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## News



### Romeo and Juliet among the vineyards in Valpolicella

Matt Damon, Robin Williams and Paul Giamatti: Hollywood's A-list goes to Valpolicella to re-enact the most famous love story ever, "Romeo and Juliet". And filmmaker Carlo Carlei chose quite the location: Villa della Torre (pictured above, with Hailie Steinfeld, the film's Juliet, in the mouth of the "Devil's Fireplace"), the architectural jewel of the Allegrini brand of Amarone. The impossible love between the scions of Verona's rival families will live again in the vineyards and in the Mascheroni fireplaces' halls, clothed by the 3-time Academy winner costume designer Milena Canonero.



### "En garde!"

In an ever more complicated economic situation, everyone is sharpening his weapons - in the world of wine as well. And so, as Vinality looms closer and closer, the "Old" and the "New" world are evidently differentiating their strategies. The Old, where producing wine costs a lot more for many reasons, is betting on the uniqueness of its wines, and on the history and culture of its territories. It is that very same added value that will forever be out of reach for the "New", and that carries a price tag for the consumer. The "New", due to abundant reserves and a saturated internal demand, is betting on "on tap" exports and wine exports with a lower price/quality ratio, with a strategy focused on keeping volumes high. And so, the global duel continues. "En garde!"

## Report

### An Olympic Brunello

At the Olympic games, the flag-bearer is an athlete or a prominent figure of the country he or she represents. And at the 2012 London Olympics the flag-bearer of Italian wine will be Montalcino, with its Brunello and its Rosso as the official representatives of Italian winemaking. The English wine merchant "Bibendum" broke the news to decanter.com, as it will supply the wine for all of the games' special events. And the only Italian wines, according to our sources, will be Castello Banfi Brunello 2007 and Rosso 2010.



## First Page

### Wine hunter & Co.: the new wine professions

From the wine hunter - on the prowl for top-tier clients for wineries and wine shops, in order to speed things up and cut to the chase - to the wine promoter that pairs wine with events of every kind. And, from the wine driver, the "license-saving" chauffeur that brings connoisseurs home safe and sound, to the wine blogger-turned-wine-seller and the wine writer, always connected through social networks. Times change indeed, and the world of wine reinvents itself: here are the new wine professions outlined by Winenews. The wine hunter, a tool for wineries and wine shops, handy with time-saving and business-simplifying procedures, and always on the lookout for a well-defined and selected clientele, both aficionados and collectors - of whom the wine hunter knows tastes and personal preferences like the back of his own hand - to widen their contacts list. He is a trusted individual, knowledgeable about wine and passionate about it, capable of suggesting labels and of describing the added value of a wine, like anecdotes and tales to charm wine lovers with. But there is also the wine blogger-turned-seller, thanks to personal contacts racked up on the Web. The same Web that is fertile ground for the social wine writer, who learned his trade inside the winery - but the main consortiums also have one on their payroll - and knows all about their wines, not only the labels, but also historical and daily tidbits, which he regularly shares with wine lovers - on social networks, mainly Facebook and Twitter - answering questions and curiosities. And since there's no event that wine cannot be paired with, we also have the wine promoter, the one who points out opportunities for the winemakers to showcase themselves, like wine & food fairs and cultural events, where wine can be paired with music, art and literature, but also charity events, both as a fundraising catalyst or as a testimonial. But since breathalyzers are around every turnpike, and sanctions are stiffer than ever, how can one enjoy his wine in peace? With a wine driver, a personal chauffeur who will get him home safe, and that a growing number of establishments and wineries offer as a service to their clients...

## Focus

### Quality wine growing in mass retail

The value of wine sold in Italian retail outlets is growing (1.4 billion Euros, +0.6% over 2010), with quality wines in the lead, as the case study of Brunello di Montalcino Docg, one of Italy's most important wines, demonstrates, with a growth of 14.8% in 2011 over 2010. This is one of the trends the research conducted by SymphonyIri revealed on wine and mass retail, to be shown at Vinality (March 25th-28th, vinality.com). "The data regarding the sales of Brunello confirms that consumers now know that they can buy quality wine at retail outlets", says Gianluca Di Venanzo of Federdistribuzione, one of the main retail outlet associations of Italy. And overall, in a sales channel that sells more than 60% of all wine in Italy (571 million litres just for boxed ones), the 5 Euros and higher range is growing the most (+11.1% in 2011 over 2010). And the size most commonly linked to quality wine - the 0.75 litre bottle - grows (+1.1% in volume), while the 1.5 litre bottles and Tetrapaks are staying flat, even with the many special offers they enjoy. Finally, the most commonly bought wines are the Emilian Lambrusco, Sangiovese and Montepulciano d'Abruzzo.



www.vinalitytour.com



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## Wine & Food

### Italian wine exports at a record 4.4 billion Euros in 2011

The final seal of officialdom to come for Italian wine exports in 2011 comes from Istat, Italy's Institute of Statistics: those 12 months were worth 4.4 billion Euros for Italian winemakers, as far as the 24 million hectolitres that they shipped abroad are concerned. And the news that value (+12%) grew more than volume (+9%) over 2010 is the proverbial cherry on top, since it means that Italian wine is becoming more valuable on foreign markets, where 1 bottle in 5 comes from the Belpaese, Italy. Among the main markets for Italian wine, the U.S. is the leader for value and Germany for quantity.

## For the record

### IMW starts its Italian "Master Class"

The Institute of Masters of Wine, the most authoritative organization in the world of wine, will start its Italian "Master Class" - the preparatory course for its MW

Diploma - tomorrow in the Tuscan Tignanello estate, together with Piero Antinori's Great Brands Institute. Classes are sold out, but there will be a second run this Fall.

