



News



Martina and Expo's successes

"It was not a foregone conclusion", Minister of Agriculture Maurizio Martina told WineNews, "to create a massive international event such as the Expo, seen and lived by millions of citizens in an era when the existence of the Expo itself is not a given. The world has come here to see innovation applied to the theme of food. And let's not forget the 2 million students that have visited it too, making it a great civic education event: this is the true heritage to hold dear. Then comes the economic benefit, with the latest figures on Italian wine & food exports speaking for themselves", the Minister concluded referring to the goal of reaching 36 billion Euros in value by 2015.



The role of the vigneron

The 2016 edition of the "Slow Wine" guide by Slow Food is out and Carlo Petrini, founder of the movement, has commented the release by once more underscoring the social role of producers. "It is their responsibility", he said, "to make good wine. Those who choose it to drink must love it as well. Vignerons also have a social responsibility towards their co-workers and subordinates - and the recent gang master scandal in the Langhe region is anything but flattering for those producers that pretend not to see that workers in the vineyards are not paid a fair amount. Lastly, winemakers have a social responsibility towards themselves. They must be proud of their work and remember that economy is a means, not an end. The end is our life, our firm, our family and our affections".

Report

Restaurants, bars on a reprise

According to the latest figures published in the most recent Catering Report by Italian caterers association FIPE, presented this week in Milan, Italians are coming back to restaurants and bars, due both to work-related necessities and to the need to have a good time. In 2015, a 0.8% growth over 2014 is expected, which would bring total spending to 76 billion Euros, thanks to the 39 million Italians that more or less frequently choose to eat their meals outside of their home.



First Page

Monica Larner's Italian wine tale

In the last 30 years the Italian wine world has gone through a real revolution, discovering both its strongpoints and its peculiarities. Now, after bringing its two top-tier regions - Piedmont and Tuscany - to the apex of their popularity and fame, it is ready to share the diversity and value of its many grape varieties, from Valle d'Aosta to Sicily, with the entire world, because wine is not only the expression of a variety, it is also tradition, culture, men and territory. This is what Monica Larner, one of the witnesses of this change and who still tells the most beautiful stories about Italian wine in the columns of Robert Parker's "The Wine Advocate" had to say during a recent interview on what Italian wine is today. "In the last 30 years", Larner pointed out, "Italy has changed drastically, and it has learned to express itself in a sophisticated manner through wine itself. Every micro region has its wine, and that wine exemplifies its territorial characteristics. I think that the right concept to describe Italian wine is not terroir, but rather typicality. Wine, after all, is not only an expression of the vineyard, but also of the culture of its homeland, and therefore of the territory, of the people, of the cuisine, of tradition and of the methods used in agriculture. I believe", Larner continued, "that the competitive advantage of Italy is the genetic heritage that it offers, with thousands of indigenous varieties and 400 of them used for wine - and every one of them is a tiny voice telling the tale of its territory". Still, a story is the centrepiece of every narration, and wine is no exception: "I'm a journalist, and therefore I'm always on the lookout for something to tell, and if I can pair a good wine with a territory that makes me feel good I'm very happy. Today, I'm attracted to the lesser-known territories, like Veneto, Friuli, Valle d'Aosta, and the southern regions, like Calabria, Campania, Apulia, Basilicata and, above all, Sicily. Our work", Larner concluded, "is to try and narrate wine through a technical approach, but I always try to put the cultural context in it as well, since I find that it is fundamental to have a reader fall in love with a wine or a territory".

Focus

The top of Bibenda's "5 bunches"

Rumours have it, as WineNews anticipated, that the next edition of the Bibenda guide, compiled by the Italian Foundation of Sommeliers led by Franco Ricci, which will be presented next Nov. 21st, with all its 591 "5 bunches" (the top-tier awards) available for tasting, will see Piedmont and Tuscany at the top, with 142 and 105 "5 bunches" respectively. Moreover, Angelo Gaja has received six (for Barbaresco 2012, Langhe Chardonnay Gaia & Rey 2013, Langhe Nebbiolo Conteisa 2011, Langhe Nebbiolo Sperss 2011, Camarcanda 2012 Ca' Marcanda and Brunello di Montalcino Sugarille 2010 Pieve Santa Restituta), just like Antinori (Tignanello 2012, Solaia 2012, Bolgheri Superiore Guado al Tasso 2012 Tenuta Guado al Tasso, Cervaro della Sala 2013 Castello della Sala in Umbria, Negroamaro Masseria Mai 2012 Tormaresca in Apulia and Barolo Bussia Vigna Colonnello Riserva 2009 Prunotto in Piedmont), followed by Gruppo Italiano Vini (Nino Negri, Melini, Cavicchioli, Re Manfredi and Fontana Candida - pictured right, General Director Roberta Corrà) and four for Gruppo Moretti (two for Bellavista, Contadi Castaldi and Petra - pictured right, Vittorio Moretti).



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Wine & Food

Veronafiere considering institutional partners for Vinitaly

The latest Veronafiere partners meeting, which took place on Oct. 27th, focused heavily on the possibility of boosting the Vinitaly brand by having it not only an exclusive possession of Veronafiere (which of course would still retain its control and assure the bond between its activities and the city of Verona), and opening its "capital" to institutional partners, like the State-owned Fondo Italiano di Investimento or Simest, through an ad-hoc business plan for one of the most important brands and platforms for the promotion of Italian wine.

For the record

Vino Novello sees production plummet

Looking at numbers, it seems that the writing's on the wall for Vino Novello, or "new wine". Back in 2005, 18 million bottles were produced, while this year only 2

were produced, making it a product that might go the way of the dodo. Yet, some still believe in Novello, like Cavit, Banfi, Giv, Antinori, Zonin, Frescobaldi and Mezzacorona.

