



News



Eataly's foreign road map

"The best thing about Eataly", Oscar Farinetti told WineNews, "is that people want us, thanks to Italy and the Italians. There are 194 countries in the world, and every one of them would like an Eataly. And, we're trying to do just that". Following Sao Paulo and Seoul in 2015, Eataly will come to the EU for the first time. It will be Munich's turn on Nov. 26th, Moscow will follow between December and February, and London and Paris between 2017 and 2018. The second Eataly store will open at New York's Ground Zero between April and June 2016, and deals have already been signed for Boston (end of 2016), Los Angeles (2017) and Toronto between 2017 and 2018.



Tales of VIP vintners

A very peculiar wine tasting took place last week at the Milan Expo, featuring wines that have one thing in common: namely, they are the product of the love that many VIPs feel for wine and winemaking. Be they famous politicians, like Massimo D'Alema or Letizia Moratti, songwriters like Gianna Nannini or Al Bano Carrisi, journalists and anchormen like Bruno Vespa or first-tier entrepreneurs like Luisa Todini, Gian Marco Moratti and Oscar Farinetti, the tasting - and the tales that these producers told during the event - offered undeniable proof of the fact that these wines are not borne out of mere marketing, but out of a deep and sincere affection that these VIPs feel for vineyards and their territories, be they Tuscany, Apulia, Piedmont or any other Italian region.

Report

Wine exports going way up

According to the latest round of data from Italian oenologists association Assoenologi regarding exports in the first half of 2015, Italian wine is in a veritable state of grace: value has shot up 6.4%, reaching 2.54 billion Euros, and average price is a just a hair short of 4 Euros per litre. Volume-wise, compared to last year the drop has softened somewhat, from 2.1% to 1.7% less because of the poor performance of table wines. Veneto is the leading Region, with its wine exports reaching 855.4 million Euros in value.



First Page

"Expo brought 26 million Euros to Eataly"

Did Eataly "feed" Expo, or the other way around? "Nice question. I'd say both", says the founder of what has become a worldwide network for Italian quality food from the US to the Arab Emirates, Oscar Farinetti, during an interview with WineNews. "Expo fed Eataly because it has brought an amazing number of people to us", but "we hope that we've repaid Expo with a great pavilion that many have appreciated, working like madmen and going beyond even the most optimistic budget". When it comes down to brass tacks, it "is hovering around something like 25 or 26 million Euros in turnover", which Farinetti thinks is going to be the closing figure, "and more or less 6 million visitors to the pavilion, half of them stopping to eat, 600.000 visiting the art exhibition curated by Vittorio Sgarbi and - and this is the number that I like the most - 218 young people that have found jobs for 6 months, and we hope to find them permanent jobs after this". Starting this week, Eataly's new President is going to be Andrea Guerra, ex CEO of Luxottica and consultant in the Renzi government. The goal is doubling earnings in two years and preparing for a listing by 2016-2017. Farinetti went on to give the Expo "an 8 out of 10", adding that contents could've been developed better, but there's still time, since "there is the Slow Food event titled "Terra Madre Giovani" in October, to which Carlo Petrini has dedicated a lot of energy". The Expo's legacy should be twofold: "one to the world, and one to Italians. Serious Expos must change minds, not rules; politicians do that", he said, mentioning the 2020 Dubai Expo titled "Connecting Minds. Creating the future". Speaking of 2020, will we reach 50 billion Euros in wine & food exports by then? "We've got to do it sooner, worldwide demand is 100 billion Euros, and we can by replacing fake products with the real deal and making them recognizable with a single brand". Then comes his dream, "Fico Eataly World, the biggest "Disneyworld of food", which I want to create to explain that we have the greatest degree of biodiversity, that we've had the rotten luck to be born here and that we need to be forgiven for this, in a way, by celebrating it the world over".

Focus

Gambero Rosso's listing raises doubts

Gambero Rosso, publisher of some of the most important food and wine guides in Italy and the leading firm for the promotion of Italian wine & food products, will go public on the AIM - the Italian index for small and medium sized businesses - next Oct. 19th. The initial price will be between 2 and 2.4 Euros for a total value between 20 and 24 million Euros, according to the Italian online publication "Affari Italiani". The listing also entails "a capital increase of up to 9 million Euros, 5 for the retail market and 4 for institutional investors". According to "Affari Italiani", its main shareholder is Professioni Imprese Mestieri, and the main shareholder of the latter, with 79.9% of total shares, is Paolo Cuccia. Gambero Rosso's turnover for 2014 reached 15 million Euros, in line with previous years, with a profit of 880.000 Euros, while it lost 1.2 million Euros in 2013". The article from "Affari Italiani" closed with this passage: "the listing should give Gambero Rosso some breathing room, since it will allow it to pay off some of its debts, but some influential institutional investors have doubts about it, and are wondering whether this listing's true purpose is to finance future growth or to pay off debts".



A CAMPAIGN FINANCED
ACCORDING TO
EU REGULATION
N. 1308/2013



Wine & Food

A startling success for Italian wines in the fall auction season

The fall international auction season has begun with a bang and, courtesy of the auction that recently took place at Sotheby's in New York, with some very impressive figures for Italian wines. A single lot of 12 bottles of the fabled Sassicaia 1985 has managed to reach a final going price of 18.375 Dollars (quite the unique occurrence indeed, since it never happened before), while 12 bottles of Masseto 1997 have reached a more than respectable 11.638 Dollars, and 12 bottles of Solaia 1997 have gone for 4.655 Dollars.

For the record

Slow Food and "Terra Madre Giovani"

Slow Food will create a public discussion forum, titled "Terra Madre Giovani", which will feature 2.500 young farmers, Carlo Petrini, Raj Patel, Serge Latouche, Alice

Waters and many other public figures to face issues like the future of agriculture, migrants, food and religion. The event will take place next October 6th at the Expo.

