



News



“Food can change the world”

“A food expert that frames food in a multidisciplinary manner, knowing that food information has a component of social responsibility as well, is what Slow Food would like to see more of. And there are many of those now. If one focuses on an hyperspecialized perspective, one loses sight of how much food culture can change things”, Carlin Petrini told WineNews during the presentation of the new edition of the manifesto of the Slow Food movement - “Good, Clean and Fair” - ten years after its first printing. “In these years”, he added, “food culture has become a complex matter, and sustainability is considered a much more important theme”, he added.



Wine in schools

We frankly like the idea of teaching “History and Civilization of Wine” in Italian schools, as the law proposal penned by Senator Dario Stefano suggests. For us though, the subject should be part of a larger project, one that focuses on food education for children. In the past, families would take care of the matter, but today, it is not so anymore, for a multitude of reasons. Still, the idea should be evaluated carefully, but staying on topic, without saying, as has been done by some, that “this would bring in classrooms something that is potentially harmful to one’s health”. One would not bring wine per se in classrooms, but rather, its history and its culture. Saying that one is the same as the other would be like saying that teaching history means bringing war to classrooms, after all.

Report

Everybody says Tuscany

Tuscan wine is increasingly more popular abroad, especially in the press (and particularly in Germany and the States), and Chianti, Brunello di Montalcino and Supertuscans are among the most mentioned, says a research authored by Klaus Davi and presented at the first meeting of the Board of Directors of AVITO, the “Consortium of Consortiums” of Tuscany. President Fabio Bindocci mentioned “the dream of opening an office in China”, and stated that “raising the price of our bottles” is a priority.



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CMO promotion funds, the decree is here

As officially stated by the Italian Minister for Agriculture, the decree for accessing CMO funds for promotional initiatives in non-EU countries (100 million Euros a year for the next three years) was finally approved, after the State-Regions conference that took place last week. The decree, it should be pointed out, would be active until 2020, barring further changes, but, as anticipated by WineNews, some of the biggest organizations of the wine sector in Italy are not entirely satisfied with it - namely, with some of the key points of the document, which will define how both the national announcement (which will distribute 30% of all resources) and the regional ones (which will distribute the remaining 70%) will be written. First of all, the priority criteria, instead of focusing on the biggest and heaviest players in the field of national wine exports, are focused on pools of small to medium-sized firms that have not received such funds before, and in new markets as well, thus running the risk of blunting the effectiveness of past long-term investments. This, it should be pointed out, is due to the criteria that European regulations imposed on the matter. “Now we must move as quickly as possible”, Ottavio Cagiano, General Director of Federvini, commented, “but one should not forget that that the CMO funds are cofinancing funds, and therefore are activated only if the private sector is involved. And where those firms decide to invest cannot be decided through a decree”. “There are positive elements as well”, Paolo Castelletti, at the helm of Unione Italiana Vini, added, “but it is vital for Regions to spend all funds at their disposal, instead of redirecting part of them on other measures, as has happened in past years”. “It is important for the announcements to maximize the effectiveness of the decision”, Silvana Ballotta, CEO of Business Strategies, pointed out, “and Regions have some leeway in this regard. But some things should be watched closely, like the new minimum threshold for the realization of a project, which was raised from 70% to 85%. Should that not be met, the financing would be revoked”.

Focus

Lodovico and Sophia, a family affair

Sophia is very young, but she already knows her wine - that is, the first one that she created. In one hand, she shows “Sof”, an elegant and delicate 2015 IGT rosè from Syrah grapes that come from the vineyards that gently roll from Bolgheri to the sea, and the bottle resembles her, with the glazed glass transparent enough to show its peach-colored hue, one that catches the eye before the palate. At her side, one can find her father, Lodovico Antinori: no ordinary man, and one that could be considered to be accustomed to these emotions, but nonetheless, his eyes are fixed on his daughter. Antinori is, of course, the man behind Tenuta dell’Ornellaia, maker of wines such as Masseto and Ornellaia, and later, at Tenuta di Biserno, of labels such as Il Pino di Biserno, Biserno and Lodovico. But this does not matter. Once more, he wrote another page of his illustrious career, but his role this time is the one of mentor and advisor, in order to foster a creativity borne out of intuitions that has always characterized a family with centuries of wine history in its lineage. Sophia Antinori made her debut as winemaker this Thursday at Tenuta di Biserno, in Bibbona, a stone’s throw from Bolgheri itself.



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



MONTEFALCO SAGRANTINO

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Wine & Food

Italian wine exports reach 5.39 billion Euros in 2015

The latest data coming from the Observatory on Italian Wine (elaborated by ISMEA) confirms the record results of wine exports in 2015, reaching 5.39 billion Euros (5.4% growth over 2014), and sparklings are the spear-tip of this performance. “It is a positive result, our wines are enjoying an ever greater success all over the world”, Domenico Zonin, President of Unione Italiana Vini, commented. “These are great numbers at the eve of Vinitaly 2016” added Giovanni Mantovani, General Director of Veronafiere: “it is possible to reach 7.4 billion Euros by 2020, as Prime Minister Renzi stated”.

For the record

An indigenous yeast for Barbera d’Asti

The “WildWine” project has identified an indigenous yeast in Barbera grapes: the role of yeasts in winemaking is paramount, since they decide the alcohol level and the

aroma of a wine. This week, the Consortium of Barbera d’Asti has presented the wines created through two yeasts, in order to decide which ones to put on the market.

