

News



Apulia, Chile, and a smile

Wine tell the story of a territory, and vineyards paint its landscape in a unique and irreplaceable way. But in the digital age, one can always slip up on the details - like, for instance, what happened to Apulia, which, during the last edition of Dusseldorf's Prowein fair, has used two undoubtedly beautiful images of vineyards in its material. Pity, then, that between a trullo and a picture of Salento, Manduria and so on, a landscape from Chile was used (and on the cover, no less), as well as one of California's Napa Valley. Things like these do happen, of course: in the era of Internet, it is hardly a first instance. Maybe, come Vinality, this error will have been fixed ...



The Silk Road

The commercial route opened by Marco Polo more than eight centuries ago entered history book as the Silk Road, and it is the symbol of the most urgent challenge that Italian wine will have to face in the near future. By coming out, hopefully, on top, because China - an Eldorado for Italy, and one still to be discovered fully - keeps on growing, and Italy is lagging behind. The one about to leave might well be "the last train", as Robert Yang, CEO of 1919, the biggest wine shop chain in China, told WineNews. But the Silk Road also represents "a cultural bond, the answer to the winds of protectionism that might set us back decades", as Maurizio Danese, President of Veronafiere, pointed out during OperaWine, the event by Wine Spectator that precedes Vinality .

Report

Event Marketing in Verona

Vinality itself will do event marketing through "Vinality & the City" (Verona and Bardolino, until Apr. 11th), and wineries will do the same with welcome toasts and gala dinners, events in clubs or boutiques to showcase new wines, new hashtags, organizing art shows for an anniversary or concerts, by hosting special guests or some of their own territory's best chefs in the beautiful Palazzi and locations of Verona, or through events and soirees in the many estates just out of the city itself.



A CAMPAIGN FINANCING IN ACCORDING TO REG. EC N. 1306/2013

First Page

Wine, rebirth, sustainability, the value of territories

The communication adopted by wineries, consortiums and districts to tell their story at Vinality (Verona, Apr. 9th-12th) is ever more direct and engaging. Marche, with the Institute for Protection of Marche Wines, will be there with the collective spirit of the only "plural" Region of Italy, represented by white Verdicchio and red Conero, with 50 years of history as a denomination: they aim to be the protagonists of a new beginning after the earthquake, and will be the theme of a Wine Monitor-Nomisma research on the relationship with catering (Apr. 10th, and they'll host an editorial desk of WineNews). Abruzzo, with the Consortium of Abruzzo Wines, is starting again through wine, telling its story with Montepulciano and Trebbiano (in historical vintages) with Italy's best sommelier, Andrea Galanti. Lazio will bring the students of the catering institutes of Frascati and Amatrice. Then, the rediscovery of the vineyards of Umbria, thanks to the "Stage Sagrantino" time trial Foligno-Montefalco of the 2017 "Giro d'Italia" race (May 16th), ideally traveled by the Consortium of Montefalco with Giro Director Mauro Vegni, and in the glass by Caprai, the winery that made Sagrantino a phenomenon. The "silent revolution" of the Consortium of Soave focuses on the beauty of its hilly vineyards, recently given the title of Rural Historical Landscape, and will host Slow Food Italy (Apr. 12th): the Consortium of Prosecco Superiore will support the candidacy of its territory as a UNESCO heritage, while "(Wine+Food+Arts) x Tourism = La Buona Italia" is the equation of Gavi. The Banfi Foundation will tell the story of "Sanguis Jovis", the Center for Studies on Sangiovese headed by Attilio Scienza (Apr. 9th), and Tasca d'Almerita will do the same for the "SOStain" sustainability project. "In Vino Habitat" is the theme of Allegrini, and for Feudi di San Gregorio the Renaissance of the South hinges on centennial vines, also thanks to the "Vine Trainers" pruning method, with Marco Simonit (Apr. 11th). Zenato has sponsored a Mach Foundation study on the microbic features of Corvina grape, and Tedeschi the aromatic features of wine with Verona University.

Focus

From virtual tours to the oldest wine

A pleasant quirkiness will also be present at Vinality, with features such as a painter for wine labels for Rotas Italia, Sardinian wool and production waste reused by Argiolas, the wines of the Agrarian Institute of Imola for Cevico and TV showman Gerry Scotti's "Nato in Vigna" wine. At Guido Berlucchi winery, sommeliers will wear a body cam, Bisol will accompany wine lovers in a virtual tour of the hills of Prosecco with a VR visor and headphones, and Villa Sandi, with its "As if... experience" will do the same, with a bird eye's view of its historical underground cellars. Unusual labels will also abound, from the world's oldest white wines, walled in every year since the '50s by Cantina di Terlano to test their ageing potential, to the tasting of the very oldest, a 1921 Lessona of Tenute Sella, with Wine Enthusiast's Kerin O' Keefe for the Association of Winemakers of Biella Hills. Jeff Porter, Beverage Director of Joe Bastianich's U.S. restaurants, will be the testimonial of the rosè wines of Apulia. Finally, the Manufacture of Tuscan Cigars will host a temporary barber shop by Proraso, and Podere Castel Merlo a Bentley courtesy car service.



ARNALDO CAPRAI
Viticoltore in Montefalco
CAMPAIGN FINANCED ACCORDING TO EC REGULATION N.1306/13

Wine & Food

Lessons & tastings for all, by Signorvino (with Joe Bastianich)

For wine lovers, the coolest event during Vinality (and until the 15th), is "Wine Circus", in the Signorvino stores of Verona and Valpolicella, the wine chain of the Calzedonia group, where one can participate in simple, fun and free wine lessons, to get introduced to wine, wine tastings and, for the aficionados, fine wine tastings with Italian masterpieces. Guest starring, Joe Bastianich, who will showcase a vertical tasting of his Vespa Bianco Cantina Bastianich (2014, 2013, 2011, 2008, 2000) in a masterclass on Apr. 10th. And, every evening, cocktails and dj set (www.signorvino.com).

For the record

Italian wine from across the Atlantic

The bond between the U.S. and Italy, the success of Prosecco and its consequences, market perspectives under President Trump: from Operawine, the words of Thomas

Matthews, Executive Editor of Wine Spectator, Senior Editor Bruce Sanderson and Alison Napjus, and winemaker Marilisa Allegrini (<https://goo.gl/GBgfK1>).

