



**News**



**Amarone and the Last Supper**

It is one of the most depicted scenes of all human history, but there is still one question regarding the Last Supper that has no answer yet: what wine did Jesus and his Apostles drink during the meal? Vivino, the world's most downloaded wine app, has tried to give an answer, enlisting the help of Father Daniel Kendall, Professor of Catholic Studies at the University of San Francisco, and of Patrick McGovern, Professor of Anthropology at the University of Pennsylvania. Their answer? At the time, in Jerusalem, wines with an intense flavor were commonplace, with added spices, fruits and resin, with a taste that can remind one of today's Amarone.



**An achievable goal**

Both the Italian government and Minister for Agriculture Maurizio Martina have stated that the goal for wine & food exports is to reach 50 billion Euros in value by 2020. And for now, also thanks to the aftereffects of Milan's Expo, we have reached 36.9 billion, a 9% growth in 2015, reaching a total turnover of 133 billion Euros for over 58.000 businesses, making this sector one of the most performing ones of the Italian economy. And, this kind of performance has been analyzed by a research group of Milan's Università Cattolica, examining the balance sheets of over 448 businesses and with a follow-up questionnaire for 120 of those: according to the results, the sector has indeed enough structural strength to reach the goal of 50 billion Euros, and by 2020 as well.

**Report**

**Zonin 1821's new generation**

Zonin 1821, one of Italy's biggest wine groups, with 2.000 hectares of vineyards, 9 estates in 7 regions, not to mention Virginia's Barbourville Vineyards, and a turnover of over 186 million Euros (16% growth over 2014), has a new President: Domenico Zonin is now at the wheel, taking the helm from his father Gianni, and his siblings Fratello and Michele, and Giuseppe Zonin, as Vice Presidents. Massimo Tuzzi is the new CEO, and the generational shift is the apex of a process that has begun in the early 2000s.



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**"History and Culture of Wine" to be taught in Italy**

According to a law proposal penned by Dario Stefano, Senator and member of the Agriculture Commission of the Italian Senate, a new subject, "History and Culture of Wine", would be taught in Italian public schools for at least one hour a week, and it would include topics such as the creation, the mythology and the history of wine in Euro-mediterranean culture, Italian geography of wines and indigenous varieties, grape growing and winemaking and wine in history, today and in the future. The law proposal was officially presented this Thursday in Rome at the Senate, and would allocate 12.6 million Euros from 2016, to be spent for training teachers as well, in a process to be developed together with the Ministry for Education. It is a daring proposal, indeed, considering the many issues of Italian schools (such as the presence of cultures that ban alcohol outright, or the opportunity to insert the initiative in a wider food education programme). But "it is time for Italy to recover the knowledge of its identity", Stefano commented, "and educate tomorrow's generations through it. We don't want to teach kids to drink, but how the history of our country intertwines with the one of grape and wine. There is no facet of Italian history that is not permeated by these elements, be it religious, social, or economic. We must start some trials soon, beginning with my home region, Apulia". In France, this already has been done, Attilio Scienza, Professor of Viticulture at the University of Milan, pointed out, "but we also have to communicate to the kids the idea that wine is a fundamental part of mediterranean diet, we must make it popular again". The sector likes the idea, beginning with Assoenologi - whose President, Riccardo Cotarella, stated that "the right approach to wine begins with the mind", and Federvini and Unione Italiana Vini also gave the initiative of Senator Stefano a big thumbs-up, stating that "this is how one can give the proper recognition to territories and to an entire economic sector. Alcohol abuse is indeed present in Italy, but it is marginal, and the best way to fight it is with education rather than with prohibition".

**Focus**

**More investments in top terroirs**

According to rumors collected by WineNews, Frescobaldi, already present in Montalcino with Castelgiocondo - one of Montalcino's oldest estates, which it owns since 1989, with 880 hectares, 170 being vineyards and 148 for Brunello - and Luce della Vite (created in 1995, in a joint venture with the Mondavi family, 192 hectares, 85 being vineyards and 17 for Brunello), has acquired LogoNovo estate (55 hectares, 11 of those vineyards, none for Brunello) from Swiss entrepreneur Marco Keller for an estimated sum of over 10 million Euros. Meanwhile, Feudi di San Gregorio has invested in Bolgheri, where an hectare of vineyards goes for 350.000 to 500.000 Euros, by acquiring Villa Le Pavoniere in Castagneto Carducci from Girolamo Guicciardini Strozzi (Tenute Guicciardini Strozzi). This is only the last move in a longtime growth-focused strategy on Feudi di San Gregorio's part, led by Antonio Capaldo, which has gotten it beyond its 300 hectares in Sorbo Serpico - since it also includes partnerships with Etna winemaker Federico Graziani and with agronomist Pier Paolo Sirch, its CEO, in Friuli, and acquisitions in both Apulia (Ognissolle and Cefalicchio) and Basilicata (Basilisco).



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



MONTEFALCO SAGRANTINO



**Wine & Food**

**"Casa Prosecco" is born beyond China's Great Wall**

The new outpost of the Consortium of Prosecco DOC, "Casa Prosecco", is now officially open in Xi'an, one of the two ancient capitals of China (8.5 million citizens, and home to many a sight, including the Terracotta Army), and its objective is to foster growth in China, which today counts for only 1% of all Prosecco exports. And, it is the first of many to come, President Stefano Zanette stated. "Today", Director Luca Gavi explained, "the UK (33.6%), the United States (18%) and Germany (17.1%) are our main markets, but we want to grow in China as well".

**For the record**

**Schenk Group goes to Montepulciano**

Schenk Group, one of the leading wine groups of both Italy and Europe, with a turnover of 105 million Euros and 3.500 hectares of vineyards, has invested in the Tuscan

land of Nobile: according to rumors, the group has acquired Azienda Agricola Lunadoro (50 hectares, 12 being vineyards) in order to diversify its wine portfolio.

