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## News



### After the "Judgement of Paris", the "Judgement of Princeton"

The American Association of Wine Economists has just re-enacted the "Judgement of Paris": in 1976 Steve Spurrier organized a blind tasting of 10 whites (6 from the Napa valley and 4 from Bordeaux) and 10 reds (same ratio). The Napa valley won in both cases, an event that caused an uproar in France and one that put Napa valley on the radar of wine lovers around the world. In its re-enactment, christened the "Judgement of Princeton", the same French wines from 1976 were set against their New Jersey counterparts, but this time the French won.



SMS

### Catering, where art thou?

Great chefs have become the sports stars of the new millennium: TV has made them famous, kids want to learn how to cook, and even town squares fill up with people for them. But where is catering going? To find out where it is headed, one must talk directly to the chefs, as happened at "FestaVico", Gennaro Esposito's recent event in Sorrento, near Naples, where the stars of haute cuisine faced the everyday problems of the common folk. And this is the right way to do it: chefs must try to make good food a luxury accessible to everyone, with new ideas and initiatives, and people, especially in hard times, must learn to spend their money well, since money spent on food is the most important kind of money to spend.

## First Page

### Wine CMO: all against it, but change is hard

Negative opinions on free planting rights, which are part of the new wine Common Market Organization (CMO), due to become law in 2015 in the EU, are beyond counting: among others, the European Parliament, 15 EU member states, the President of the Agriculture Commission of the European Parliament, Paolo Di Castro, pretty much every trade organization of the sector, and vigneroni from Italy, France, Spain, Germany, Austria - and now the EU Court of Auditors too - all criticized the measure. But will this barrage of nays be enough to change the course of things, and avoid such a risk for all countries for which wine is a strategic asset of their respective economies? Some progress has been made: for example, through the institution of a "high-level working group", which Commissioner Dacian Ciolos strongly advocated but results, at the end of the day, have been inconclusive; the group was not given a clear mandate, the Commission only tried to become more knowledgeable on the matter, and no legislative proposal is expected, only some "recommendations". Free planting rights, then, are an open issue, even if almost no-one is talking favourably about them, since those who are for the measure are keeping silent, with the partial exception of Ciolos himself, who dismissed the protests of winemakers on the matter as "simplistic and politically-biased" during his visit at Vinality 2012. On the other hand, the Commission took only one step on such a thorny matter, in which it stated that "planting rights will not vanish overnight in 2015, since each country can extend them to 2018, if an immediate elimination could be seen as a high-risk move regarding some vineyards". A way to postpone the problem of a measure which is part of a Community Regulation (number 479/2008) that was approved in December 2007 only after an extenuating mediation of then-Commissionary Fisher Boel, and that will most probably not be amended in one of its most assertive and innovative contents. So how will this "Odyssey in the vineyard" end? Time will tell, but a change of course appears to be much more complicated than one can possibly imagine.

## Focus

### Bordeaux under the sea

Be it by chance, by mistake or an odd bet, the idea of aging wine underwater has become a real trend - it is still a niche, but has been proven capable of charming one of Bordeaux's most famous names, Chateau Larrivet Haut-Brion. The idea came during a dinner among friends, where Chateau director Bruno Lemoine, oyster breeder Joel Dupuch and cooper Pierre Guillaume Chiberry, while talking of the possibility of using the sea as a cellar, decided to work together: Lemoine got the wine, a 2009 Bordeaux, Dupoc got the place, under the Atlantic Ocean, and Chiberry created two 56-liter barrels for the experiment. The three, of course, were curious to find out where wine aged best, so one of the barrels, entombed in a cube of concrete, was put underwater, and the second was left at the Chateau. Six months later the two samples were bottled and then tasted, curated by one of the top-tier French consultants, Michel Rolland. The results? Wine aged underwater was considered better, given its light tannins and a great complexity of aromas - but given the costs, underwater wine is most probably not going to become a mass phenomenon...



## Report

### A shortage in California

Demand for Californian wine in the States has been dropping steadily in the last decade, to the point that in the West Coast state, where 90% of American wine is produced, vineyards have oftentimes been converted to produce other crops. This choice has proven to be wrong, in the long run: as the "Wall Street Journal" recently reported, supply cannot sustain demand and since prices have been going up, imports have almost doubled since 2000, favouring Italian and Australian wines.



## Wine & Food

### Wine and Tinsel town, a timeless love goes on

Wine has been promoted from the rank of simple prop to the true star of entire feature films. So, what are the best movies where wine plays the main role? "The Drinks Business" magazine recently compiled its "Top 10 Wine Movies" list with that question in mind, and Ridley Scott's "A Good Year" took spot number 3. "Bottle Shock", by Randall Miller, took the silver medal, and the top spot on the podium was given to "Sideways" Alexander Payne's hilarious story of a wine tour gone awry, with a truly exceptional performance by actor Paul Giamatti.

## For the record

### Global passion, global professionalism

The Masters of Wine Institute was founded in 1953 and this year, for the first time, the number of students equalled the number of graduates: 298 wine professionals

are following the Institute courses - 250 enrolled in the past year alone - and 98 people from 28 countries just took their final exam. A (good) sign of the times.

