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News



And the Italian nominees are...

The winemaker Arnaldo Caprai from Umbria, the name behind the global rebirth of Sagrantino di Montefalco and of its territory, as "European winemaker of the year", Oscar Farinetti, the "dad" of Eataly, a haven of Italian taste in New York, as "Innovator of the Year", and Distilleria Bottega as "Distillery of the year"; here are the Italian nominees for the 2012 Wine Star Awards of the renowned American Wine Enthusiast magazine, which are awarded yearly to the top protagonists of the year in wine & spirits. The winners will be announced in December: back in 2008, Piero Antinori was awarded the magazine's "Lifetime Achievement" award.



SMS

August's true luxury

Autumn, be it from an economic, occupational or climatic point of view, is bound to be quite tough indeed, as many commentators have already foretold. Our wish to you, then, is to simply enjoy summer, especially in August, with as much happiness and carefreeness as possible, and with as much Italian wine & food as you will see fit, together with whomever you hold dear. Because after all, drinking a good bottle while enjoying a good dish is one of the very few luxuries that are still available to many. And also, in all probability, the only true luxury that has comfortably endured the centuries all the way to the present. Cheers, then, and a merry August to all of you from Winenews, wherever you may be!

First Page

CMO funds tapped for wine promotion

Good news for Italian wine are coming on the subject of promotional initiatives in foreign countries financed through European Wine CMO (Common Market Organization) funds; all nationally managed resources (for a total of 24.7 million Euros, with the ranking of the projects to come shortly), and most of those managed by Regions (57.6 million Euros in total) have been used, and the rankings, though not public yet, are en route to both the Ministry for Agricultural Policies and to the governmental agency AGEA. "The rankings tell us that the quality of those projects, as well as that of the evaluation parameters, has gone up", Silvana Ballotta, head of Florence's "Business Strategies" firm, which specializes in supporting internationalizing companies, told Winenews. "As was both announced and written by the European lawmaker, the projects that were put forward by more than one firm, through TAEs (Temporary Associations of Enterprises), or by Consortiums were awarded the most money. And the number of interregional projects has also gone up, since it is now evident that small and medium businesses must get together to get a fighting chance in hard-to-reach markets". And if China is the one that has absorbed more resources, "almost 60% of the total, with the U.S. and Canada being stable, there are new markets, like Russia, Brazil and Arab countries, that are being probed as well". Like in the project presented by the Tuscany Ways TAE, led by Fattoria di Calcinaia, the most important in Tuscany (worth more than 3 million Euros for two years) after the one of Castello d'Albola (property of Zonin, worth more than 3.2 millions). "Generally speaking, the most commonly financed events are b2b meetings, with businesses creating targeted events for importers and distributors. Then come participation to fairs (like the very crowded International Wine & Spirits Fair in Hong Kong), production of informative materials and so on". The best thing, though, is the fact that practically all Regional Administrations have grasped the importance of supporting wine businesses in promotion abroad, since exports nowadays are vital for wine territories.

Focus

Wine promotion takes no vacation

Vitality, with its Vitality Tour, is about to embark on a journey around the globe, from October to January, in some of the world's most strategic markets, like Russia (Moscow, Oct. 29th-30th), China (at the International Wine & Spirits Fair in Hong Kong, Nov. 8th-10th) and the U.S. (for the first time together with Slow Food, on Jan. 28th in New York and on the 30th in Miami). "One of Vitality Tour's innovations", Stevie Kim, General Coordinator of Vitality International, told Winenews, "will be the "Vitality Interactive Tasting" app, which will give exhibitors and consumers to interact with each other both during and after events - an ambitious project". The trip to Russia is particularly sensitive, given the ban on the advertisement of all spirits that will soon take place there, since this kind of promotion will become vital for a market that, especially for sparkling wines, is a good place to be for Italian wine. But wine promotion begins at home, with the second edition of "Opera Wine", together with Wine Spectator Magazine; and from April 7th to April 10th, in Verona, Vitality itself (www.vitality.com), the most important event in the world of Italian wine bar none, will take place.



Report

Festivals galore!

The economic crisis has made "low cost" tourism a star, and likewise more than a third of Italians won't say no to one of the more than 1.000 food festivals that take place in Italy. A business worth more than 350 million Euros, as Coldiretti, one of Italy's main growers' associations, pointed out, and one that has restaurateurs on the warpath due to low prices and to the fact that many festivals have no true bond with the territory. But from fish to wild boar, festivals abound, even in August.



Wine & Food

Might .wine and .vin Internet domains soon show up?

Four private companies (two from the U.S., one Irish and one from Gibraltar) recently submitted a request to ICANN, the top organization for Internet domains, regarding the creation of .wine and .vin domains. This might be both an opportunity and a risk, since according to the IOVW, the "United Nations" of wine, this initiative is not currently offering enough guarantees for the protection of existing geographical denominations of wine: anyone could register domains such as "Barolo.wine" without the right to do so, leading to misuse of historical names of wine in the world.

For the record

Russia bans all wine & spirits ads

Bad news for wine, both Italian and foreign, come from Putin's Russia: not only the exports of Italian wine in the country have fallen off a cliff (48% less in 2012 over 2011), but

the Russian government is now banning advertisements of all wine & spirits products as an extreme measure to combat the country's widespread alcoholism.

