



OperaWine
www.operawine.it

Italian Weekly Wine News.it



Issue 58 - Oct. 29th-Nov. 3rd, 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



A dash of Italy in Bordeaux

There's quite a bit of Italy in one of the temples of French wine "grandeur": the very Italian Carla Bruni, wife of former French President Nicholas Sarkozy, together with another jetsetter, French but very keen on Italy, actor Gérard Depardieu, will be the President of the 152nd edition of the Beune Hospice wine auction. Built in 1453 by Duke Philip the Good of Bordeaux to comfort the general populace during the aptly named Hundred Years War, it never wavered in its mission: to this day, every cent coming from the sale of bottles of Vosnè Romanèe, Corton Charlemagne and Pommard, among others, finance good deeds all over France.



Coop bans foie gras

After California banned foie gras, almost creating a diplomatic crisis with France in the process, the most famous (and controversial) product of French wine & food has just been banned from the shelves of Coop Italia, the biggest mass retail chain in Italy. This is because, Coop says, the methods for producing it are harmful for the well being of the ducks: Coop recently won a European prize for the well being of the animals in its livestock farms. This decision will no doubt stir more than a debate, and of course everyone is free to have his opinion on the matter. But it is an important decision nonetheless. And it might be a trailblazer, one that might pave the way for new similar decisions, since more methods of food creation are being considered harmful for animals, and therefore more bans...

Report

Luxury slows down

Might the unending rally of the luxury goods market, the only segment immune to the crisis, be coming to a halt? Not quite, but the pace of its growth seems to be slowing down. And it seems to be China's "fault", because after two years (2010 and 2011) of 30-35% growth rate in luxury goods, like designer cars, gold watches and great bottles, it seems to have stopped for a breather, waiting to know what the future holds for the Asian colossus with a new ruling class at the helm, to be appointed next year.



First Page

2012 negative for "vineyard world", says IOVW

2012 represents a big minus sign for wine around the world: according to the latest forecasts from the International Organization of Vine and Wine, 2012 should end with less wine produced and consumed compared to 2011, and with fewer vineyards on a global level. Such are the trends (anticipated by Winenews) that were showcased last Tuesday in Paris by IOVW's CEO, the Italian Federico Castellucci, during his keynote presentation. First of all, on a global level, "vineyard world" keeps on shrinking. The three-year long period in which the EU offered compensations for a definitive abandonment of vineyards is over; nonetheless, a further reduction of the global extension of vineyards is expected, especially in Europe. On the other hand, especially in the Southern hemisphere and in the United States of America, vineyards keep on expanding, but much more slowly than they have since 2000. Smaller extensions and climatic conditions have also influenced 2012's production levels, especially in Europe. In 2012, aggregate production of wine stands somewhere between 243.5 and 252.9 million hectolitres (the average forecast being 248.2 million). This drop is due to forecasts from the main European producing countries, which show a significant drop over 2011. Italy, according to the IOVW, has reduced its already meagre 2011 production another 3% (40.5 million hectolitres compared to 42.3 millions in 2011). A similar sharp drop also took place in France, with 2012's production dropping 19% compared to 2011 (9.3 million hectolitres less). Among EU countries, the only ones whose forecasts have a plus sign in front of them are Portugal and Greece. And those who can say the same outside the EU are mainly in the Southern hemisphere: Chile should reach a record 10.6 million hectolitres produced (+15.5% over 2010), and South Africa, with a 4% growth, should reach 10 million hectolitres. And the States are also enjoying a plus sign (+7.1%), with the 2012 production growing 20.5 million hectolitres over a modest 2011. Consumption is dropping as well: in 2012, global consumption should reach 243 million hectolitres, less than last year.

Focus

No "Made in Italy" without "merchants"

Buying at the source and shortening production chains is all well and good, "but there is no economy without merchants, because the world is the new frontier", and it doesn't matter who sells Italian food, be it "a French, American or German chain", since "there's so many people that want it". So what matters is only that genuine "Made in Italy" products are sold to them. This is the opinion of both Eataly's Oscar Farinetti and Auchan's Fabio Sordi at the Taste Salon, which recently took place in Turin. Everybody's frontier must be the world because, as Farinetti explains, "we'll sell 16% more over 2011 in our store in New York, and producers, which are good at producing but not at selling, must trust merchants, who in turn must be good at what they do. Selling on site is great, but it's peanuts in the grand scheme of things. And there is so much to be gained by properly going worldwide with Italian wine & food". And if there's no Italian mass retail that caters to producers, no worries: "we're a French chain", Sordi explains, "and we have absolutely no problems in selling Italian products anywhere, and that's also why we organized a lot of initiatives with the Italian Ministry for Agricultural Policies".



buy wine
14 - 15 febbraio
Fortezza da Basso Firenze

BORSA INTERNAZIONALE
del VINO TOSCANO
ISCRIVITI ENTRO IL 15 OTTOBRE
E RISPARMIA IL 20%



OperaWine
www.operawine.it

Wine & Food

Italian wine lovers still cold towards e-commerce, but ...

According to a Winenews-Vinality survey of 1126 readers, 60% of Italian wine lovers still buy wine the traditional way, with direct sales being the preferred method for 48% of the sample. 40% still like to occasionally buy it online thanks to a bigger catalogue (38%), ease of use (32%) and lower prices (27%). A small percentage likes it because there is more information available about the wines (3%): 36% like to use wine shop websites and 24% like to buy direct from producers' websites. E-commerce has grown 19% overall in Italy in 2012, exceeding 9.5 billion Euros.

For the record

Slow Food, a "righteous" lobby

Slow Food has emerged from its sixth World Congress, which took place at Turin's Taste Salon, as a political theme. As Carlo Petrini, President of Slow Food, remarked,

"food has become a commodity, and on TV there's something like food pornography going on: we must listen more to women, elders, growers and natives".

