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## News



### The encyclopaedia of food

During the meeting titled "Il cibo in testa", which recently took place at "The Waterstone", a veritable encyclopaedia of food was presented to the public. It is called "Cultura del Cibo" ("Culture of Food"), published by Utet Grandi Opere ([www.utetgrandiopere.it](http://www.utetgrandiopere.it)) and curated by Massimo Montanari, Françoise Sabban and Alberto Capatti. The book aims to tell the story and the connections of food with the many disciplines of knowledge, through no less than four volumes, dedicated to the cultural areas in the world, food traditions, Italy - with its unparalleled food variety - and, finally, the role of food in arts and culture, respectively.



### Ferrari-Pavarotti-Lambrusco

The land of Ferrari and Pavarotti is the same as the most famous balsamic vinegar in Italy, not to mention Parmigiano Reggiano, prosciutto, mortadella, culatello and Lambrusco. And of course, Massimo Bottura as well, who has become one of the world's very best chefs. To give this awesome territory the notoriety it deserves, both private firms and public institutions in Modena created the "Discover Ferrari & Pavarotti land" project. Every day, for the duration of Expo, tourists will be able to visit Modena (a UNESCO heritage), the Ferrari Museum in Maranello, Casa Pavarotti, the Giusti and Malpighi vinegar makers, many cheese makers, the Villani Museum of Cold Cuts and winemakers Cleto Chiarli and Gavioli. The tour can be taken from either Bologna, Reggio or Modena.

## Report

### The harvest begins (for some)

Some Italian winemakers have already begun cutting the first bunches in their vineyards. Cantina Settesoli, one of the most important in the island of Sicily (6.000 hectares of vineyards and 2.000 members), has started harvesting its Pinot Grigio one week earlier than it did last year, and will soon do the same with its Chardonnay. Meanwhile, the same is about to happen in Franciacorta, in Lombardy, where Castello Bonomi will begin harvesting its grapes next Monday, August 3rd.



CONSORZIO PROMOZIONE  
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## First Page

### Is Piedmont the future for wine investments?

After Bolgheri, those who like to think about wine not only in terms of bottles to open, but also as wines to invest in, might well be looking to Piedmont of Barolo and Barbaresco. The forecast comes from [www.wineowners.com](http://www.wineowners.com), a platform that in many ways represents a true "Forex of wine". Lately, many investors have been looking at some of Italy's most prestigious wines as an alternative to French Châteaux, due to both the recent difficulties of Bordeaux and the prodigious growth of Super-Tuscans from Bolgheri. In the last few years the quotations of those French wines have skyrocketed due to the influence of Chinese collectors, but the "big spenders" in the wine world are still very much aware of what goes on in France's top territories. Regarding Italy, then, "Wine Owners" predicts that some investors and aficionados alike will bet more often on some of our country's most famous and symbolic wines - and, among those, Barolo and Barbaresco above all. And, if one looks at the platform's "Northern Italian Index", which is the only one specifically dedicated to Italy (with vintages of, among others, Giacomo Conterno's Barolo Monfortino Riserva and Barolo Cascina Francia, Antinori's Solaia and Tignanello, Masseto, Ornellaia, Tenuta San Guido's Sassicaia, Tenuta di Biserno's Lodovico, Montevertine's Le Pergole Torte, Tua Rita's Redigaffi, Gaja's Sori Tildin, Castello dei Rampolla's Vigna d'Alceo, Bruno Giacosa's Barolo Le Rocche del Falletto, Luciano Sandrone's Barolo Le Vigne, Roberto Voerzio's Barolo Cerequio and Romano dal Forno's Valpolicella Superiore Vigneto Monte Lodoletta), "Wine Owners" points out that in the last 3 years growth has reached 15% (3% growth in the last 12 months alone) and the 5 most performing wines are all Barolos. Namely, Giacomo Conterno Monfortino Barolo Riserva 2002 (40.78% up in value in the last year), Giacomo Conterno Cascina Francia Barolo 2000 (up 30.79%), Giacomo Conterno Monfortino Barolo Riserva 2001 (up 18.66%), Luciano Sandrone Le Vigne Barolo 1999 (up 17.73%) and Giacomo Conterno Monfortino Barolo Riserva 2005, up 17.25%.

## Focus

### The 10 commandments of the "Food Act"

Last Tuesday at Expo, during the second edition of the "Forum of Italian cuisine" - together with the Italian Ministers of Agriculture, Education, Cultural Affairs and Tourism, not to mention over 40 of Italy's most important chefs, such as Bottura, Marchesi, Romito, Cracco, Cannavacciuolo, Pierangelini, Cedroni and Cerea - the "Food Act" was officially presented. Its 10 "commandments" include the role of chefs as ambassadors of Italian cuisine worldwide, the promotion of Italian excellences and of the Mediterranean diet, strengthening distribution of true "Made in Italy" products, more aggregation in catering and production, easier financing for new Italian cuisine, strengthening the relationship between tourism and catering to promote territories, certification for Italian quality cuisine and Italian cuisine as culture, identity, education and inclusion. The implementation of the Food Act will also see the participation of the Ministries for Foreign Affairs, Economic Development and Welfare, the Conference of Regional Authorities and the Association of Italian Municipalities, and it is no doubt a long-term plan to consecrate Italian cuisine as an economic and cultural asset of our country.



A CAMPAIGN FINANCED ACCORDING TO EC REGULATION N. 1234/2007



## Report

## Wine & Food

### Will farmers become the next defenders of historic sites?

Farmers association CIA has recently renewed its proposal regarding the role of "custodian" and guardian of our country's cultural heritage for farmers, since many already have sites in their lands. The proposal was originally put forward by Italian Minister for Cultural Affairs Dario Franceschini and as CIA's President Dino Scanavino pointed out, "Italian citizens should form an alliance" in this sense, since "the tutelage of landscapes and heritage is one of the challenges of the future" and the EU has included it in its Regional Development Plans.

## For the record

### The latest on multiregional CMO projects

The first news on regional and multiregional projects for the promotion of Italian wines in non-EU countries, to be financed through CMO funds for 2015-2016, are in

(the full list can be found on WineNews, at <http://goo.gl/ljZ0Ypb>), but only 10 out of the 14 million Euros the Minister for Agriculture requested have been granted.

