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# Italian Weekly Wine News.it



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## News



### Alba's truffles get Presidential

As the white truffle season ramps up in Alba, quotations have grown between 12% and 27% in a matter of days. In the meantime, Alba's 81st International Fair of White Truffle paid homage to four great personalities with its "special" truffles: stylist Tommy Hilfiger, pianist Giovanni Allevi, Prince Albert II of Monaco and the Italian President of the Republic Giorgio Napolitano, who received a 9.7 ounce "Tuber Magnatum Pico" for the 150th anniversary of the unification of Italy. The first ceremony took place in 1949 with Rita Hayworth, and has lived through the 20th century with names such as Churchill, Kennedy, Krushev, Marilyn Monroe and Pope John Paul II.

## First Page

### Supertuscans become an economic haven for Asia

A new record quotation for Tenuta dell'Ornellaia's Masseto: 9.597,20 Euros for a 2006 Imperial bottle, sold on October 6th at Gelardini & Romani's auction house in Rome. The results of the first competitive sale of the major Italian auction house specialized in wine were quite flattering, with 93% of base catalogue value being sold and an average raise of 42% from starting prices, for a total income of more than 205.000 Euros. Results that confirm both the role of fine and collectible wines as an alternative investment route when the bear lingers on trading floors worldwide, and the durability of their market when the outlook of the whole global economy is anyone's guess. The market of fine and collectible wines is confirmed as being one of the farthest from the consequences of the worldwide economic slump, and on the heels of the results of this sale comes the news that Gelardini & Romani decided to set up shop in Hong Kong - world capital of fine wines, with a sales volume of around 400 million Euros for wine auctions in 2010 alone - on November 19th, for an Italian-only competitive sale. During the Rome-based sale Tenuta dell'Ornellaia's Masseto towered uncontested, with its 2006 Imperial bottle sold for 9.597,20 Euros in first place and a double magnum of Bolgheri's Merlot a worthy second, with a final price of 2.399,30 Euros. Some "beta" bottles of Sassicaia, prototypes of the extraordinary wine that Mario Incisa della Rocchetta strongly wanted to create, also registered a noteworthy success - with a 1967 and a 1964 specimen sold for 2.279,34 and 1.914,44 Euro, respectively. Extraordinary prices indeed for these bottles of "Sassicaia before Sassicaia", significantly higher than any other Italian wine has ever managed to reach at any auction sale worldwide. Even better than the great wines from Bordeaux and Burgundy, which, quite predictably, finally seem to have had their prices stabilized after more than two years of unbelievable increases in prices, which had made their quotations prohibitive.

New date. Same passion.

Verona  
25 - 28 marzo 2012

SMS

### Why an Italian Weekly?

With Italian Weekly, Winenews.it has decided to dedicate part of its information output to an international audience. We have for some time now felt the need for a first-hand account of the Italian wine universe and we are pleased to present our newest product to you, which caters to that need. Our aim is not to replace anyone's role in reporting about our country's wines, be it from Italy or elsewhere; our goal is to spread any news that's fit to print as far as possible and as objectively as we can regarding one of the most important winemaking realities in the world. As always, we appreciate your feedback, but in the meantime, please enjoy our little "message in a bottle"!

## Focus

### Italy's Fantastic Four 2012

...and here's the Italian "Fantastic Four": Giacomo Conterno's Barolo Monfortino Reserve 2004, La Cerbaiola-Salvioni's Brunello di Montalcino 2006, San Guido Estate's Bolgheri Sassicaia 2008 and Gianfranco Finò's Primitivo di Manduria Es 2009 were awarded top marks by five of the most renowned Italian wine guides (L'Espresso's "Vini d'Italia", Gambero Rosso's "Vini d'Italia", Ais-Bibenda's "Duemilavini", "I Vini di Veronelli" by Veronelli and Slow Food Italy's "Slow Wine"). According to our analysis, the guides provide a consistent snapshot of Italy's oenological situation, and the results crown Tuscany's Montalcino and the Langhe region of Piedmont as the "promised lands" of Italian wine, together with the traditional Tuscan inventiveness of the Supertuscans and an alluring example of the potential of southern Italy. The four wines were awarded top marks, regardless of the evaluation process: the "Three Glasses" by Gambero Rosso, the "Five Bottles" of L'Espresso, the "Three Stars" by "I Vini di Veronelli", the "five bunches" by Ais-Bibenda and the "Grandi Vini" by Slow Food Italy, which are awarded to the wines that are the absolute best from an organoleptic point of view.



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## Report

### Eataly NY crowned

Innovation sometimes dons the green, white and red: the 2011 edition of the World Retail Congress, one of the most renowned events dedicated to the retail universe, recently saw Eataly's NY concept store (at 23rd and 5th in Manhattan) grab the Retail Innovation Award. The store, created by Oscar Farinetti, Joe Bastianich and Chef Mario Batali, sees upwards of 15.000 people in love with Italian flavours go through its doors every day. It's in the U.S., but its know-how and spirit are 100% Made in Italy.

SCOPRI LE NOSTRE CANTINE

## Wine & Food

### Heady times for Italian oil on foreign markets

Extra virgin olive oil from Italy keeps on heading over national borders, due to an increase in consumption in Germany, France and the UK, where the "green gold" enjoys a 74%, 33% and 55% market share - according to data from Unaprol, Italy's oil producers' consortium - and thanks to the 4,5 million Euros promotion plan created by the EU and Italy's Ministry of Agriculture Policies. It's also "new oil" time already, and this year's harvest, says Italian farmers' association Coldiretti, will experience a drop in quantity between 10% and 50%, but product quality will be very good.

## For the record

### Marchesi and McDonald's: what an odd couple

A fast food chain and the father of Italian cuisine, shoulder-to-shoulder: who would've thought? The "odd couple" just debuted in all of McDonald's Italian outlets. The

Master Chef concocted 3 inventions: 2 burgers, "Adagio" (with eggplant) and "Vivace" (with spinach), and "Minuetto", a panettone-flavoured tiramisù.

International Exhibition Management PRESENTA

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