



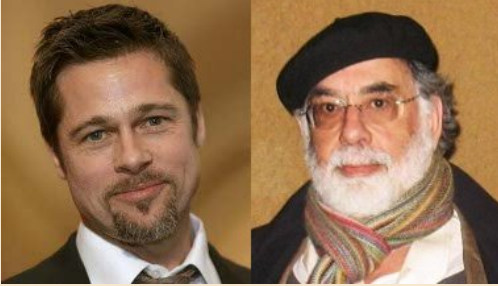
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# Italian Weekly Wine News.it



Issue 33 - May 7th-12th, 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



### From wine to movies and back

David Koepp (screenwriter of cult hits like "Jurassic Park" and "Mission Impossible") will direct a movie based on Benjamin Wallace's "The Billionaire's Vinegar", the book that details the history of one of the biggest wine-related scams ever. It began at Christie's in 1987, when a bottle of wine was sold for 105.000 pounds and was believed to have belonged to no less than Thomas Jefferson. Brad Pitt, who also owns a Villa with vineyards near Verona, will play the leading role. In the meantime, Francis Ford Coppola recently launched a wine on the market with the Californian label Inglenook for the first time since its 1964 bankruptcy: the label was founded in 1880.



### Experts versus consumers?

Experts taste, analyse and suggest; aficionados read and follow. So goes the theory, anyhow. It's a pity, then, that the experts seem to talk a language that consumers just don't get, as a recently published study in the "American Journal of Enology & Viticulture" also stated. According to its authors, the fact of the matter is that the experts' sensibility about taste is simply much greater than the simple wine lover's, thus making the latter incapable of perceiving all the nuances that experts can grasp. Bottom line: an expert's suggestion is more useful to one of his peers than to consumers at large - but should experts become more readily understandable, or should consumers become more knowledgeable? In the meantime, consumption in traditional producing countries is dropping steadily...

## Report

### Italian wine by Ismea

Almost 30 million hectolitres, 330 DOC, 118 TGI and 73 DOCG denominations, and two thirds of national production: this is the picture of Italian wine in 2011 for ISMEA, the Institute for Services for the Agricultural Market. Piedmont is in the lead with 58 denominations, followed by Tuscany (56) and Veneto (50). Denominations maintained their sale value from 2010, with exports growing 4% in volume (close to 5 million hectolitres) and 8% in value, while TGI wines grew 9% in volume and 13% in value.



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### 15% of Italian GDP comes from wine & food

Italian wine & food is worth 15% of Italy's GDP and makes 245 billion Euros a year go around, when consumption, exports, distribution and satellite industries are included in the tally. This is the snapshot of the sector taken by the Italian Confederation of Farmers, CIA, which indicates an ever-greater tendency toward exports. Considering a growing foreign demand and a 7% drop in internal consumption, the quota of products going abroad is now a record 20%, as Coldiretti, one of Italy's main farmers' associations, pointed out. Moreover, the sector will not be penalized by a food tax: "no decision has been made yet, I don't think it would be useful", Minister of Agriculture Mario Catania said, swiftly one-upped by Paolo Di Castro, President of the EU's Agricultural Commission, which called it a "masochist tax". This, in a nutshell, is what happened at Cibus, the international wine & food fair that took place in Parma until Thursday, an event that once again confirmed wine & food as a strategic sector for Italy's economy and for both private enterprises and cooperatives. Regarding wine, Coldiretti added, the exports quota surpassed the domestic market quota in value (4.4 billion Euros), but the fastest growing sectors of "Made in Italy" products abroad were the most traditional, like cheeses - Grana Padano and Parmigiano Reggiano in the lead, +21%; wine (+12%); olive oil (+9%) and pasta (+8%). "Made in Italy" wine & food, then, is pulling its own weight abroad, even if the lack of Italian distribution chains is quite the handicap, according to a report by Parma's Food & Fiere group. Still, it retains its traditional attractiveness towards the giants of foreign distribution, thanks to its quality and the allure of "Italian Style". And even considering the drop in domestic consumption and in the number of businesses in the sector, turnover for the wine & food sector in 2012 should grow 2.3%. In the words of Minister Catania, wine & food is a sector that "is vital for the revitalization of Italy, one that was left alone for a long time. But it will not be so anymore, for the sake of the entire country".

## Focus

### A snapshot of the Italian wine drinker

Italian wine lovers' most esteemed brands are Gaja, Antinori and Arnaldo Caprai, and their top regions are Piedmont (20%), Tuscany (16%) and Veneto (10%): for them, the best Italian wine is Brunello di Montalcino, followed by Barolo, Chianti, Nobile di Montepulciano, Verdicchio and Amarone. These are the results of a survey conducted by Gabriele Micozzi, Professor of Marketing at the University of Marche, on a sample of 1.466 Italians. Italian consumers are informed (73% read about wine), are willing to spend up to 10 Euros a bottle (39.6%) and even from 11 to 35 Euros (45%), while less than 15% go over that figure. 47.7% are reducing consumption, but only 9% are doing so for economic reasons. Most of those (40%) do so because habits, trends and styles are changing, and 26% are afraid to lose their driving license. 22% drink wine every day, 40% drink 2 or 3 times a week and 21% once a week, mostly at dinnertime (48%). But 36% enjoy a glass both at lunch and at dinner. 48% of the sample buys wine at mass retail outlets, and the top criteria are its price/quality ratio, the territory of origin and its tasting qualities.



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## Wine & Food

### "Made in Italy" flavours steal the hearts of American stars

Enough with the exotic dishes, fast food and ethnic restaurants: Hollywood stars are enamoured with Italian products. The A-list of Tinseltown prefers buffalo mozzarella (40%) and Parmigiano Reggiano (44%) to oysters and Champagne. And the flavours of "Made in Italy" are becoming business opportunities for many, be they winemaking businesses or restaurant chains. The trend was analysed by "Polli Cooking Lab" with a sample of 200 publications and 1200 websites. And when the prestige of Italy is the topic, 7 out of 10 consider it a synonym of "Made in Italy" wine & food...

## For the record

### A pizza fit for a king (or queen)

Since the pizza Margherita was invented in 1889 by Gennaro Esposito for Queen Margherita of Savoy, the second edition of the "Pizza Maker World Championship",

which will take place in Nola on May 21st-23rd, will be dedicated to seven pizzas for seven royal families - ranging from England's William and Kate to Princess Mary of Denmark.

