



News



ACCADDE DOMANI.

A 30 ANNI DAL METANOL
IL VINO È IL MADE IN ITALY
VERSO LA QUALITÀ.

30 years after methanol

In 1986 a criminal adulteration, the so-called "methanol wine scandal", killed 23 people in Italy, causing blindness and serious injuries to dozens of people and gravely damaging the image of the wine sector. Since then, Italian wine has bet on quality, though production has gone down 38% to 47.4 million hectolitres, but value and exports have skyrocketed (from 2.5 to 9.1 billion Euros, and 575% increase for exports). Italian wine, moreover, holds the second largest market share globally, 19.9%. Those numbers all point to a single fact: Italian wine was reborn after that scandal and today it employs a grand total of 1.25 million people, if one considers the entire productive chain.



SMS Narrating wine to youths

WineNews recently participated in the Festival of Wine & Food Journalism, which took place in Turin, and this is the message we delivered: wine's message should be simplified, but not trivialized, to make it attractive again. It should be an everyday companion to meals rather than an exclusive, noble product, as has often been the case in recent years. One should explain that it represents culture and fun at the same time, and that it embodies the culture of a territory and its people and traditions. It also means sharing and conviviality and should be part of schools' curricula, thanks to public-private partnerships, not being afraid to approach the matter with a down-to-earth attitude, avoiding the usual lingo and starting with today's communication tools, like Internet and social networks.

Report

An Italian wine school in China

"Taste Italy! Wine Academy", the first Italian wine school tailored to Chinese wine lovers, has opened its doors in Shanghai, thanks to both Business Strategies and ISMEA, for "a long-term commitment to educating consumers", Silvana Ballotta CEO of Business Strategies explained from the podium of the "Chinese Wine Summit", which took place in Shanghai. Jancis Robinson MW also attended, and commented, "we're witnessing a new generation, and we can give them the tools to decide what to drink".



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"Wine is the metaphor for Italy's future"

Italian Minister for Agriculture Maurizio Martina recently had a long conversation with WineNews, and according to him, "the history of wine is the metaphor of what we are able to do even in the direst of circumstances. It is proof of the fact that even through hardships one can be renewed. During the methanol scandal years, it seemed that Italian wine was dead on arrival, but today it has a history of success. We can do it, but we need to adapt, act as a team and have the courage to change, especially in difficult moments. The CMO decree "is on its way", he stated, and so is the Unified Law on Wine. Regarding the latter, Martina told WineNews, "I'll ask Parliament to speed up the process, since it is a very important goal and we want to be able to present it during Vinitaly", the most famous Italian wine event in the world that will turn 50 years old and "this birthday needs to be used to its fullest potential in order to understand future strategies for positioning Italian wine in the world". One will have to "continue working on restructuring the wine sector, in order to allow our private businesses to be increasingly more effective". And, scientific research will play a part in this, "because the sequencing of the genome of grape has been done in Italy through public funds, and this is something which must be revealed". Then, one must also be aware, on the European front, of "the battle against the liberalization of our grape varieties in the EU. Our initiatives have been important, so just the announced cancelling of this process is not enough". Not to mention the law that would promote wine as a Cultural Heritage of Italy, the goal of which is "raising the level of training, education and cultural approach towards the wine world in Italy, a distinguishing characteristic that very few countries can count on". The creation of the wine & food Ministry, though, will take more effort, "but we're working on it. It is an important theme, and I still think that it is a good opportunity in the aftermath of the Milan Expo. The future history of wine" he concluded, "will be a clear metaphor of the journey that Italy will embark upon when experiences, tradition and vision join hands to create a new team Italy".

Focus

Realacci's take on wine, Italy and rules

"The image of Italy abroad is a sort of group photo. Italian quality wines help to sell other products as well and in a certain sense, Venice and Piazza dei Miracoli complete that panorama. The key to tackling the challenges of markets and climate change is Italy doing what it does best, with agriculture being a key component of the "Made in Italy" sector", Ermete Realacci, President of the Symbola Foundation and of the Environment, Territory and Public Works Commission of the Italian House of Representatives, told WineNews. He also added, "there are many problems, from underpaid illegal workers to counterfeiting, and from "Italian sounding" products to food adulteration. It is fundamental to have rules that guarantee those who buy our products abroad". And, he pointed out, "green economy could be the answer, since it is helping Italy get out of the crisis, as the businesses that have invested in it are exporting more, innovating more and creating more jobs". It is a choice of quality, "in which Italy has made enormous progress, like in wine, after the 1986 methanol scandal. That crisis almost destroyed the sector, but today, it is a heritage of our country, creating both value and wealth".



A CAMPAIGN FINANCED ACCORDING TO EC REGULATION N. 1308/2013



MONTEFALCO SAGRANTINO

CAMPAIGN FINANCED ACCORDING TO EC REGULATION N. 1308/2013

Wine & Food

"Terra Madre Salone del Gusto" 2016, "Loving Earth"

Carlin Petrini, founder of Slow Food, has officially presented the next edition of Slow Food's Taste Salon, "Terra Madre Salone del Gusto" (Turin, Sept. 22nd-26th, www.terramadre.info) this week. It is going to be an open event, taking place in many of Turin's most famous locations. It will also be an open event in the philosophical sense, with themes like nutrition and agriculture joining social and political issues for an "act of international diplomacy", as Petrini called it. Petrini then asked Turin's citizens to host the salon's 5.000 delegates, who will be coming from the four corners of the world.

For the record

Italian agriculture outgrows national GDP

Italian agriculture has grown 3.8% in 2015, according to data from ISTAT, compared to the national GDP that has gone up 0.8%: much better than sectors like industry (1.3%), services (0.4%) and construction (down 0.7%). "There is still much to be done", though, Minister for Agriculture Maurizio Martina commented.

