



# Italian Weekly Wine News.it



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## News



### Antinori bets on Piedmont

The Antinori family has always approached Piedmont in the typical Piedmont "esageruma nen" ("let's not go too far" in local dialect) way, but they have nonetheless just made a new important investment in Monforte d'Alba. Namely, the renovation of Prunotto, a historic winery (56 hectares of vineyards) the Tuscan family has owned since the '90s. Albiara Antinori strongly supported the project, with architect Paolo Cattaneo, for the 50 harvests of Barolo Bussia. The first vintage was 1961, and the 2011 vintage has just landed on the shelves. The new winery will be used only for grapes coming from the Bussia cru (7 hectares) and Vigna Colonnello (one hectare).

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### Wine and its culture, and possibly, a Ministry

Discussing wine culture is necessary, "because we're the top producing country, but out of 60 million wine-drinking Italians, too few know enough about it", Franco Maria Ricci, head of Bibenda, said during the Wine and Oil Culture Forum of the Italian sommelier foundation FIS. It took place at Rome's LUISS University, and Dean Paola Severino, former Minister of Justice, added that "many legal topics are in play when one talks about wine, as well as economical, geopolitical issues and the humanities, because wine is sold everywhere, and one needs to know about it". Oscar Farinetti, inventor of wine & food chain Eataly, also attended, and he stated that "a country like Italy must have a "Minister of Wine", like Angelo Gaja or Piero Antinori, people that anticipate what's going to happen. We need skills to simplify the sector" - and grasp the opportunities of a growing global market. "I think", he added, "that soon the two thirds of the world that don't drink wine, and I'm thinking China or India, will soon do so. We're "condemned" to quality production, but we need to narrate ourselves better: our wine isn't worth half of the French, but they have three centuries on us and tell their story globally". Anchor man Bruno Vespa agreed: "the French have made a phenomenon out of a not excellent wine like Beaujolais, and we haven't been able to do the same with all we have". Farinetti also proposed a law "to prohibit pesticides and chemical fertilizers, which 70% of winemakers don't use anymore. If we did that, we'd be the first in the world". Finally, Minister of Culture Dario Franceschini opined on the possibility of making the great museums of Italy places where wine culture is divulged: "Why not? Provided that one does it well, like haute couture has already done. Wine and food are fully part of Italian culture; the important thing is to do it flawlessly. Art, shopping and wine & food are at the top of the list of the reasons why people travel here, and we are excellent in all of those. We still need to make them work together, though. There is an on-going discussion on how to bring the country out of the crisis, while in these sectors it is on how to better manage growth".



### Parker & the Michelin guide

The bombshell news of the week was the Michelin Group's acquisition of a 40% stake in Robert Parker's "The Wine Advocate". The two publications will remain separate and independent, but they'll be much more synergic, especially when it comes to joint events, with a very high target, particularly in Asia. The "red book" is a lot less known in Asia than in Europe, and it will be able to benefit from the experience of Robert Parker's creation, whose reputation is already sky-high there, also thanks to the investments of the new owners, led by entrepreneur Soo Hoo Khoon Pen. According to sources WineNews contacted, this is going to be the joint future of the two entities, with "The Wine Advocate"'s majority stake remaining in the hands of Parker and the new investors from Singapore.

## Focus

### Wine-Searcher's top Italian labels

According to the 2017 edition of Wine Searcher's "Top 100 Most Searched-For Wines", the very top of them still come from Bordeaux. Great Italian wines, though, are carving out an increasingly larger space in the heart of aficionados, with Sassicaia Tenuta San Guido leading the charge and keeping the flag high at spot number 12. The second Italian is Tignanello Antinori, at spot 32, followed by Ornellaia, at 39, Masseto, at 44, and Solaia Antinori at 60. Additionally, Italy also managed to get Alzero Quintarelli at spot 70, Barolo Monfortino Riserva Giacomo Conterno at 89 and Barbaresco Gaja at 90. The ranking changes quite a bit if one ranks the wines in Wine-Searcher's database according to average price (not counting the vintage). Among Italians, Barolo Monfortino Riserva Giacomo Conterno is right at the top, at 736 Euros per bottle, followed by Barolo Falletto Riserva Bruno Giacosa (681 Euros a pop), and Masseto (619 Euros). Then comes Tuscany, with Brunello di Montalcino Riserva Tenuta Greppo Biondi Santi (510 Euros per bottle) and Brunello di Montalcino Riserva Case Basse Gianfranco Soldera, at 451 Euros per bottle.



## Report

### Trentodoc, the Italian king

The 2017 "Champagne & Sparkling Wine World Championships" was a very good edition for Italian sparklers, with Trentodoc getting 19 gold medals (Ferrari got 11, and Rotari-Mezzacorona 5), but Franciacorta also got 10 (Ca' del Bosco, Guido Berlucchi and Lantieri got 2 apiece), Prosecco DOCG got 7 (and Nino Franco alone got 3) and Oltepò Pavese got one. 127 gold medals were given in total, with France getting 51, followed by Italy, 37. The special awards will be handed out in London in September.

## Wine & Food

### A tour of Bordeaux's Cité Du Vin by WineNews

Its external architecture brings to mind a decanter and the flow of wine inside a glass, and the internal one makes one think of the rows of plants in a vineyard - the Cité du Vin, the world's most important museum on wine culture and history through the ages, has attracted no less than 425.000 visitors in its first year, for a turnover of 7.5 million Euros. It is already financially independent, and 90% of its funding comes from the private sector. It is a true temple of wine that WineNews has visited on camera together with its Director, Philippe Massol (<https://goo.gl/4wGUoD>).

## For the record

### CMO promotion funds, a complete fiasco

The latest State-Regional Authorities summit didn't manage, once more, to reach a consensus on a decree for 2017-2018 EU CMO funds for promotion (100 million Euros).

Additionally, the 2016-2017 national funds (30 million) are still frozen, with the Regional Administrative Tribunal yet to rule on appeals - and they are probably lost at this point.



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



CAMPAIGN FINANCED ACCORDING TO EC REGULATION N.1306/13



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