



Italian Weekly Wine News.it



Issue 206 - July 5th-11th, 2015 - Expressly for wine lovers, professionals and opinion leaders the world over
Registration number 709, Courthouse of Siena, March 31st, 2001 - Editor-in-chief: Alessandro Regoli

News



Expo Stamps

Lately the whole world has been travelling to the Milan Expo, but now Expo will also be able to travel to the 4 corners of the planet with the series of stamps celebrating the Universal Expo issued by the Italian Post Office, and presented today. The stamp portrays "Foody", the official Expo mascot printed in 1.6 million copies, as well as a sheet of 15 stamps (400.000 sheets) depicting reproductions of woodcuts taken from an ancient volume entitled "Of Agriculture" by G. Tatti published in 1560 by Sansovino and depicting wheat, fish, fruits and vegetables, and the Expo Milano 2015 logo (www.poste.it).



Gourmet?

In China, eating dog meat "is a cultural factor. Aren't we offended about eating rabbits, cows or goat in Italy?" retorted Piero Ling, coordinator of the newly established China Slow Food, at Expo, presenting the arrival of the Celestial Empire "Snail". After the "green light" from the Chinese Ministry of Agriculture, he said he did not justify the practice, but "there are battles and there are also other cultures. Should we stop bullfighting and the Palio in Siena? Can we take away everything? And all become vegetarians? Unfortunately, in times of famine we ate everything, in China, like everywhere else in the world. Of course, not all Chinese eat dog, but it does make the news". It's a matter of gourmet points of views.

Report

Italy, China and Bordeaux

the value of Italian wine exports to China has doubled in 2015 (20.3%) over 2014, which is why 27 top wine influencers from China and Hong Kong, will be in Italy from July 6 to 11th, to take part in the workshop "Italy in China", by the Istituto Grandi Marchi and Italian Wine Consortium. Vinitaly instead will represent Italy at the Shanghai Wine & Dine Festival in n China from the 18-20th. France is not sitting on the sidelines, though, as Bordeaux wines have been recognized "Geographical Indication" in China.



CONSORZIO PROMOZIONE CARIGNANO DEL SULCIS



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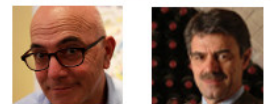
Italians and food: close up and personal

The Italian food model is a true snapshot of our society and what we culturally hold most dear; namely, food. On the other hand, the relationship with food has experienced some pathological social dynamics, like widening the gap of inequalities and of social groups with specific nutritional hardships, as the study "Italians and food – a relationship to share" carried out by Censis Foundation for the Italian Pavilion presented on July 4th showed. The results revealed ten strengths regarding the complexity and potential of Italian food. First, food has a new central role in Italy's recovering economy: central to its scarcity in farming, not as central in compulsive consumption of cars, clothes and houses, then once again central in austere Italy and using restricted incomes intelligently. Italians have also become a nation of enthusiasts, connoisseurs, and food experts. Out of the 46 million Italians who know, narrate and are passionate about food, 29.4 million are called enthusiasts, 12.6 million are considered connoisseurs, and 4.1 million see themselves as true experts. Food is lots more than a functional tool or pure passion for Italians; it is identity healthy, fun, and conviviality. The 36.6 million Italians, who dine out, do it to socialize, but there are 50 million who claim they eat Italian dishes and of these, 43.9 million do so regularly. Food tyranny however, does not win out, because typical for Italians means the sum of local and typical foods. Quality is the number one selection criteria for Italians, but daily eating allows for traditional products, frozen foods, fast foods and vegetarian restaurants, another source of Italian food strength, which is continuing to grow abroad. And then there is the passion for street food for 35.6 million Italians, especially the Millennials that are particularly passionate about the immense subject of food. Italian street fooders consume pizza slices, fries, wraps and sandwiches, as well as kebab, falafel and noodles. The undisputed queen of Italian street food is pizza, eaten by 33.6 million of italians, 11.9 million of which, on a regular basis.

Focus

"Top 5 italian master winemakers"

While Italian wineries are undergoing a profound generational change, the UK magazine "The Drinks Business", has chosen 5 irreplaceable faces in the Italian wine world. The "Top 5 Italian Master Winemakers" are: Diego Planeta, Renzo Cotarella, Sandro Boscaini, Cristina Mariani-May and Aldo Vajra. Diego Planeta he founded his own company in 1995, revolutionizing the Sicilian wine profile "with a Chardonnay that nobody believed came from the island". Aldo Vajra grew up in the vineyards of Barolo and with his passion, became a reference point. Renzo Cotarella has linked his name one of the most prestigious producers, Piero Antinori, at whose side he led the boom of the wine brand. And it is no coincidence that Sandro Boscaini (Masi) has been renamed "Mister Amarone" and it is thanks to him that today the great Venetian red is known throughout the world. Finally, a woman; one of the few to have played a prominent role not only for the success of a company, Banfi, but also for an entire territory, Montalcino: Cristina Mariani-May.



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Wine & Food

Leonardo and food

"Leonardo was not a vegetarian. From Leonardo's shopping list to Enrico Panero's recipes"(Maschietto editor), the original volume published for Expo, with a preface by the Patron of Eataly, Oscar Farinetti, and an unpublished portrait of Leonardo by Agnese Sabato and Alessandro Vezzosi of the Museo Ideale Leonardo da Vinci. The book is also a cookbook with 15 recipes by Enrico Panero, chef of Ristorante Da Vinci at Eataly Florence, taken from Leonardo's shopping lists found in documents and codes.

For the record

Champagne and Burgundy Unesco sites

Following Langhe and Monferrato and the Val d'Orcia with Montalcino, home of Brunello wine, Champagne will also join the list of the Unesco World Heritage Sites, in the cultural

landscape category and Burgundy cultural heritage. France now "ties" with Italy's two wine regions on the list of the Unesco.

