



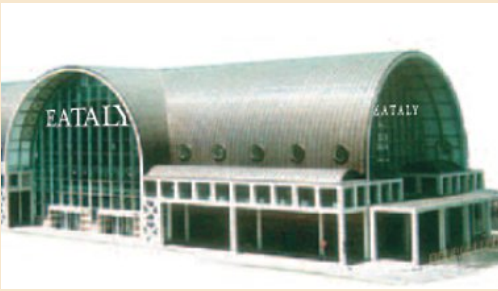
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# Italian Weekly Wine News.it



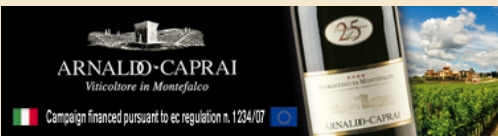
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## News



### Rome's Eataly takes shape

The grand opening of the biggest Eataly store in the whole world, the one that will surely bring hordes of tourists and Italian wine & food lovers to Italy's capital, is close at hand. So close, in fact, that Eataly's "deus ex machina" himself, Oscar Farinetti, will showcase the new store, built on the grounds of the former Ostiense Station (pictured above), to trade journalists next Monday, June 11th. He himself will describe every detail and secret of what will be a true temple to beauty in all its forms, and one which will host 500 young employees, 18 restaurants and no less than 5.000 quality wine & food products on more than 140.000 square feet of retail space.



### Lambrusco and solidarity

There will be lots of work to do in earthquake-ravaged Emilia Romagna, but the first emergency is to keep its productive capability working, with its wine & food output first and foremost. How? For starters, by following the example of a German restaurateur who, having heard of the calamity, ordered four times more bottles of Lambrusco than usual: a way to add the pleasure of being helpful to the pleasure of good tastes. It is more than a simple donation, since by choosing and supporting the products of Northern Italy's "food valley" we can all help in bringing about the comeback of those territories. Let us all then fill our pantries with Parmigiano Reggiano, Grana Padano and balsamic vinegar from Modena...

## Report

### "Me and Brunello"

Few people in Italian wine can boast the clout of oenologist and manager Ezio Rivella. After being at the helm of the Organisation Internationale de la Vigne et du Vin, Assoenologi and Unione Italiana Vini, just to name a few, winning a lifetime of prizes and milestones like founding Castello Banfi, the winemaker that gave Brunello to the world, Rivella has stepped down from his post as President of the Consortium of Brunello di Montalcino. He resigned "for personal reasons, but I'm happy with what I was able to do".



## First Page

### Italy and France, so close and yet so far

The wine worlds of Italy and France are antagonists and rivals without equal anywhere in the world. Italy is the leading country for exports in quantity, France for value. But today's challenges see the two countries side by side, as Serge Dubois, President of the French Union Internationale des Oenologues, told Winenews: "Winemaking in the Old World, and therefore in Italy and France, is completely different from the process seen in new producing countries, like the U.S. Our cultures have centuries of history and a love for wine that both oenologists and producers share and respect. On the other side of the Atlantic, instead, especially in the bigger, multinational companies, oenologists cater to a completely different culture, focused first and foremost on the bottom line". And the fight against free planting rights also sees us both behind the same rampart: "just like in Italy, French producers are creating a convinced and united front against it". However, for each thing that puts us in the same boat, another sets us apart - namely, the old question about who's "the best", and the President of French oenologists says "it is Italy: France is very good in top-tier wines, some Champagnes, the great Bordeaux and Burgundy, which though are no more than 2-3% of total production. If we compare the middle-tier wines for the two countries, Italy is superior: Italian wine is more common even in Québec, a former French colony". But a structural problem still lingers: "Italian winemaking estates are much smaller on average, and unlike the French ones that can cover 15-20 hectares, they do not make only wine, which oftentimes translates as a resistance to change". But it is a problem that won't stop our success abroad: "great Italian wines are now renowned the world over; it will still take some time to close the gap with the great French wines, but the road has been paved, and it is the right one to follow". A remarkable endorsement for Italian wine, and if the final game of the 2012 European Soccer Cup were between Italy and France, "it would be a matter of heart, to be faced with the choice of Barolo, Ripasso or Supertuscan".

## Focus

### A snapshot of Italian wine exports

Italian wine is worth 14.5 billion Euros, with a turnover that continues to grow even in the crisis years (+6.6% over 2007), and an output that is 17% of global production. Its exports are compensating the drop in domestic consumption (2012 will see it shrink below 39 litres per capita), and after 2011's record of 4.4 billion Euros, exports dropped 5.5% in the first three months of 2012 over 2011, but values have grown 12.5%, from 1.76 Euros to 1.98 Euros per litre. This is the snapshot of the sector for Giuseppe Martelli, General Director of Assoenologi, during their yearly convention. "We shouldn't rest on our laurels: we know that some producers are doing well, but others are in trouble, and we know that exports must be managed with ever-growing attention. Even China, which produces 30 million hectolitres already, could soon become a major exporting country". "Moreover, 3.4 billion euros out of 4.4 come from ten countries, the U.S., Germany and the UK at the top. If one of these markets goes into a recession", Ettore Nicoletto, CEO of Santa Margherita, remarked, "then we could be in trouble: we have to keep tight ranks to better penetrate new markets".



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## Wine & Food

### The right wine is on the Internet and can be bought from home

The American magazine "Forbes" recently compiled a ranking of the best wine e-commerce websites in the world, and wine.com, a leader in the sector for seven straight years, with 44 million Euros in turnover as of March 31st, 2012, took the top spot. Lot18.com, the first website for "flash" sales, which sold more than 80 million Euros' worth of wine in 2011, came next. Then came a plethora of websites catering to more peculiar tastes, from tastingroom.com, which sells premium wines in 50 ml bottles, to Plonk Wine Merchants, which offers only wines under 23 Euros.

## For the record

### A new President for Assoenologi?

According to rumours that Winenews picked up after the latest yearly convention of Assoenologi, the Italian Association of Oenologists, the Presidency might

soon change hands, and the name of Riccardo Cotarella, one of Italy's most renowned oenologists, was the one that made the rounds more often.

