



OperaWine
www.operawine.it

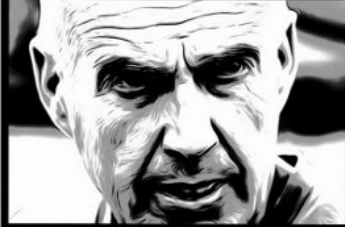
Italian Weekly Wine News.it



Issue 28 - Apr. 2nd-7th, 2012 - Expressly for wine lovers, professionals and opinion leaders the world over
Registration number 709, Courthouse of Siena, March 31st, 2001 - Editor-in-chief: Alessandro Regoli

News

JOSKO GRAVNER



Gravner becomes a "toon"

So far, the relationship between Bacchus and graphic novels was a path untrodden in Italy. Not in Japan, though, where "The Drops of God", a manga comic dedicated to the adventures of a wine critic and penned by Tadashi Agi (a pseudonym for the Kibayashi brothers, Yuko and Shin) has sold 4.3 million copies so far. Italy has finally heeded the call, so to speak, with "Josko Gravner Comic", by Mauro Mandrelli and Filippo Polidori, a graphic novel dedicated to the famous Friulian wine producer: the first issue, in Italian only, was recently posted on Facebook. Who knows, maybe more will follow: after all, wine does wonders for one's creativity...



A true wine party

The world of wine has many occasions to celebrate. And if it is sometimes right and proper to do so with the respect and deference that the sector requires - because of its history, its culture and its economic profile - and through solemn moments, scientific researches or memorable tastings that all have their "liturgies", it is also nice to sometimes do so in a more off-hand, playful manner, with a true party, letting the guests have at it with karaoke sessions, pinball machines, musical chairs and so on. Without making wine a part of the scenery, but rather a co-star of the fun. Just like Santa Margherita, the world-renowned Venetian brand that recently celebrated its 60 years of Prosecco in Verona, did. Have a look for yourself: the official video can be found at winenews.tv...

Report

Competition and synergy

Changing competition into synergy is the mission of the "Italia del Vino" Consortium, which just re-elected Ettore Nicoletto as its president. It's "a choice of continuity" for the private consortium, which has grouped together 11 of the country's most important businesses since 2009 (900 million Euros in turnover, 400 of those due to exports, 10% of the national quota). In the short term, the consortium wishes to create an Observatory on data as "an intelligence tool for the winemaking sector".



First Page

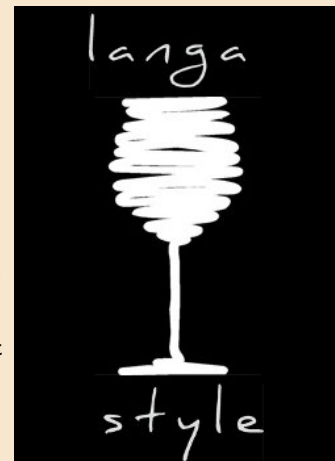
Lambrusco, trailblazer of past and future markets

It was in the 70s that the world found its economy truly globalized: the spread of wealth was helping people forget the hardships of the war and - among other things - it was in that decade that the States began to discover Italian wine, chiefly thanks to Lambrusco, the sparkling Emilian red wine that was nicknamed "the Italian Coca Cola" by some Americans. That success gave birth to many first-tier brands: for example Castello Banfi, created in Montalcino as an investment by the Mariani family, who built their wealth exporting Lambrusco to America. Over time quality has undeniably got much better and even today, with 75% of the 14.800 hectares of vineyards in the provinces of Reggio Emilia and Modena dedicated to its production, Lambrusco's role as a trailblazer on global markets is undeniable; it represents 70% of all wine that one of the "Bric" countries - namely Brazil - imports from Italy. Another confirmation comes from French retail colossus Auchan (42.5 billion Euros in turnover in 2010, and more than 1.000 retail outlets in France, Spain, Italy, Portugal, Luxembourg, Poland, Hungary, China, Taiwan, Russia, Romania and the Ukraine), which aims to put in the spotlight "more than 60 labels, with Lambrusco in the lead, through a project that in 2012 will reach Russia, ever more hungry for Italian products", Fabio Sordi, market and acquisitions manager of Auchan, said during Vinality 2012. "Thanks to this driving demand," Sordi said, "we aim to double the 2011 result, reaching 6 million Euros in turnover in the world. And Lambrusco is the best ambassador for Italy in the world, because it is through this wine that we can penetrate the main markets, and subsequently widen the offer to other wines". And also, because Lambrusco, as Alessandro Ceci - head of Cantine Ceci, one of Lambrusco's most famous producers - told winenews.tv, "can boast a qualitative excellence at 5 Euros a bottle, and this is without a doubt unique". Finally, because of its price/quality ratio, Lambrusco is perfect for emerging markets, producers say, since young people like it, it has a low alcohol content and goes well with a lot of cuisines. And figures, so far, seem to have proven them right...

Focus

"Langa Style": when smaller is better

Being able to "make it" in the wine world is no small feat, especially for new businesses whose budgets for promotional purposes are generally lean. Some cast their lot with the Consortiums, but some - like five young winemakers from the Langhe region of Piedmont, all of them born in 1981 - decided to create their own. And this is how, in 2007, "Langa Style" (langastyle.com) came to be: a single brand used to spread the word about five small wineries founded between 2002 and 2004 - La Ganghija, Mustela, Negretti, Olivero Mario and Vigin. Each one still has its own labels and techniques, but all share an objective: "to promote our brands together", as Lorenzo Oliviero, "spokesman" for Langa Style, told Winenews, "and to get out of our own shell, so to speak. We began at Vinality in 2007, and now we get around all of Europe in teams of two to three people, bringing the group's wines for tasting". A division of labour that lowers costs and endeavours and one that allows the group to "export 60% of the 160.000 bottles we produce - a necessary choice, since the domestic market is in a slump". After all, there is strength in unity, even in small numbers.



SMS



Wine & Food

A wine & food dictionary for visitors at the 2015 Expo

The 2015 Expo in Milan is around the corner, and the city is preparing to welcome millions of visitors from all around the world, also through the "Words to Eat" project of the University of Milan: a trilingual dictionary (Italian-English-Chinese) with the most common terms used for wine & food, nutrition, biotechnologies and food security. The small volume, to be created with the participation of Autogrill, will be "user-friendly", with the translation as well as the phonetics of Italian words in the other two languages. After all, the culture of food is becoming ever more polyglot.

For the record

Amorim publishes new manual on corks

After years in R&D dedicated to creating the best corks for producers, the Amorim Cork Company recently published a technical manual for their correct

use, a tool born out of years in the field with other companies. Its objective is to create a standard for the entire production process, in order to avoid improper uses.

