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## News



### Tuscany, queen of wine resorts

Tuscany is the queen of wine resorts: for those who seek this particular kind of wine tourism, this is the best region in Italy. The Centre for Tourist Studies of Toscana Promozione, which recently got together buyers and producers from around the world, for a total turnover of 225 million Euros, has identified 65 top-notch wine resorts in Tuscany: a good sign for one of the regions that embodies Italian wine, and that comes right after its crowning as the best European destination for wine tourists, according to the latest Travelers' Choice Wine Destinations Awards by TripAdvisor (pictured above: Castello Banfi in Montalcino, best of 2009 according to Forbes).



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### Opera Wine producers

The love of the U.S. for Italian wine is not about to change anytime soon, crisis or no crisis. And the same has happened for the roster of Italian wine producers selected by Wine Spectator magazine for the 2012 edition of Opera Wine, the second edition of the grand tasting that the prestigious magazine created with Vinality, which WineNews is able to anticipate. The 103 producers, which represent the very best of Italian wine production, are almost the same as last year's edition, and they will have their best wines ready for the April 6th event in Verona, which will act as a luxurious and notable preview of Vinality (April 7th-10th). There are only seven new entries: the full list is available on [www.winenews.it](http://www.winenews.it).

## First Page

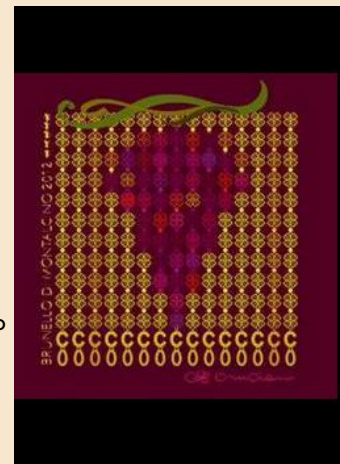
### Tuscan previews: Chianti Classico and more

Tuscan wine is in good shape, according to what was shown during the latest previews of its most important reds. The motto of the 2012 harvest for the "Black Rooster" Consortium is "Less is more", with 235.000 hectolitres produced (16% less than 2011) but with an extraordinary quality for Chianti Classico 2011, showcased during the "Chianti Classico Collection" event in Florence in the wake of the "Chianti Classico Revolution". It's been a tough harvest, climate-wise - just like it has been for all of Italy - and according to the Consortium, it has given even more value to the king of red Tuscan grape varieties, Sangiovese, which stood its ground in hard weather thanks to its resilience to hotter temperatures. And jitters on global markets have posed no problem, since sales have grown for the third year in a row: +10% in 2012 over 2011, with the lion's share of exports (which represent 80% of total sales for Chianti Classico, in the U.S., Germany and Canada in the lead) mitigating the domestic drop in consumption, just like what's happening for other Italian wines. These are encouraging numbers for a district that has a total turnover of 500 million Euros, and a bottled production value of 360 million euros. But Chianti, Tuscany's biggest denomination, is no slouch either: its sales have been growing between 5% and 10% for three straight years, mainly due to exports, which now absorb 70% of production. "We're having a good time", Consortium President Giovanni Busi commented, "and this is all well and good, but we should not forget that a few years ago the price of "on tap" wine was about 50% of its total cost". Today, that price hovers around 120-140 Euros per hectolitre, and "on tap" is now profitable again for its producers. In 2012, due to weather conditions, Chianti's production dropped 12.2% to 674.000 hectolitres, with 800.000 hectolitres sold. And all's well for Nobile di Montepulciano, too: according to its Consortium, the 2012 vintage is a top-notch one, and exports pushed sales up, with a 7% increase over 2011. 68% of the market for the 7.6 million bottles of Nobile and 2.6 of Rosso di Montepulciano, which are produced every year, is now outside of Italy.

## Focus

### 2012 and Brunello di Montalcino

Brunello di Montalcino is definitely immune to the crisis, especially abroad: since 2007, when exports counted 60% of production, the quota of bottles going abroad has been growing steadily and is now 65% - from 3.6 million bottles out of a total output of 6 million in 2007 to 5.6 million bottles out of a total output of 9.2 million in 2012. The figures come from the Consortium of Brunello di Montalcino, and were given during the yearly "Benvenuto Brunello" event in Montalcino, when the 2008 and Riserva 2007 vintages premiered. The United States is, as ever, the main foreign market, absorbing 25% of production, or 2.25 million bottles, and the total turnover of winemakers has grown from 163 million Euros in 2011 to 167 million in 2012, with the correlated wine & food industry growing 8% over 2011. The economy of wine also represents a nice job opportunity for many young people with high instruction levels, since according to a survey by local news site MontalcinoNews, 60% of those who work in local winemaking estates have an academic degree (pictured right, the traditional "tile" dedicated to the 2012 vintage, made by Cruciani).



## Report

### Record exports for Italy

Italian wine & food exports soared to their best results ever, doubling automotive exports and reaching 31.8 billion Euros in value according to the latest Coldiretti analysis of ISTAT data. Italian sparkling wines in Europe grew 64% over 2011, cheeses grew 4% in France and beers grew 11% in Germany. China is going crazy for Italian products, with olive oil growing 28%, wine 21% and pasta a whopping 84%. And wine is once more the most widely exported product, with 4.5 billion Euros in value.



## Wine & Food

### Franciacorta protects its environment with "Ita.Ca"

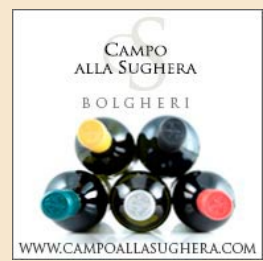
After becoming the pioneering denomination for sparkling wines in 1995, Franciacorta will soon become a pioneer in environmental protection for its territory, thanks to the "Ita.Ca" model, created by Sata Studio Agronomico and the University of Milan. The project hinges on the model as the cornerstone of a continuous monitoring of greenhouse gases in wine production and was presented yesterday in Erbusco, during a conference about sustainable wine production in Franciacorta: "Ita.Ca" is the first Italian calculator of emissions shared internationally.

## For the record

### Ornellaia goes to Sotheby's

Next February 27th Ornellaia 2007 Tenuta dell'Ornellaia, together with other big names in Italian wines like Flaccianello 2006 Fontodi and Sperss 2004 Gaja, will be taking part in a

magnificent auction at Sotheby's in London: representatives from France will be names like Château Haut-Brion and Domaine de la Romanée Conti.



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