



OperaWine
www.operawine.it

Italian Weekly Wine News.it



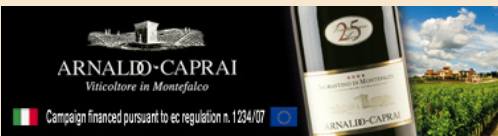
Issue 46 - Aug. 6th-11th, 2012 - Expressly for wine lovers, professionals and opinion leaders the world over
Registration number 709, Courthouse of Siena, March 31st, 2001 - Editor-in-chief: Alessandro Regoli

News



Harvest starts in Franciacorta

Castello Bonomi, property of the Paladin family, officially started the 2012 harvest in Franciacorta last Tuesday (last year it began on August 3rd) with its Pinot Noir, and the day after producer Lenza did the same with its Chardonnay. Both are located in Coccaglio, near Brescia, Lombardy. The harvest is influenced by the "Nero effect" (from the name of the scorching African anticyclone that engulfed Italy), says Coldiretti, one of Italy's most important growers' associations, and will be in the mornings only, to avoid thermal stress. Furthermore, the association's first report on the impact of climate change on Italian wine should be coming out shortly.



Enough crying wolf

A throng of scientific researches, starting with the one on the so-called "French Paradox" back in the 1980s, prove that drinking wine in moderation and during meals is beneficial to many things, and helps to live longer and better. And it doesn't hurt. Enough, then, with this sort of psychological warfare coming from articles that have little or no scientific value. Today's Italian oenology is ever more sensible to better quality raw materials and to wine's territoriality. There is no great interest, then, in using products that, even if not harmful to one's health, tend to standardize wine. And furthermore, as the Professor of Viticulture at Milan University Attilio Scienza - quite the authority on the subject - said, "drinking wine has never been so safe, because no other food product undergoes so many controls".

Report

News for Buonitalia

A new order seems to be near for the "institutional" promotion of Italian wine & food abroad, a sector that net the country 30 billion Euros in 2011. The recent "spending review" Decree, approved by the Italian Parliament, states that human resources, know-how and funding coming from the defunct Buonitalia will go to the Agency for the Promotion and Internationalization of Enterprises. Now a change of pace is in order regarding the institutional support of promotion abroad.



First Page

Italian "bubbles" catch up with France in China

Italian sparkling wines are on a roll in China: they have almost caught up with their French counterparts in quantity. "According to data from the Chinese customs", Gianluca Bisol, head of the famous brand of Prosecco, told Winenews from Shanghai, "in the first half of 2012 imports of Champagne and other French sparkling wines have grown 40%, to 880.000 litres, and those of Prosecco and of Italian sparkling wines have grown 87%, to 822.000 litres. We are still far from them in value, even if we can be on the ground with quality products like Prosecco, which the importer sells to restaurants at 15 Euros and up, and in the case of Cartizze, which is sometimes sold to customers for up to 180 Euros. But the results are astonishing for our sparkling wines, if one considers that France exports 55 million litres of still wines to China, while Italy exports around 9 million, less than Australia or Spain, and as much as Chile". This result brings smiles to the producers' faces (2012 might also be the year they surpass the French colleagues in quantity), since, even though the magnitudes are incomparable, imports of still wine in China "have grown only 13% over 2011, while sparkling wines have grown 55%", Bisol added. How did this remarkable performance come about? "First of all I think it is a matter of taste: Chinese consumers find fruity and aromatic sparkling wines more palatable - to the point that the extra-dry kind is going better than brut - compared to the "yeasty" taste of the classic method. And, there is also the fact that the French are fully aware that Italy has a strong image and they are investing in it. Our importer, for instance, is French (the East Meets West Fine Wines Company, founded by the Champagne maison Duval Leroy). And, some French enterprises are setting up some successful Italian restaurants. And this", Bisol warned, "should give us pause: we producers must understand that by moving together, with an organic marketing and promotional plan of Italian wine, we can seize this great opportunity in what is without a doubt the market of the future. So far we have not done enough. And we risk, as a collective system, losing the chance of a lifetime".

Focus

Vinality becomes more "social" in the world

Social media and authoritative blogs, especially in markets like the UK, the U.S. and Asia, which are fundamental for Italian wine, are more and more influential in determining the success of a wine. And Vinality, the most important player in the promotion of Italian wine in the world, is investing in this direction. From August 17th to the 19th, in Portland (OR), Vinality Tour will be among the protagonists of the Wine Blogger Conference, together with the world's most important wine blogs. And after vinalitytour.com, a Youtube channel, profile pages on LinkedIn, Flickr and Twitter, both Vinality In The World's official Facebook page and its Weibo profile (pictured right), a platform used by over 300 million Chinese people, are online - the latter being vital to be in China, since platforms like Twitter, Facebook and Youtube are banned. "The success of international events, like the next ones in Russia and Hong Kong", Stevie Kim, general coordinator of Vinality In The World, explains, "is strongly influenced by an effective communication strategy, both in Italy and abroad. And social networks are among the most effective media in terms of costs, speed and worldwide reach".



www.vinalitytour.com



OperaWine
www.operawine.it

Wine & Food

A "gold medal" for winemaking innovation to Italy from China

Chinese people are discovering quality wine, but even the evolution of taste seems to follow the breakneck pace of economic growth there. And so, while consumers are "betraying" Bordeaux for Burgundy, there is good news for Italian wine. "Chinese growers are fed up with exclusively French varieties for their wines. And that's why", Professor of Viticulture Attilio Scienza told Winenews, "The University of Beijing asked us to study some hybrid varieties to renew Chinese viticulture". A further demonstration of the fact that Italy's winemaking innovation is still worth the gold.

For the record

Food industry takes a dive in 2012

The Italian food industry production is decreasing, due to shrinking domestic consumption and exports that don't enjoy the growth rates of the past anymore: this is the

snapshot of the industry by the Ismea institute, with wine dropping 1.8%. The cause of all this is the ever decreasing buying power of Italian families.

