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News



Bisol: "Prosecco to surpass one billion bottles in 2035"

Gianluca Bisol's predictions created quite a stir back in 2006, when he stated that Prosecco would become the world's bestselling sparkling wine by 2020. If we now look at the growth of the Venetian "bubbly", the goal does not seem to be out of reach. Furthermore, Bisol just doubled down at "WineFuture" in Hong Kong, the world's wine capital these days: "I'm raising the stakes - in 25 years' time, market demand for Prosecco will grow beyond one billion bottles". Time will tell, but grape prices are even higher than those of Franciacorta...

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Stocks, bonds & wine

Big news for the world of wine is coming from Trentino, where Nosio, the trade arm of one of Italy's biggest wine cooperatives, Mezzacorona, decided to enter the Capital Alternative Market, the fourth level of the Italian stock exchange. The go-ahead will have to come from the cooperative's partners meeting on December 7th, but the balance sheets presented to the Italian Regulatory Authority Consob show a 2.3 million Euros profit. Nosio's intention, as President Luca Rigotti stated, is to guarantee a greater degree of openness to shareholders and, of course, to find new resources to increase their market shares both in Italy and abroad, where Mezzacorona is exporting 80% of its total output.

Report

French wines in the fast lane

For what it's worth, France took back its world supremacy in wine production from Italy. Due to bad weather, green harvesting and a thoughtless burning hot September, Italy reached an all-time low in production (42.2 millions of hectolitres), while France soared to 49.6 millions. This is the report from the authoritative French newspaper Le Monde, commenting the latest OIV (Vine and Wine's International Organization) figures made public by its CEO Federico Castellucci.

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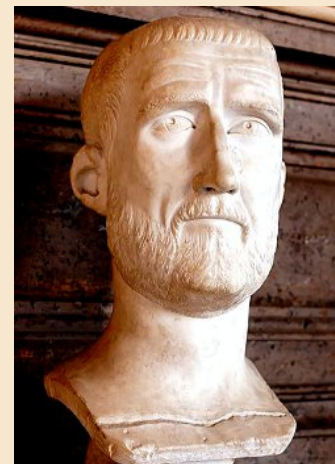
Wine to be more "social" than ever in the future

Are Internet and social media the antidote to the drop in wine consumption in the Old World, the driving force of growth in the U.S. and the rudder for New World consumers? This could be the answer, but not to every question and not unless one understands that their function is to forge relationships between producers and consumers first and do business second. Or at least this is the opinion of the "WineFuture" experts in Hong Kong. Here is the data from Lulie Halstead, CEO of the UK research agency, Wine Intelligence: "among frequent wine drinkers, users of wine-related social media are 13% in the UK, 21% in the U.S., 13% in France and 62% in China (referred to consumers of wine imported in "tier 1" cities). The figures plummet to 5%, 11%, 5% and 48% for wine producers, who are also content creators (on Twitter, Facebook and blogs)". On the Chinese market the web seems to be an essential tool to create a relationship with consumers, but if one looks at other historic countries of wine consumers, a question pops up: is this "wine-y" internet and social media thingamajig just a fad? "Not at all, it's a very important reality," retorts David Pearson, CEO of Opus One, Baron Philippe de Rothschild's and Robert Mondavi's California joint venture, "the real mistake is to think that presence alone is enough. Social media are useful to create a relationship with the public, to understand what they think about you, to invite people to the winery. Producers sell experiences and technology allows for an evolution in marketing, where consumers can have a say. The goal is to be part of the conversation, because 70% of every consumer choice, including wine, is still based on word-of-mouth". "And social media are expanding the power of word-of-mouth all out of proportion," said Gary "Mr. Wine Library" Vaynerchuk, one of the pioneers of "wine 2.0", in a video conference from the USA, adding that "social media are not a bubble, but a tool, a place where people are gathering and we must be there to the best of our abilities to create relationships, tell stories and do business. People have had relationships since the dawn of time - this is just an evolution".

Focus

The father of the European vine is a "Hun"

"Roma Caput Vini", Giovanni Negri's latest book, might still be a few days away from its launch date, but its author told Winenews the core of his work: a groundbreaking genetic discovery, from the research of Professor Attilio Scienza, one of the leading experts of viticulture in the world, regarding the origin of the grape vine that spawned almost every European vine. Its name is "heunisch" (Hun), and it is the vine that Emperor Marcus Aurelius Probus gave to his legions to plant in every corner of the Empire, from Britain to Pannonia. The heunisch is also the vine that has produced two thirds of all European wine since the high middle ages, so it's no exaggeration to say that Probus is the stepfather of Europe's wines, that Rome is the military and agricultural power that spread the vine over the continent, and that the Roman legions are the tool Probus used as the most effective medium to spread and cultivate the vine. Thanks to DNA analysis, it is finally possible to know what happened after 280 AD: Marcus Aurelius Probus cancelled Domitianus' edict, selected a grape vine and ordered his legionnaires to plant it throughout the Empire.



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Wine & Food

A challenge and an auction in Hong Kong

Spreading the knowledge of Italian masterpiece wines to act as a business card in a place that is not only the world wine auction capital, but also the access point for Asian markets. This is the goal of the Gelardini & Romani auction house that - in the first ever auction of Italian wines in Hong Kong, on November 19th - will sell "legends" such as Masseto 1997 or the Ornellaia 1984 prototype, various vintages of Sassicaia, Barolo by Giacosa and Conterno, Gaja's Barbaresco, Antinori's Tignanello and Solaia, not to mention a piece of history such as Biondi Santi's Brunello di Montalcino Riserva 1955.

For the record

France rules over Italian cuisine?

In hard political times, Italy is under orders from the Merkel-Sarkozy duo. And the French yoke also extends to our restaurants: rumours have it that the last say on who gets the 2012 edition Michelin Guide "three stars" (in Milan on December 16th) doesn't come from Italian judges, but from French, who are said to enjoy a veto on the decision.

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