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## News



### Ornellaia by Pistoletto

Bacchus, mirrored by Venus, becomes a patron of the arts and a work of art itself, through the labels authored by Michelangelo Pistoletto - one of modern art's most influential and renowned artists worldwide. The artist created them for a limited edition of great vintages of Ornellaia for "Vendemmia d'artista" ("An artist's harvest"), the project that the brand from Bolgheri created in 2009 to rediscover the tradition of artistic patronage. The theme of this year's edition, the fifth, will be "The Celebration": Pistoletto interpreted it for Ornellaia 2010 and its 25th birthday, which the firm will celebrate with a "25th Anniversary" silk-screen printing on all vintage 2010 bottles.



SMS

### Clearer, stronger

So-called "traditional terms" like "chateaux" or "clos", should be clearer in order to be stronger: this was the message that Dacian Ciolos, Commissioner for Agriculture of the EU, sent to the European winemaking industry by inviting its members to get together and find a definitive agreement on the use of such terms, in order to give clear answers to commercial partners who are asking to use them outside of the EU, like in the United States. Moreover, such an agreement would give winemakers more strength in occasions like the acknowledgment of a denomination. Ciolos' message, which was directed to all players, was sent from the meeting of one of the sector's most authoritative organizations in Europe, the Conseil Interprofessionnel du Vin de Bordeaux.

## Report

### "Made in Italy" at risk

The crisis is giving strength to the "aggressive actions of foreign groups", which aim to acquire the "technological, industrial and scientific assets of the country" and "historical brands of our domestic production" (and therefore wine & food), "to the detriment of the competitiveness of our strategic industries". The warning was present in the latest edition of the Secret Services Report to the Italian Parliament. Those investments "give an immediate advantage through fresh capital, but can create issues".



## First Page

### Federvini's figures on exports reassure Italy

The technicians of Italian oenologist association Assoenologi have sounded the alarm on the performance of Italian wine exports during their winter meeting in Bormio: after the first spectacular 9 months of 2012 (+7.4% in value over the same period in 2011), exports seemed "destined to slow down, and trickle to a halt in September. We're still waiting for data on the last quarter of 2012, but we should buckle up and leave bombastic announcements at home", Giuseppe Martelli, Director of Assoenologi, explained to the Italian economic daily "Italia Oggi". Actually, though, the reality is more lenient than the Assoenologi forecast, and the figures coming from trade associations Federalimentare Servizi and Federvini, which were created on data from the Italian Institute of Statistics ISTAT, are reassuring for Italian wine. Wine exports from January to November have reached 4.66 billion Euros in value, and 7.5% growth year-over-year: likewise, the Italian food & beverage sector reached 22.76 billion Euros, and 7.6% growth year-over-year. Sparkling wines are booming with 12.7% growth and 543 million Euros in value, while PDO whites are holding their ground (+2% and 404 million) and PDO reds are doing more than fine, reaching 1.23 billion Euros, and 7.8% growth. Exports have dropped in volume (8.3% less), but since per-item values have been going the other way around, the final figure is still in the green, particularly since it comes from practically all of Italy's main commercial partners - except for Russia, where there are bureaucratic problems, and there's not a lot that can be done about them. But there are two hurdles that must be overcome at all costs. The first is the supremacy on the U.S. market, where Italy is still the first exporter in quantity, but France is breathing down its neck, as the distance between import quotas of both countries has shrunk visibly (it was 6.9% in 2010, and only 2.7% in 2012). And the second is China, where Italian wines are still only 6.2% of all imports, with a "meagre" 18.3% growth: way too little for this future Eldorado for wines from all over the world.

## Focus

### Franciacorta + Ita.Ca (Sata) = - Co2

3.000 less tonnes of Co2 produced by monitored firms, which would balloon to over 5.000 if the data were projected on all of Franciacorta. It is an endeavour equal to creating a green area of over 700 hectares. These are the concrete results, so far, of the "Ita.Ca" project, which was activated for the first time in Italy by the Consortium of Franciacorta. "According to our data", the President of the Consortium Maurizio Zanella commented, "we can say that winemaking is responsible for reducing the impact of a lot of other manufacturing activities on the environment, as far as greenhouse gas emissions are concerned. We hope that projects like this can give more authority and credibility to the Franciacorta world in the eyes of consumers". "The Consortium of Franciacorta", Pierluigi Donna, of agronomical firm Sata, added, "was the first and only one in Italy to be represented by a greenhouse gas emission monitoring program on a territorial level, and recognition which is unparalleled in other countries as well. The analysis included over 20 winemaking names and 1.500 hectares of vineyards, which is over 60% of the Denomination". And the results, as it stands, have proven him right.



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## Wine & Food

### "There's grapes and grapes", a movie about Italy's table grapes

Great wines are not the only quality product coming from Italy's vineyards, a lot of table grapes come from them as well: Italy is the first exporting country in the EU, and one of the first three in the world, with Apulia and Sicily producing 93% of all exported grapes. Over the years, production has grown in quality, variety and quality standards: and to give proper credit to this evolution - made of both tradition and investments in research - Bayer Cropscience Italy and the Region of Apulia have created a short movie, called "Si fa presto a dire uva", available at [www.youtube.com/watch?v=ILvqKgtFYPU](http://www.youtube.com/watch?v=ILvqKgtFYPU)

## For the record

### A winemaking class

While schools in Bordeaux are bringing their pupils to vineyards to familiarize them with the world of wine, and Italy is doing the same in places like Montalcino and Chianti,

140 pupils of middle schools in Valpolicella will spend a full year not only in class, but also in the vineyards of the Valpolicella Negrar firm.

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