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News



A golden lasso for Bolgheri

Houston, a rodeo, cowboys and a bid of 211.000 U.S. dollars: a plot that, considering the quirkiness that has always characterized Texans, seems to be following pretty common logic. But not if one realizes that the high-stakes bid was made for a wine and not for an oil well - and, not for the average bottle, but for an Imperial (6 litres) Marchesi Antinori Bolgheri Guado al Tasso 2007. This is what happened at the "Rodeo Uncorked" wine auction, a charity event that took place in Houston to gather funds for the "Houston Livestock Show and Rodeo" scholarship fund. Ten-gallon hats and cowboy boots riding the exhilaration of buying a cult bottle.



A matter of nose

If you are among those who, at the end of a sommelier course, weren't able to pass the finals because you could not tell one aroma's nuance from another - do not be afraid to admit it; there's nothing to be ashamed of, it probably isn't because you did not practice hard enough. It may simply depend on your biological profile. This is the conclusion of a study conducted by the American Penn State University: even if experience and training - which can make one more sensitive to flavours by as much as 40% - are indeed important, one's capacity to identify the various nuances of tastes depends on the physiology of mouth and brain. Therefore, not that many people can really appreciate the difference between a 10 Euros bottle and a Premier Grand Cru from Bordeaux...

Report

Italian wine, king of the U.S.

Italian wine exports in the U.S. in 2011 were unmatched, with a +13% in quantity over 2010 (2.5 million hectolitres) and a +16% in value (1.25 billion U.S. dollars, more than 25% of all Italian exports in the world). The confirmation comes from Lucio Caputo's Italian Wine & Food Institute: as a wine importer, Italy has a 28.4% market share in volume, but a 34.3% share in value - keeping Australia, the runner-up, at a distance. And Italian wine growth in the U.S. was higher than the overall growth of wine imports.



First Page

Vitaly 2012: business, tasting and markets

Audiences and business, tasting and markets, with an ever more international focus on the world of wine: this is Vitaly 2012, the most important international wine fair in Italy, in Verona from March 25th to March 28th (vitaly.com). The tasty preview will be "Operawine", on March 24th, the first Italian tasting organized by "Wine Spectator" magazine. Santo Versace, head of the famous brand and president of Altagama, will also celebrate Italian wine as the icon of Italian excellence and aficionados and professionals will discover the best wines from Italy and the world with many first-class tastings. There will be "Tasting ex...press" - wines from Italy, France, Argentina, Spain, Australia and also Morocco, China, California and Hungary, or "The great biographies of wine - Frescobaldi, Gaja, Tenuta dell'Ornellaia and Florio", by Vitaly and the Italian Association of Sommeliers, or "'80, '90 and 2000: thirty years of Amarone d'Arte", with the Famiglie dell'Amarone d'Arte members celebrating the masterpiece of Valpolicella. Also, "From father to son - the generational transition in the great families of wine" with Argiolas, Michele Chiarlo, Donnafugata, Zonin and Ferrari, or "The 2012 three glasses wines at Vitaly", with the best wines according to Gambero Rosso. And a novelty for 2012 is ViViT, dedicated to organic wines. There will also be time to analyze the market, with the "Wine consumers in mass retail" report from Symphony IRI, "Buying behaviours of consumers at wine shelves in supermarkets," by sociologist Marilena Colussi and the CRA research institute, and "Wine consumption outside the home" by Confcommercio-Unicab. And today's and tomorrow's trends as well, with experts like Daniele Cernilli and Luca Maroni. "We invested on the presence of foreign and Italian professionals to underline the commercial relevance of the fair", Elena Amadini, Vitaly's brand manager, told Winenews. A fair that is accompanying Italian wine in the world more and more each year - "a sector that, unlike the economy, is healthy and surpassed 10 billion Euros in turnover", Giovanni Mantovani, Veronafiere's general director, told Winenews.

Focus

All the wines of "Operawine"

The best of the best in Italian winemaking, according to one of the world's most important magazines, assembled in an historical palace for a top-tier tasting that will uncover the "sexy & glamour" side of Italian winemaking, made of many different people and territories united in the name of quality: "Operawine" (operawine.it), on stage March 24th in Verona's Palazzo della Ragione, will be an eminent preview of Vitaly. The wines of the "Best 100 Italian Wine Producers" list (a winenews.it exclusive) chosen by "Wine Spectator", one of the world's most influential magazines, will be on parade for the first time in Europe, together with Veronafiere. Two sessions, one on an invite-only basis, the other for 500 wine lovers, where "for the first time 100 Italian winemakers, creative individuals, but "loners" by nature, will be together in the same hall", Stevie Kim, general coordinator for Vitaly in the World, explains. An event that is only the first step of a process geared towards drawing the attention of the press and the international audience, in order to enhance the variety of Italy's wines that seduces the world (photo: Bruce Sanderson by "Wine Spectator").



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Wine & Food

Wine "by the glass" now available online

Wine by the glass has become a runaway success worldwide. So much so, that according to some, 50% of all wine sales in restaurants the world over is no longer by the bottle, but by the goblet. And now, wine by the glass can be bought on the Web, too. The idea comes from tastingroom.com, the U.S. site that a few months ago launched its tasting kits made up of six 50 ml. samples. A successful idea, now reiterated with its 10 ml. "mini-bottles" - an average glass - betting on top-quality wines that would cost around 100 U.S. dollars a bottle, like the 2007 Silver Oak Napa Valley Cabernet Sauvignon...

For the record

Giv (Italian Wine Group) goes to Shanghai

Italian wine growth lies firmly outside of national borders. So, the top players of "Made in Italy" keep on investing abroad: the Italian Wine Group (Giv), one of Italy's most

important commercial realities, created Shanghai Giv China in January 2012 as its Far East commercial branch, after a growth in turnover of 40 million Euros in 2011.

