



News



From fashion to Nobile

The great Italian wine territories are once more the targets of investments from other sectors. In Montepulciano, land of Nobile wine, fashion and aviation entrepreneur Stefano Sorlini (famous for its Tychemos brand and Luciano Sorlini SpA firm) has recently acquired Cantina Buracchi and Tenuta Il Faggeto, giving birth to Tenuta Metinella. The investment hovers around 10 million Euros for 21 hectares of vineyards, containing exclusively indigenous and historical grape varieties of the territory, like Sangiovese, Mammolo, Ciliegolo and Colorino. Oenologist Andrea Mazzoni will supervise the firm, and the winery will be renovated in a "greener" style.



Franciaorta heritage

2015 has been a very good year for Franciaorta, with sales going up 7.1% in Italy, 7.5% abroad and an average price per bottle of 19 Euros. 16.5 million bottles have been sold in total, 1.5 of those abroad, mainly in Japan, Switzerland and the United States of America. "The Franciaorta policy is based on quality", newly nominated President of the Consortium Vittorio Moretti, at the helm of the Terra Moretti Group, explained, "and that means that the values we've associated to the product, like excellence, elegance and sophistication, must be reflected by all that surrounds us, vineyards first and foremost, but the landscapes as well. We must aim to become a tried and true tourist destination, in order to try and get the recognition of UNESCO World Heritage".

Report

"Eataly for Art"

Gallerist Marco Bertoli had the idea to close the gap between public and modern art by transforming an everyday commercial space, one that potentially everyone sees on a regular basis, in a gallery of sorts: he then approached Oscar Farinetti, father of Eataly, and this is how the "Eataly for Art" project was born. The initiative will bring statues of Paolo Grassino, Gabriele Garbolino Rù and Jessica Carroll to Turin's Eataly Lingotto, from February the 9th to March 15th (www.eataly.it).



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Healthy Valpolicella looks to the future

Amarone della Valpolicella is both a global and local wine, and is the best possible ambassador for a territory that owes 315 of its 550 million Euros in wine turnover to Amarone itself, with a bottle every 6 going abroad and more than one every ten changing hands at the winery itself. This is one of the main messages coming out of "Anteprima Amarone 2012", which took place recently in Verona with the Consortium of Wines of Valpolicella. Amarone is a high-tier wine, to the point that its top foreign markets are the most important ones for great red wines, like the United States, Canada and Northern Europe, Denis Pantini of Wine Monitor-Nomisma explained. In Italy, it is mainly sold through b2b channels like restaurants, hotels and catering, since "25% is directly sold through those channels, but a further 32% is wholesalers selling to restaurants and wine shops". An iconic wine, as Christian Marchesini, President of the Consortium, called it, and one which must give further value to its unique features, like "the ripening process, and one must look to tomorrow's challenges, considering the investment we've made by lowering yields in a difficult vintage such as 2014, but also with the financial instrument we've created together with Banco Popolare di Verona bank, which will allow winemakers to keep Amarone in their cellars for a longer time than what the rules demand before putting it on the market". Valpolicella is therefore a healthy territory, but not all is well under that sun, since on February the 3rd, the first judiciary hearing took place at the Business Court of Venice regarding the clash between the Consortium of Wines of Valpolicella and the Families of Amarone d'Arte association - 12 historical vintners, Allegrini, Begali, Brigaldara, Guerrieri Rizzardi, Masi Agricola, Musella, Speri, Tedeschi, Tenuta Sant'Antonio, Tommasi, Venturini and Zenato - regarding the latter's official request for the use of the term "Amarone" at a European level. Furthermore, the matter might well set a very important precedent for all "collective trademarks" of Italian wine.

Focus

5 artists for Brunello's "5 stars"

Sandro Chia, Bertozzi & Casoni, Pino Deodato, Gian Marco Montesano and Mimmo Paladino have been officially chosen to author the traditional ceramic "tile" dedicated to the latest vintage of Brunello di Montalcino - that according to rumours WineNews has heard, has winemakers, oenologists and experts eager to give it the top score, the famous "five stars". Art and wine will once more meet, then, but for the first time with such a crowded and prestigious cast, so to speak, for the 2016 edition of "Benvenuto Brunello" (Montalcino, February 19th-22nd), the official preview of the 2011 Brunello di Montalcino and of the 2010 Riserva. Furthermore, the Consortium of Brunello di Montalcino chose artists of such calibre also to celebrate the 50 years that have passed since, back on March 28th, 1966, Brunello received its DOC status form through an official Decree of the President of the Republic, the single most important turning point for the winemaking tradition of one of Italy's top wine territories. 2016 will then be another very important year for the Italian red wine, after last year's runaway global success of the 2010 vintage.



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MONTEFALCO SAGRANTINO



Wine & Food

Operation "Mamma mia" leads to massive olive oil seizure

The District Attorney of the Province of Trani, in Apulia, has recently released the details of its anti-counterfeiting operation titled "Mamma mia", aimed at fake extra-virgin Italian olive oil dealers. The operation has led to the seizure of 2.000 tons of extra-virgin olive oil coming from Spain and Greece, which was falsely labelled as coming from Italy, with 16 businesses involved between Apulia, Calabria and Umbria (but the owners did not know that the oil was not Italian) and eight people being charged for both food fraud and fiscal crimes.

For the record

The Jubilee olive oil

The olive oil of the Jubilee of Mercy will come from Monte San Savino, near Arezzo, in Tuscany. Oleificio Morettini (www.morettini.com) has been chosen to create the official oil

of the Jubilee, which will be used for all dishes served in the Vatican City, and will be allowed to use the official seal of the Jubilee (a dove and an olive branch) on its cans.

