



# Italian Weekly WineNews.it



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## News



### Gelardini & Romani in HK

Fine wine auction house Gelardini & Romani has bet on Hong Kong since 2010, when the epicentre of wine auctions was slowly but surely moving eastward. A prescient decision, judging from the results of its latest auction, "Grands Crus of Italy", where over 80% of the 980 lots for sale, were Italian wines (from Masseto to Sassicaia to Brunello di Montalcino) and Bordeaux and Burgundy made up the rest. 98% of those lots changed hands, for a total of over 500.000 Euros - quite a lot, especially if one considers that G&R's strategy is not to bet on the great Italian and French classics, but rather to propose new, different and generally more affordable wines.

## First Page

### A complex Q1 2015 for Italian exports to the US

The latest news regarding Italian wine exports to the United States of America - the most important foreign market for Italy - from the Italian Wine & Food Institute, led by Lucio Caputo, paint a somewhat complex picture. According to the Institute's data on the first three months of 2015, exports have gone up 1.3% in volume, but overall value has dropped 6.3% year-over-year. Volume-wise, this is good news, if one considers that total wine imports in the States have dropped 9.5% in volume, and Italy's main competitors have dropped, in some cases, more than twice that. Argentina plummeted 26.1% and Australia dropped 20.7%, Chile is down 15.5% and Spain dropped 1.4%. "These drastic reductions", the Italian Wine & Food Institute stated, "have been caused by an equally massive drop in exports of "on-tap" wines from Australia (42.8% less), Argentina (42.4%) and Chile (26.1%)". France was Italy's only direct competitor that managed to avoid this outcome, scoring a growth of 6.9% in volume in exports towards the United States. Value-wise, according to Lucio Caputo, President of the Italian Wine & Food Institute, the situation is more complicated: "for the first time", Caputo explained, "a general downward trend took place, and that is due to the variations in the exchange rate between the Euro and the Dollar, with France benefiting". Italy has gone from 568.710 hectolitres - worth 316.229.000 Dollars, in the first three months of 2014, to this year's 575.970 hectolitres (worth 296.224.000). Italian wines still hold 27.7% market share in volume and 33.5% share in value, with Italy still firmly in the lead on both fronts, while Australia's total market share is now 19.2% in volume and 11.1% in value. Italian sparkling wines, on the other hand, seem to play by their own rules, since they've grown 36.2% in volume and 16.6% in value, and their market share reached 59.4% in volume and 31.8% in value. Overall, American imports in Q1 2015 have reached 2.080.760 hectolitres, worth 883.043.000 Dollars: 9.5% drop in volume and 3.3% drop in value over Q1 2014.



### Messages from Expo

The first weekend of the Expo closed with over 650.000 visitors, and its opening also collected a lot of messages and statements from public figures. The first, of course, considering the theme that let Milan win the event itself a decade ago - "Feeding the Planet, Energy for Life" - comes from Pope Francis, "Remember those who go hungry. Expo should not be a paradox of abundance". Then came Prime Minister Matteo Renzi's comment, who said, "Italy's tomorrow begins here, because through Expo we will show the world we are proud of our roots and our traditions. Let's stop the complaining". The same message that the Minister for Agriculture, Maurizio Martina aptly summed up in a single hashtag: #stupiamoilmondo (let us astonish the world).

## Focus

### Inside "Vino - A Taste of Italy"

"Palace Italy" is in front, the Tree of Life is on the left, and then just a few steps more and one finally enters "Vino - A Taste of Italy", the wine pavilion that WineNews visited first-hand (<http://goo.gl/Xp4X4Y>). The visit begins at Domus Vinii, filled with history and reproductions of Roman and Etruscan frescoes, together with more modern "odes" like Luigi Veronelli's famous "Wine is land's song to the sky". Then come video-installations and animation on Italian territories and their wines, with their colours shining from inside great cruets. There is also the role of Bacchus in the Commedia dell'Arte and Operas, around the "sea of wine". Technology is employed to let one bathe in the aromas of wine, with a big sparkling cork sailing in the air in the middle of a "constellation" of territories, all above a "sea of chalices". On the first floor, the "wine library", where dispensers allow one to taste 1.400 wines from all over Italy, equally engaging both touch and taste senses. The pavilion has already made quite the impression on more than a few VIPs, from Italian Minister for Economy Padoan and the American Ambassador to Italy Phillips to film producer Aurelio De Laurentiis.



## Report

### An asteroid called "Chianti"

Naming an asteroid "Chianti", just like one of the most renowned Italian wine territories, might sound like nothing more than a publicity stunt at first glance, but that's exactly what might happen, because the International Astronomical Union of Paris is evaluating such a candidature. The request, courtesy of astronomers Emanuele Pace and Mauro Di Martino, was presented by the Astronomical Observatory of Chianti, and proposes to give the name "6851 Chianti" to asteroid 6851 (1981 ROI).



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## Wine & Food

### Biodiversity in food and art at the Milan Expo

Biodiversity notoriously abounds in Italy, and the Expo is surely a "spokesperson" of sorts for the relationship between food and landscapes. Eataly, the quality food chain created by Oscar Farinetti, has chosen to celebrate exactly this theme with its "The Treasure of Italy" art exhibition - more than a hundred works of art from the Middle Ages to today - selected by art critic Vittorio Sgarbi, gathered in a single place to show how Italy is inherently characterized by biodiversity in the eyes of artists such as Tiziano, Donatello, Perugino, Mantegna, Sironi and Pomodoro.

## For the record

### Italian wine and charity hand in hand in NY

At the recent "Taste of Hope" fundraising evening, the American Cancer Society has raised over 200.000 Dollars. The New York event hosted more than 800 guests,

and their glasses held lots of Italian wine, offered by Banfi, Ferrari, Cantine Lunae, Terredora, Zonin, Consortium DOC Sicily and Vinitaly International.

