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News



The patronage of Antinori

After more than a century one of the Italian Renaissance's masterpieces, currently owned by NY's Brooklyn Museum of Art, is coming back to Italy, and is doing so thanks to wine. The lunette with the "Resurrection of Christ", commissioned in the 1500s by the Marquises Antinori to Giovanni Della Robbia (which also includes a member of the family to the left of the Christ), and renovated five centuries later, by the same family, has been unveiled in Florence's Bargello Museum as part of its own exhibit, together with a new work of art commissioned by the Antinori family - namely, the "Scena Fissa" project by Italian artist Arienti, in the Antinori Art Project.



SMS

Fico, the food theme park

Fico Eatly World, the world's first "food theme park" created in Bologna by Eatly's Oscar Farinetti, will open its doors next Wednesday. The gigantic project - which includes over 40 "factories" where the production of foodstuffs is explained, 45 different food venues, from street food to Michelin-starred cuisine, 6 different carousels where kids will be able to learn the evolution of the relationship between man, land and food - was created with some fundamental values in mind, such as being the place where the story of food is told from land to table, where one reminds oneself of the fact that Earth comes first, where one learns and has fun and the same time and where, finally, the attention to sustainability and respect for the environment lives with the need to do business.

Report

25% of farming is "immigrant"

According to Coldiretti's analysis of the latest Statistical Dossier on Immigration by IDOS Research and Study Centre, immigration plays a vital part in the "Made in Italy" phenomenon, since at the moment, over 345.000 immigrants from 157 countries are regularly employed in Italian agriculture, and many agricultural sectors (such as Verona's strawberries, Trentino's apples, Piedmont's grapes and Lombardy's livestock) would quite simply grind to a halt without their daily efforts.



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

First Page

Amarone ruling to go beyond Valpolicella's borders

An Italian wine denomination and its territory, including its name, are the common endowment of all winemakers, be they members or not of the consortium that safeguards that denomination. No producer, and no association of producers, can therefore use those shared values in any other way. This, in layman's terms, is the principle affirmed by the recent ruling of the Courthouse of Venice, which, as previously reported by WineNews, has seen the Consortium of Wines of Valpolicella (representing around 80% of all winemakers of the denomination) win against the Amarone Families. The ruling, number 2283/2017 of October 24th, explained the Consortium, ordered the Families to "remove from their trading name any mention, partial or not, of the Amarone della Valpolicella DOCG [...] since it has ascertained the invalidity of the Italian brand, forbidding its use" - and there's more. "Due to the clarity of the ruling", the Consortium proceeded to point out, "one should hope for a quick reconciliation that might realign common objectives and efforts toward a shared growth of the territory and of the productive sector". According to rumours collected by WineNews, since the Families has yet to take an official stance on the matter, the two entities will indeed focus their efforts on a mutual compromise, instead of one-upping their clashes, but the fact remains that this ruling is only the first out of three possible stages of proceedings. Still, the ruling might be felt among the many Italian wine denominations where, both inside or outside the Consortiums, many associations, with names such as "academy", "alliance", "masters", "friends", have been created. The ruling specifies that "each producer, in the context of fair competition, might well promote its own industrial brands, or present itself as better than other producers, but cannot do so by "impairing" the DOCG [...] with acts that might suggest that the product belongs to an expression of the denomination with better qualities compared to the others, since the disciplinary document [...] that all winemakers must respect is the same".

Focus

Antinori, Ceretto speak on "Vineyard Italy"

Two of Italy's most renowned winemakers - Bruno Ceretto, of the eponymous winery of Barolo, and Piero Antinori, head of Marchesi Antinori, one of Italy's most important wine groups - recently took a "snapshot" of Italy's situation as a winemaking country. The most important events at play for them are, on the one side, the runaway growth of the values of some territory's vineyards, and, on the other, the fact that Italy still needs to complete its drive towards growth, while having to struggle with the EU's 1% limit for new plantings. "In Piedmont there's a bubble when it comes to vineyards' prices", Ceretto stated: "we accept it, but it is an exaggeration. Still, I think it will even out in the end" - meaning that, in all probability, top crus will keep on costing around 2.5 million Euros per hectare, but the others will go back to more normal prices. Regarding the 1% limit, Antinori stated, "this limit penalizes us, because it allows our competitors from the "New World" to expand freely, thus fortifying important positions. We must recover the thousands of hectares of vineyards that have been lost in past years, either because they were abandoned or because of a change in use".



ARNALDO CAPRAI
Viticoltore in Montefalco

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Wine & Food

France closing in on Italy's supremacy in the United States

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According to both the Non-EU Countries Observatory of Business Strategies' analysis of customs data and the Italian Wine & Food Institute's of data coming from the U.S. Department of Commerce, France is closing in fast on Italy's lead as the first wine importing country in the States. The former's market share has jumped up 20% both in value and in volume in q1-q3 2017, while Italy's has grown no more than 3%. Additionally, in the first analysis France has even surpassed Italy in value (1.22 vs. 1.21 billion Euros), but in the second, Italy still leads (819.84 vs. 996.63 million, for still wines only).

For the record

Fontanafredda, "Wine Star" of "Wine Enthusiast"

Fontanafredda, the historic Piedmont winery that is the nucleus of Oscar Farinetti's wine group and a staple of the territory and denomination of Barolo, has been nominated

"European Winery of the Year" in the 2017 edition of the Wine Star Awards of the prestigious US magazine "Wine Enthusiast", whose Italian Editor is Kerin O'Keefe.

