



News



Wine Enthusiast's "Best Buys"

According to Wine Enthusiast's "Top 100 Best Buys 2015" ranking, the best wine in the US market priced under 15 Dollars is Italian, since Sella & Mosca Carignano del Sulcis 2010 Terre Rare Riserva is at the top spot. Italy has no less than ten labels in the ranking, namely Fattoria Lavacchio Chianti Rufina 2012 Cedro (19), Contini Vermentino di Sardegna 2014 Pariglia (35), Toscolo Chianti Classico 2013 (43), Castello di Gabbiano Chianti Classico 2012 (61), Vigne Surrau Vermentino di Sardegna 2014 Branu (67), Pala Isola dei Nuraghi 2014 Silenzi (70), Inama Soave Classico 2013 Vin Soave (73), Rotari Trentodoc (80) and Cavicchioli Lambrusco Grasparossa di Castelvetro Robanera (94).



Expo and "made in Italy"

The Sanpellegrino group and Foundation Altagama have hosted a symposium titled "Made in Italy after the Expo", dedicated to its true heritage, and one of its most important legacies is leaving Italian entrepreneurs with the seed of a newfound team spirit, one that they did not have before. According to a survey conducted on over 450 businesses, "made in Italy" is a central element of our identity for 33% of the sample, and for 54% it is connected to wine & food products first and foremost. Therefore, one should push for reaching 50 billions in wine & food exports from today's 36 billion Euros. Knockoffs are a serious issue, even if a non life-threatening one - but our products, entrepreneurs say, should be explained better, since they are quite complex.

Report

The European 2015 harvest

According to the European Commission, the latest data regarding wine production in the Union for 2015 puts Italy on top, at 48.9 million hectoliters, followed by France, with 46.6, and Spain with 36.6 million. Overall, a grand total of 163.8 million hectoliters of wine should be produced this year in Europe, with the three aforementioned countries making almost 75% of the total. The next noteworthy forecast on the matter will come from the International Organization of Vine and Wine, next Oct. 28th.



First Page

Massimo Bottura, Italy's "perfect chef"

For the very first time in the history of the "I Ristoranti d'Italia" guide - one of the most important restaurant guides of Italy, published yearly by L'Espresso - a chef has managed to reach a perfect score, with 20/20, and he is Massimo Bottura, at the helm of Osteria Francescana. Bottura has now reached the top spot for the sixth time in a row, according to the 38th edition of the guide, curated by Enzo Vizzari. Once more, the number of venues deemed worthy of the "three hats", for restaurants with scores between 18 and 20 out of 20, is on the rise, reaching 34 from last year's 27. After Bottura, Enrico Crippa with his Piazza Duomo in Alba has reached 19.75/20, the same score that Bottura got last year. Heinz Beck with La Pergola, Massimiliano Alajmo with Le Calandre and Niko Romito with Casadonna-Reale are all at 19.5/20, but there have been no new entries at 19/20, where one can once more find Davide Scabin with Combal.Zero, Mario Uliassi with Uliassi, Antonino Cannavacciuolo with Villa Crespi and Gianfranco Vissani with Vissani. Going over the 18.5/20 tier, Emanuele Scarello with Agli Amici and Francesco Sposito with Taverna Estia are fresh in, together with "old timers" Giampiero Vivalda of Antica Corona Reale, the Santini family with Dal Pescatore, Ciccio Sultano of Duomo, Giorgio Pinchiorri and Annie Féolde of Enoteca Pinchiorri, Enrico Bartolini, Norbert Niederkofer with St. Hubertus, Pino Cuttaia at La Madia, the Portinari brothers with La Peca, Moreno Cedroni at Madonnina del Pescatore and Pier Giorgio Parini of Osteria del Povero Diavolo. Acquerello, Del Cambio, Il Palagio of the Four Seasons of Florence, La Trota, Lido 84, Lorenzo and Ristorante Berton are fresh in at 18/20, together with newcomer Casa Perbellini in Verona and "old hands" Colline Ciociare, Cracco, Da Vittorio, Laite and Torre del Saracino. Overall, Lombardy is still the region with the highest numbers of quality venues. According to Vizzari, "Italian catering is in a state of grace, I think it has never been better. This is due to the efforts of the generation of Bottura, Uliassi and Scabin, that have managed to widen the horizon of tradition".

Focus

Italian wine abroad for Bocconi University

Exports are a vital part of business for Italian wine, and it is therefore vital to understand how it is perceived around the world, in order to understand its strengths and weaknesses. The "Wine Management Lab" of Sda Bocconi, the management school of the Milan University, has tried to give an answer to these questions, with the data coming from ICE's survey on the "Perception of Italian Wine", conducted on foreign importers, and with a preview of the results of its research on "Market Strategies of Italian Wine Producers". The key, apparently, is "Italian Style" - that is, the ease of consumption, the variety and the quality of Italian wine in its entirety, especially if compared to the more "dusty" French counterparts - and the most important ambassadors of Italian wine are Chianti, Barolo, Pinot Grigio, Prosecco and Brunello, while the most representative regions are Piedmont, Tuscany and Veneto, with Sicily as the rising star. Mass retail is still the name of the game, with 92% of all sales under 25 dollars per bottle, and this means that there's a lot of work to do regarding marketing and communication, since social media are definitely not enough to do the trick.



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



Wine & Food

Italy to have a "front row seat" at Vinexpo Hong Kong

Italy will be among the first-tier protagonists in Asia thanks to Vinexpo, since according to an official document of the French fair, "Vinexpo Hong Kong will give Italy the place of honor in its next edition (May 24th-26th, 2016) at the Hong Kong Convention & Exhibition Centre". Furthermore, Italy will be the subject of conferences, tastings and various events: according to the General Director of Vinexpo, Guillaume Deglise, the reason of this is to "give Italian winemaking its due, helping it to grow its fame and its sales in Asia, since this is one of the tasks of Vinexpo".

For the record

Prices skyrocket for white truffles

As expected, the law of supply and demand for the 2015 truffle season in Italy has made itself felt, since scarce quantities have basically doubled prices year-over-year, to

400 Euros per 100 grams for the precious white truffles of Alba (but still a far cry from 2007's 750 Euros). The data comes from farmers association Coldiretti.

