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## News



### "Miss" in the territories

Her name is Giusy Buscemi, she is the new "Miss Italy" and she has a very strong bond with her home, Sicily, a region that has given the country a lot of "Miss(es)", but also a lot of quality wine & food. For Giusy, who comes from Menfi, wine is definitely no stranger. When she got back home, the Mayor and her fellow citizens saluted her among the vineyards of Menfi, crowned and carrying basketfuls of grapes. But what does the new "Miss Italy" like to drink? According to her Facebook profile, she recommends Alastro, a pure grecanico wine made by Planeta. And, Cantine Settesoli, where her mother is partner, is considering a limited edition of Seligo Rosso just for her...



SMS

### "On tap" betrayed

Against counterfeit and "Italian sounding" wine and to protect Italian wine's features and origin, bottling must take place "in the homeland". It is a necessity that a large part of the productive chain feels, since even if laws protecting wine are ever more effective, abroad as well, it is indeed true that a lot of wine exported from Italy - and Doc and Igt wines as well - leaves the country as "on tap" and its origin is hard to trace once it reaches its destination, because it can be used for many winemaking practices or bottled as a private label, a common practice in mass retail. The problem, the experts say, is that this creates long-term damage, because this wine is Italian by name, but its quality and particularities are definitely not up to par. And these are fundamental for conquering and keeping the consumer's trust...

## Report

### Truffle season is on

While agriculture is still licking its wounds due to the damage that droughts and the hot summer have wrought on the fields, autumn seems to be smiling to truffle harvesters. After such a scorching summer, the first autumn rains have experts forecasting a good season, both in quality and quantity. The season opened last week with the harvest of the precious white truffle of Alba, in Piedmont, and the results will be shown starting October 6th at the traditional "International White Truffle Fair".

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## First Page

### Eataly goes to Istanbul, "where everything began"

Oscar Farinetti stopped in Istanbul, the city that bridges East and West more than any other. And he wants to return there "to come full circle. It was 1997 and I got the idea for Eataly at the Grand Bazaar. And we will open a 6.000 square metre outlet in 2013 right there". This is how Farinetti "confessed" the future of his creature to Winenews, which currently has 20 outlets abroad, "from the biggest one in New York, with a turnover of 80 million U.S. Dollars a year, to Tokyo", Farinetti says, and in Italy, where outlet number 9, the country's biggest, recently opened in Rome, and where other projects will take place. Like in Florence, "at the former Martelli bookshop, close to the Duomo, and Bari after that, in the monumental wing of the East Fair. And then Milan at the Teatro Smeraldo, in Piacenza and Verona in 2014. Abroad, we'll go to Chicago and other American cities, to Toronto, Canada, and to Sao Paulo, Brazil". A colossus worth more than 200 million Euros a year, which is also going to be the engine of a new food revolution. "Soon, a sort of "Eataly disciplinary code" will see the light. A blanket regulation that says no to chemical fertilizers, to weed killers and so on. And it will cover wine, olives, durum wheat for pasta and the rest. Regarding wine, for example, we'd like the maximum amount of sulphites used to be at most half the quantity allowed by law". This idea is the cornerstone of the "Vino Libero" ("Free Wine") project, which also aims to correct some of the imbalances on the production chain: "there are too many people that gain too much on wines that arrive on the shelves with an unreasonable price tag. And not only in Italy. We must create shorter chains, while still considering the role of the distributor, the Internet and a direct dialogue with the consumer in mind. When I see a bottle of Barbera sold at 6-7 Euros, which is a fair price, and I realize that the grower was paid something like 30 cents per kilogram of grapes, I get mad. Shortening the chain means being fair". But how can our politicians be made to understand that everything in Italy begins with agriculture, with tourism, and with their synergy? "Simple: we change them".

## Focus

### Harvest begins for the "big five" reds

The 2012 harvest has begun in the "Big Five" territories of Italian winemaking: Langhe, Bolgheri, Montalcino, Chianti Classico and Valpolicella. What can one expect for some of Italy's top wines, like Barolo, Brunello, Amarone, Chianti Classico, Bolgheri and the SuperTuscans? According to the Consortium of Brunello, "quantity is down 10%, but the grapes will give us high quality products". A 15% drop also for the Consortium of Chianti Classico, "but the September rains give us hope". Less wine (15 to 20% less than 2011) in Bolgheri, but according to the local Consortium "grapes are healthy: it won't be a five star harvest, but a good one nonetheless". In Piedmont "Nebbiolo grapes for Barolo and Barbaresco will be cut at the end of September", says Andrea Ferrero, President of the Barolo Barbaresco Langhe Roero Consortium. Quantity is expected to drop there too, but the good results forecasted for Dolcetto and Barbera give hope for "his majesty" Barolo. And in Valpolicella a great job done in the vineyards has experts predicting a promising year, "particularly for Amarone", says Christian Marchesin, President of the Consorzio Tutela Vini Valpolicella.



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## Wine & Food

### Sign of the times: here comes a certified vegetarian wine

Vegetarians and vegans will soon be able to choose their favourite wine without compromises. Wine is ever more natural these days, but some animal derivatives, like egg albumin and casein, are still used in making it. Soon an official certification from AVI, the Italian Vegetarian Association, and from Valoritalia, will fill that gap. "Vegetarians represent 10% of the Italian population", Carmen Nicchi Somaschi, President of AVI, told Winenews, "and they must be protected. The disciplinary is ready, we're filling in the last few details as we speak".

## For the record

### Planting rights, a new proposal

"Maintaining an overseeing mechanism for vineyard planting in the EU, integrating some wine production rules" and "keeping the exemption measure of the new

planting rights law for interested members active". This is the proposal signed yesterday by Italy, France, Germany, Spain and 7 other EU members for "Vineyard Europe".

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