



## News



### “Unipi” & Fattoria dei Barbi

The University of Pisa, in collaboration with Fattoria dei Barbi, a renowned winemaker of Brunello di Montalcino owned by Stefano Cinelli Colombini (pictured above), have joined forces to create an innovative, additive-free wine, and one to be produced above all without sulphur dioxide, in order to meet the global consumers' growing demand for natural products, especially in the wine & food sector. The Tuscan University, furthermore, has recently patented a method for creating such a wine, after years of experimentation in its own test winemaking cellar at San Pietro a Grado, near Pisa, conducted under the supervision of Doctor Angela Zinnai.



### Market or food culture?

The recent court probe on seven important Italian olive oil brands (Carapelli, Santa Sabina, Bertolli, Coricelli, Sasso, Primadonna and Antica Badia), accused of selling mere virgin oil as extra-virgin, once more sees market forces butt heads with food culture, and the knowledge of its value - or rather, the lack of this culture in the general public. Moreover, this dovetails with what's going on with milk producers, often forced to sell their product for less than 38 cents per litre, below the break-even point. These two news items aside, though, the real core of the matter is the fact that not many people, among the general public, seem to realize that quality food cannot be sold at rock-bottom prices. In situations like these that instinct translates to the detriment of the true “Made in Italy” quality food products.

## Report

### Italian cuisine©?

Yesterday, the godfather of Italian cuisine, Gualtiero Marchesi, participated in a “simulated trial” of sorts - including a judge and a jury - during Milan's “Triennale” to foster the debate on intellectual property rights applied to themes such as ingredients, procedures, recipes, shape and design of a dish, its flavour and so on. The question, at the end of the day, is this: is copyright applicable to a recipe, the same as music, movies, books and so on - and if so, how can it be enforced in the world of food?



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## First Page

### China and wine, an evolving relationship

Something has definitely changed in the relationship between China and wine: after the heady days of the Châteaux of Burgundy, the honeymoon with France's great wines has come to a screeching halt, due to a “spending review” of sorts and a strategic change of pace of Peking's government. What has not ended, on the other hand, is the route for growth of wine in China itself: consumption is still on the rise, just like the general public's interest for wine, to the point that today China is the fifth largest producer worldwide, and might overtake, in a few years, the greats of “Old Europe”. Still, China remains an elusive market for Italian wine, with a modest 7% share of total imports, and some guidelines must be kept in mind, like those told to WineNews by Jean-Marc Nolant, one of China's most popular wine consultants, in Guangzhou, for the unveiling of the latest wine-related innovation-iSommelier, a smart decanter developed by iFavine (led by Engineer Eric Li, www.ifavine.com), capable of shortening the decanting times of any wines in a few minutes thanks to a huge cloud-hosted database that might soon be a competitive resource for both consumers and winemakers. “The lion's share of Chinese wine consumption”, Nolant told WineNews, “is made of red wines, because the Chinese do not drink cold beverages, and that is why if one tries to offer them an Asti Spumante or a Vernaccia di San Gimignano at 6-8 degrees Celsius the reception is anything but warm. The other reason is that Chinese consumers are used to the tannins present in tea, and that is why they like the young wines of Bordeaux so much. Nonetheless, something is changing, with new generations and women that are learning about rosé wines, sparklings and whites, and that has given them some market share. At the same time, since the government has imposed austerity policies, people are looking for wines with the right price/quality ratio, and Bordeaux wines are having a tough time, while Burgundy, and Italy as well, are on the rise, with simple wines to pair with Chinese cuisines, since there are a lot of those, and they are all very different from one another”.

## Focus

### Italy exchanges wines with China

The “Wine Pavilion” created by Veronafiere for the 2015 Milan Expo will be brought to Shanghai, China's financial capital, to further promote the knowledge of Italian wine on the other side of the Chinese wall - and at the same time, wines produced in China will come to the 2016 edition of Vinitaly, opening a “Silk Road” of sorts to Far Eastern winemakers. This is the deal celebrating 20 years of Vinitaly and Veronafiere's efforts in China. The project was recently presented in Shanghai, where Vinitaly International, according to a recent press release by VeronaFiere, “has signed a deal with professional wine magazine “Wine in China Magazine”, including for the first time, the presence of Chinese vintners at the 50th edition of Vinitaly at the Vininternational Pavilion, and a lot of additional initiatives, seminars, tastings and workshops on products and the market, as well as the participation of Chinese wines in the Vinitaly Wine Awards”. “The time has come”, Giovanni Mantovani, General Director of Veronafiere, commented, “to host Chinese vintners, to both strengthen this bond and consolidate our role as hub of our wines entering the Chinese market”.



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## Wine & Food

### Two Italian wines in “Wine Spectator”'s Top 100 of 2015

This week, renowned American magazine “Wine Spectator” has unveiled the 2015 edition of its “Top 100” ranking of the best wines tasted by its editorial staff members, and no less than two Italians have managed to reach the top 10: they are Amarone della Valpolicella Classico Serégo Alighieri Vaio Armaron 2008, by Masi, at spot number 8, and Brunello di Montalcino 2015 by Il Poggione, at spot number 4. Last year, the only Italian in the top 10 was Chianti Classico San Lorenzo Gran Selezione 2010 Castello di Ama, at number 6.

## For the record

### Masseto rules in Hong Kong

24 bottles of Masseto 2006 (16.000 Euros) and 12 more of Masseto 2004 (6.285 Euros) were two of the three top lots at the latest “The Collector's Sale”, the Gelardini &

Romani Wine Auction in Hong Kong which focused on Italian wines for 80% of all lots. The auction managed to raise more than 530.000 Dollars total.

