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News



Restaurants love Italian wines

The clientele in American restaurants has been spending more for wine: the average price of the most sought-after bottles has reached US\$ 69.14, compared to 62 dollars in the past five years. The data comes from the "The most popular wines in restaurants" ranking of the American "Wine & Spirits Magazine". This is great news for Italy, since 18.8% of those bottles are Italian, ahead of France (15.3%), Spain, Argentina, New Zealand and Greece. Many Italian brands are in the ranking, from Antinori to Banfi, from Donnafugata to Frescobaldi and from Masi to Ruffino, just to name a few. In the "top 10", holding the flag of the "Belpaese" high, is the Venetian brand Santa Margherita.



SMS

Etna, a wine treasure

The confirmation came from the 2012 edition of "Sicilia en Primeur", where Attilio Scienza, one of Europe's leading experts in viticulture, stated that the territory of Etna is a gold mine for grape varieties, a true terroir. Etna is a wine territory (and a "zoned" one), probably the only one, so far, that can play a role in the future, and make the world understand that it is indeed part of Sicily, but also a unique combination of climate, soils, ancient grape varieties and winemaking culture. It is a territory that will soon have to find its true expression, also through a system that properly stresses its uniqueness, but with a unity of purpose among all businesses involved. It is feasible, given the unique characteristics and allure of this area, to have Etna become one of Italy's most important terroirs.

Report

Here comes China

It was only a matter of time before China shouldered its way into the "big spenders" club of the wine world, and 2011 was the year: an astounding +72% in value over 2010, places China now as the fifth importing country in the world, with one billion Euros, after the U.S., the UK, Germany and Canada. France's quota, as usual, is the biggest (more than 50%), while Italy, with 6.5%, must deal with the likes of Australia (15%), Chile (7.2%) and Spain (6.9%), even if its percentage has grown 100% from 2010.



First Page

Health concerns, crisis and breathalyzers get less bottles and more single glasses in restaurants

The widespread diffusion of breathalyzer tests on Italian roads has been a cause for concern among wine lovers, but now the crisis is also responsible for the drop in consumption of wine in Italian restaurants: according to an analysis of Italy's federation of public venues, Fipe, 44.4% of restaurants are reporting a sharp decline in consumption, due to road safety regulations (for 60.3% of the sample), health concerns (25%) and lastly to a lower spending budget (14.2%). But even if wine sales are down, wine by the glass is rising sharply for 89% of surveyed restaurant owners, making it an unstoppable trend - and one that has overcome the other "workarounds" regarding wine consumption in restaurants, from bottle sharing between tables to the wine bag, the possibility to bring the opened bottle back home, which is commonplace in the U.S. but struggling in Italy. Half bottles are not seen as a viable alternative, given their "lack of glamour" and higher prices compared to single glasses, which have a unique advantage: the possibility to drink different wines during the same meal without breaking the bank. "Consumption by the glass", Fipe said, "is a better answer to both health and financial concerns", without demonizing the two key points of fighting alcohol abuse and the economic crisis, "two things that, in a way, have bred a more moderate consumer, but one that is much more knowledgeable and attentive about wine". Such a knowledgeable consumer favors Italian wine, which is markedly on the rise, mainly with reds and sparkling wines - especially if they hail from the same territory - while the consumption of rosés, Champagnes and foreign wines is dropping. Wine by the glass is a winning formula, then, but it is not always offered correctly: oftentimes the price is not on the menu, and only in savvy restaurants the waiter is ready to inform the customer, to guide him and to suggest the proper wine.

Focus

Italian wine comes to the big screen with Woody Allen's latest movie

Three films shot in Europe after a lifetime in New York, Woody Allen now tips his hat to the Eternal City with "To Rome With Love", a declaration of love to the Italian capital - with a wine & food twist. Between a banquet, a pic-nic and restaurants, the great brands of Italian food & wine become characters themselves: Allen brings a bottle of Feudi di San Gregorio's wine to his future Italian in-laws; toasts the undertaker-singer (one of the movie's many hilarious characters) with Ferrari's "bubbly", and then come Pasta Garofalo, San Benedetto water, Beretta cold meats, Mutti tomatoes and Illy coffee. The big screen has had a weak spot for our wines for a long time, from Clint Eastwood's "Hereafter" - "We will warm ourselves with a good glass of Barbaresco: a fantastic wine from Piedmont, in northern Italy, made with nebbiolo grapes. Have a sip, come on...cheers!" to Denys Arcand's "The Barbarian Invasions", where the wine is Tuscan, since "what's better than an Excelsus from Castello Banfi to remember the beauty of Italy?"



www.vinalitytour.com



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Wine & Food

Italian wine "still the most loved in the U.S.", says IWFI

According to the latest data from the Italian Wine & Food Institute, chaired and managed by Lucio Caputo and Jacopo Biondi Santi, Italian wine in the U.S. is going through a bit of a rough patch, with minus 6% in volume and minus 10% in value in the first two months of 2012 over 2011. Still, one bottle out of every five sold in the U.S. is Italian, and one out of every three U.S. dollars spent for foreign wine goes to Italian labels. And Italian sparkling wines keep on growing, with +8.3% in quantity and +4.4% in value.

For the record

Vinality returns to the United States

From April 30th in Chicago to May 2nd in New York, the 2012 edition of the Vinality U.S. Tour will bring know-how, tastings, business meetings and over 100 winemakers

to the States. With a "hi-tech" twist: through the "Vinality Interactive" app, wine lovers will be able to mark their preferences, which will be emailed back to them afterwards.

