosts us"), a short movie by filmmaker Ermanno Olmi which will be shown at the Expo's Slow Food Theatre - not forgetting the eleventh commandment of the friars of Assisi: "Thou shalt not waste food".

Focus

Italian wine's "top 100" turnovers

Taken together, the top 100 Italian vintners are worth 5.1 billion Euros in turnover (2.9 billion from exports), which is more than half of the turnover of the entire sector and more than 50% of exports. Italian journalist Anna Di Martino penned the ranking, which paints a picture where these 100 firms are an ever-larger part of the Italian market, and where the contrast between private firms and cooperatives is growing. If one considers the ratio between EBITDAs and turnovers, though, the very first place goes to Tenuta San Guido, owned by Nicolò Incisa della Rocchetta (Sassicaia), with a 59.2% index, followed by Marchesi Antinori, with a 41.6% ratio, and by Sicilian winemaker Cusumano, 33.8%. Generally speaking, among the 14 private firms over 100 million in turnover, 8 are private and 6 are cooperatives, and Santa Margherita has enjoyed the highest growth - 7.81% in 2014. If one considers the ranking for turnovers alone, instead, cooperatives literally rule the podium, with Cantine Riunite (536 million), Caviro (230.1) and Mezzacorona (171.1), swiftly followed by Marchesi Antinori (169.5 million), Fratelli Martini (160.3) and Zonin 1821 (160).



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Wine & Food

The story of the relationship between migrants and wine

"Nel solco degli emigranti. I vitigni italiani alla conquista del mondo", curated by Flavia Cristaldi e Delfina Licata and recently published by Mondadori Editore, tells many anecdotes about the relationship between migrants and wine - like vine shoots hidden in chicken cages or the names of streets in Brazil, christened with the names of the varieties brought by Italian immigrants at the end of the 19th century. The book was born out of a study conducted by Rome University "La Sapienza", the Migrantes Foundation and the Italian Geographical Society.

For the record

Italian wine exports hold in the States

Italian wine is still king of the hill in the USA, even if it has dropped 0.5% in volume and 4.5% in value in the first two months of 2015 compared to 2014. The data is from Lucio

Caputo's Italian Wine & Food Institute. Considering the massive drop in wine imports in the States (24.7%), though, it is still good news indeed.

