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## News



### Carlo Petrini's challenge

Carlo Petrini, founder of Slow Food, has launched a challenge of sorts to the worlds of agriculture and industry at this year's edition of the Salone del Gusto in Turin: "a new alliance between agriculture and the wine & food industry must be created, because once our wine & food heritage has been preserved, the next step is economies of scale, hoping that the industrial world will show adequate respect to our growers and to the youth that wants to come back to the land". What is essential, says Petrini, is "a food sovereignty, that is, every community must be allowed to plant and eat what it wants to, and local agriculture must be defended at all costs".



SMS

### Welcome, Article 62

Much has been said about it and now Article 62 of Law 27 dated March 24, 2012, is officially active. The article states that payment for all "soft" goods, like grapes, must be completed in no more than 30 days, and that those for all other goods, like wine, must be completed in no more than 60. This law has been warmly welcomed especially by the world of agriculture and by the wine & food industry, since fixed times for payments looked like an unreachable goal. But now, the article represents a tool to eliminate those distortions that can occur between mass retail and producers - but it might also create problems for restaurants, which might limit their wine purchases, given the heavy fines for transgressors and the fact that creditors must be the ones to enforce payment deadlines.

## Report

### A billionaire auction

Hong Kong's Minister of Finances Henry Tang and tycoon Sir Gordon Wu, at the top end of Forbes' list, were among the wealthiest entrepreneurs that attended Christie's auction dedicated to the wines of the Comitato Grandi Cru d'Italia, the association with 110 Italian top winemakers as members. The auction took place in Hong Kong and net more than 1 million HK dollars in 11 lots. The most fought over were those of Castello di Brolio, Brunello Col d'Orcia, Sassotalloro, Fontalloro, Tignanello and Sassicaia.

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## First Page

### "I evaluate the quality of a wine", Galloni says

"Organic wines? They're a bit of a fad and I'm against fads, because what matters in a wine is that it is made well, and biodynamic or organically grown wines are limited to techniques used in the vineyard, since there are no rules that apply to what is done in the cellar". This is the opinion of Antonio Galloni, one of the most authoritative voices in the wine world, critic and reviewer of Italian, Champagne and Burgundy wines for the American magazine "The Wine Advocate", in his interview with Winenews. "The problem with biodynamic wines", Galloni explains, "is that since it is a fad, it will enjoy its fifteen minutes of fame, and then people will move on to the next. That is why I prefer to evaluate the quality of a wine: a biodynamic wine, by definition, cannot be better or worse than "normal" ones just because of its being biodynamic". And alcoholic content is no added value either, even if there is "a tendency to make "lighter" wines: Barolo has been hovering at 14-14.5% alcohol since the Seventies, supporting it beautifully". Moreover, "I have no problem with concentrated and wood-supported wines, provided that they are well made". But to get a foot in the door globally, Italian wine has an ace up its sleeve: "indigenous grape varieties. Cabernets and Merlots are good, but they can be made anywhere, while Primitivo, Aglianico, Sangiovese and Nebbiolo are a unique heritage, and make unique wines". But that ace needs united territories, since American consumers "are always looking for something new". Therefore, average quality must be high, and that in turn becomes easier if the territory has "leading and historical firms of constant quality, like Gaja in Piedmont, Antinori and Frescobaldi in Tuscany, Planeta and Tasca d'Almerita in Sicily, which are the ones that can blaze the trail for the rest". And that is exactly the hurdle that the Apulia region (where Galloni was during the interview, as speaker at the "Puglia Wine & Land" event) must overcome, since it is "an emerging one, still behind Sicily and Campania, without a true leader, even though there are firms, like De Castris and Rivera, with decades under their belt, and also good wines and unique grape varieties".

## Focus

### After 500 years, Antinori has a new "home"

"After 26 generations and 500 years of history in the world of wine, this is not an arrival but a new departure, we have dreamed of and built for the next 26 generations". This is the spirit of Marchese Piero Antinori, leader of one of the most ancient and important Italian wine firms together with his daughters Albiera, Allegra and Alessia, when he described to Winenews the new winery at Bargino, near San Casciano Val di Pesa, a stone's throw from Florence, which will soon become headquarters for all of the Antinori Group (for a total investment of 100 million Euros). "It is a thin but deep incision in the hillside, a bit like Lucio Fontana's famous "cuts". And like his works, here in the hills that run parallel to the highway to Siena, a new dimension is opening: inside the land". And inside the land one can find the 230.000 square feet of the structure, which will house the bottling facility (with an output of 2.5 million bottles per year and a total stocking capability of 5 million bottles), offices and tourist reception facilities, counting 120 employees. The project took 15 years to complete: where design marries territory and past meets present.



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## Wine & Food

### Time Warner, the White House and then... the vineyard

Richard Parsons, ex CEO of Time Warner Inc. and economic advisor to President Barack Obama, has seen his share of prestigious appointments. And should Mitt Romney win the November 2012 elections, Parsons just might decide to become a full-time winemaker in his "Il Palazzone" estate in Montalcino, since its cellar has just been inaugurated. A small output (5 hectares of vineyards and 12.000 bottles a year) for a love that knows no crisis: "Montalcino is the most beautiful place in Italy, and Brunello is Italy's best wine". A great testimonial for all Italian wines.

## For the record

### Italian wine & food exports soar in 2012

Even with a domestic market that is progressively shrinking, due to the effects of the crisis on the general populace, 2012 has been a good year indeed for Italian wine & food

exports: according to the Italian farmers association Coldiretti, the value of exports in 2012 should surpass the record figure of 31 billion Euros.

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