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News



An Italian culinary mash-up

“Gelinaz!” (www.gelinaz.com), was created in 2005 as a sort of jam session that allowed members of the international haute cuisine club to meet each other; a group held together by the creativity of Andrea Petrini, one of the 13 “Gods of Food”, according to “Time” magazine. Each year, Gelinaz allows great chefs such as Albert Adrià, Alex Atala, Alain Ducasse, René Redzepi, and Massimo Bottura, to meet in the kitchen. It is a big family that will now give way to “The Grand Gelinaz! Shuttle”, the project that, from July 5th to the 9th, will see no less than 37 great chefs from the world over meet and experiment as well as swap restaurants, larders, staff and recipes.



Hold the English, please

“Enough with words and terms from the English language. Let’s go back to the language that has its roots in the identity of our territory”. The message - which has detonated in a world that can scarcely hold the effects of linguistic globalization at bay, in kitchens as well - comes from Giovanna Frosini of the Accademia della Crusca, and was sent during the Artusi Festival in Forlimpopoli. The challenge entails “going back to the spirit of Pellegrino Artusi, who, at the end of the 1800s, freed the language of cooking from French sounding terms, and this is what needs to be done today regarding English”. It will not be easy, because this is part of a more complex problem. But, since our cuisine is the very emblem of Italy in the entire world, why say it in English instead of the language of Dante?

Report

Pietrasanta to lead MTV

Wine tourism in Italy, today, is worth over 5 billion Euros, and a lot of it is due to the efforts of the national “Movimento Turismo del Vino” association, or MTV, which has created many different initiatives, like “Cantine Aperte” and “Calici di Stelle”, since its inception back in 1993. Starting this Thursday, following Daniela Mastroberardino, the Movement will be led by Carlo Giovanni Pietrasanta and Serenella Moroder is the new Vice President (www.movimentoturismovino.it).



First Page

Average price going up for Italian wine exports

Italian wine exports are currently in a very positive phase that is seeing them re-qualified, in a sense, according to the latest round of data dedicated to the matter. This upgrade process, according to an analysis penned by Unione Italiana Vini (UIV) views wines protected by either a Denomination (DOC or DOCG) or geographical indication (IGT) as the main protagonists, since they make up the lion’s share of non-sparkling Italian bottled wine exports. Exports of DOPs have gone up constantly from 2010 to 2014, going from 1.5 to 1.8 billion Euros in value. In 2010, 30% of all exported wines were priced under 3 Euros (for 450 million Euros in value), but now this segment has all but dried up, dwindling to a minuscule 3%. The 3 to 5 Euros range is the one that has grown the most, from 2010’s 752 million Euros to the billion Euros of 2014, reaching 60% of the total. The tier of wines priced 5 to 7 Euros has done even better, since it has doubled its market share (17% to 33%), and with turnovers growing, remarkably, even more than that, from 255 to 610 million Euros. Even top tiers, especially over 9 Euros, are doing fine. They have reached a 4% share in 2014, mainly due to a slower repositioning of Italian wines on the most lucrative markets. IGP wines are comparable but, unlike DOP wines, 2014’s growth has not stopped them; it has instead made them reach a record 1.3 billion Euros in value, from 2010’s 979 million. The “basic” tier, below 2 Euros, on the other hand, has managed to hold on to its value (200 million) while it has lost quite a bit of the share, going down 9 points to 17%. The difference benefited wines priced between 2 and 3 Euros during 2010, reaching 442 million, but going back down to 363 in 2014, or from 38% to 28%. Growth, then, is all for the upper tier, between 3 and 4 Euros - 200 million in 2 years, for a share of the total up 12 points to 32%. The very top tiers have also gone up, but at a more moderate pace. The 4-5 Euros range is currently at 13%, going up 40 million, but the top one, over 5 Euros, has gained 30, for an overall unmodified share of around 11%.

Focus

How to “break down” a bottle of Amarone

Tasting a wine is, first of all, a sensory, gustatory and olfactory experience. Which molecules, though, “strike” our senses when we drink, and what is the difference between an olfactory analysis and a gustatory analysis? Professor Thomas Hofmann, of the Food Chemistry and Molecular Sensory Science Department at Technische Universität in Munich, and one of the leading experts in the field, tried to answer that question, and has explained his answer during a guest lecture called “Nature’s chemical signs of smell and taste: from molecule to wine perception”, hosted by Verona University during a meeting dedicated to “Research and Innovation in the wine industry by the Universities of Veneto”. Hofmann started his research in 2008, when he selected a bottle of Valpolicella Classico 1997 Tedeschi to find out how to break the wine down to its base smell and taste chemical components. Identifying the chemical molecules that strike our senses is the true scientific and psychological frontier of wine taste analysis. During his research, Hoffman found out that identifying 28 key olfactory compounds and 35 main tastes is enough to properly “reconstruct” a bottle of Amarone.

WINE SIMPLIFIED
The taste and feel of the Italian wine experience can be reproduced with only 28 chemical compounds, according to scientists.

- Basic Astringent**
 - ED Catechol acid
 - Hexyl ferulate acid
 - ED 4-Hydroxybenzoic acid
- Basic Astringent**
 - Sulfic acid (sulfuric acid)
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
- Bitter Astringent**
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
- Flavor Astringent**
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
- Sweet & Mouthful**
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
- Salty**
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
- Sour**
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid
 - ED Hexyl ferulate acid



Wine & Food

Expo’s mile-long pizza sets a new world record

1.7 tons of flour, 1.5 tons of tomato sauce, 1.7 tons of mozzarella cheese, 150 litres of olive oil, all “Made in Italy”, of course. The result was almost a full mile of pizza (1595.45 meters), shattering the old Guinness World Record for the world’s longest, and was created at the Expo by 80 volunteer pizza makers on the Italian National Pizza Makers Team. The record, according to some, like Expo Commissary Sala and Italian Minister for Agriculture Maurizio Martina, could help consolidate the candidacy of pizza a UNESCO world heritage.

For the record

RCS and Vinalty Wine Club to join forces

Italian publishing conglomerate RCS has teamed up with Vinalty Wine Club to dip its toes into the Italian wine e-commerce arena, with its digital wine shop (using the name of its long-time daily newspaper, “Corriere della Sera”). The shop will sell around 1.300 wines and will feature a club whose members will get a set of bottles each month.

