



# Italian Weekly WineNews.it



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## News



### Tignanello and GTA V

At first glance, the world of videogames and the world of wine have very little in common. Nowadays, though, what used to be considered nothing more than kid stuff is a lot of thirty-something's favourite pastime - and a lot of them are also very fond of wine. That is why videogame site multiplayer.it, one of the most important game-related websites in Italy, has paired seven famous titles with seven Italian wines. According to their staff, "Until Dawn", a recent iteration of the "interactive movie" theme, is none other than a Sassicaia 2012 Tenuta San Guido, while a 1987 Tignanello Antinori is a perfect match for none other than "Grand Theft Auto V".



### A sobering perspective

Attilio Scienza, Professor of Viticulture at Milan University, has given WineNews his opinion on the planting rights issue, which has recently led Unione Italiana Vini to warn of the risk that high prices could result in the lack of use of 40.000 hectares. "There is the risk of concentration in a few areas for Italian viticulture, which could lead to a monoculture in some territories. We're moving towards a model like France's, with a few great zones, like Bordeaux, Burgundy and Champagne, and everything else being marginal. We've got Prosecco, Amarone, Barolo, Brunello and Bolgheri, while everything else is drawing down. Rights are sold, old people quit and young ones move to more alluring areas. In the years to come", he concluded, "we might no longer be drinking some wines".

## Report

### Jancis & Business Strategies

"Wine2Wine", the next edition of the VeronaFiere and Vinitaly wine forum (Dec. 2nd-3rd, Verona), will feature a no-holds-barred discussion between Jancis Robinson, one of the leading global authors in the wine world and Silvana Ballotta, head of Business Strategies, regarding wine promotion in non-EU countries, and also a debate between Italian and European institutions (like Luca Bianchi, of the Ministry for Agriculture, and Euro-MP Paolo di Castro) and organizations like Federvini on the next CMO.



CONSORZIO PROMOZIONE  
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## First Page

### 2015 harvest "one to remember", producers say

The 2015 harvest, which is drawing to a close even for the late grape varieties - which in some cases are the basis for some of Italy's top wines - could very well be one to remember, say some of our country's top winemakers from Piedmont to Sicily, according to a flash poll conducted by WineNews as a sort of closing comment on it, including Piedmont's Bruno Giacosa and Giuseppe Mascarello, Veneto's Allegrini, Tuscany's Antinori and Biondi Santi, Ca' del Bosco from Franciacorta, Caprai from Umbria, Mastroberardino from Campania and Sicily's Planeta and Tasca d'Almerita. The 2015 harvest, then, is not only definitely better than last year's, but is even better than the harvests from 2011 onwards. Grapes have arrived in the cellars in a healthy state and have noteworthy chemical properties, like a very good pH, hot climate notwithstanding. Satisfaction abounds, starting from Piedmont, where Bruno Giacosa, at the helm of the family firm Bruno Giacosa in Neive, explained, "saying that we're happy is definitely an understatement; this has been an A-plus harvest". Mauro Mascarello, head of Giuseppe Mascarello winery, appears to concur: "I'm very happy, grape quality is outstanding. We've got at least 8% more than last year, quantity-wise, but still quite low. The wines are already very good, they give us a lot of hope". From Veneto, Franco Allegrini, head of the family winery in Valpolicella together with his sister Marilisa, also told WineNews "it is a very good year, with very healthy grapes, quantities are in the average, and ripening is going very well too". Enthusiasm abounds in Tuscany as well, according to Jacopo Biondi Santi of Tenuta Greppo, where Brunello di Montalcino was created. "I'd say that this is a magnificent harvest, like the ones of 1964 or 1983". "This has been a very serene harvest, and we needed it, after the one of last year", Renzo Cotarella, General Director of Marchesi Antinori, commented, "quality-wise we're up from last year and quality goes from good to excellent. It's been awesome in Bolgheri, one of the best ever in Maremma, very good in Chianti Classico and in Montalcino as well".

## Focus

### A much-needed harvest after 2014

Maurizio Zanella, President of the Consortium of Franciacorta and at the helm of one of the most prestigious makers of the Italian Classic Method, Ca' Del Bosco, told WineNews regarding the 2015 harvest, "grapes are extraordinarily healthy, we haven't seen grapes like these for the last twenty years". Marco Caprai, from Montefalco, Umbria, the land of Sagrantino, told WineNews that "we'll finish the harvest next week. Quantity is very good compared to 2014, and we have all the ingredients for a very good harvest, if not a great one". The 2015 harvest is going on in late areas as well, like those where Aglianico and Nerello Mascalese grapes are cultivated. Pietro Mastroberardino, from Campania, said that "we've finished with whites, and we've rarely had such healthy grapes. It's still too soon to tell for reds, but this is going to be an important vintage nonetheless". Alessio Planeta, from Sicily, said, "results are super for reds, Nero d'Avola and Syrah first and foremost, while Etna grapes still need about ten more days". Finally, Alberto Tasca d'Almerita, from Sicily as well, added that "whites are well structured and fresh, and the reds have an interesting acidity. But it is still too soon to tell".



**Chianti**  
THE WINE

A CAMPAIGN FINANCED  
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## Wine & Food

### 5.5 billion Euros in wine exports "is within reach", says Zonin

"The target of 5.5 billion Euros in wine exports in 2016 is within reach", Domenico Zonin, President of Unione Italiana Vini, said commenting the data regarding Italian wine exports during the first seven months of 2015, at 6.1% growth in value. Overall, Italy has sent abroad 11.5 million hectolitres of wine worth 3.05 billion Dollars, with the US still the number one partner in value (764.7 million Euros, up 17.8%) and the second in volume (1.9 million hectolitres, up 9.1%), followed by Germany (down 1.6% in value and 8.5% in volume) and the UK, up 6.4% in volume and 10.7% in value, to 392.6 million Euros.

## For the record

### 20% of all G.I. products are Italian-made

According to data from the Ministry of Agriculture, one out of every five wine & food products with a geographical indication (DOP, IGP or STG) is "Made in Italy": our country

makes 276 of the 1299 products protected internationally. "Now", Minister Martina added, "we must expand this protection in bilateral trade treaties like the TTIP".

