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## News



### A "Land Rover" red

Rosso di Montalcino 2009 by Cantina Baricci has recently won the "Range Rover Diwine Award", created in 2010 by the famous automotive brand with the support of Italian Association of Sommeliers AIS and of the Ministry for Agriculture and dedicated to the Italian labels with the best price/quality ratio. Baricci's Rosso di Montalcino soared ahead of the competition, leaving behind Etna Rosso 2010 by Graci (in itself a sign of the growing success of Sicilian wine) and Barolo Villero 2007 by Livia Fontana. The three labels have been selected over 15 more, chosen during three visits to various territories of Italian wine and taken aboard - what else - a Land Rover.



### Good QI figures for firms

According to a recent polling conducted by WineNews on the 25 most important Italian wine firms in terms of history, image and turnover - which represent altogether 1.5 billion Euros in turnover, or 15% of all Italian wine - the first quarter of 2013 should be characterized by a positive sentiment, with 51% of winemakers registering a growth in sales of over 6%. Exports, of course, are the main reason for that, with an average growth of 10% for 65% of the sample, but the crisis is still present, with 21% of the sample registering stable results and 26% suffering from a drop in sales over 2012, averaging 5%. Investments will be concentrated in the U.S. (60%), Asia (39%) and Europe (34%), and regarding 2013 as a whole, the sentiment is positive for 78% of the sample.

## Report

### Eataly eyes China and India

Eataly, the "Italian food concept store", has taken the world by storm, from New York to Tokyo, and it is currently looking eastward, to China and India. "Eataly", said Oscar Farinetti, founder of this "temple" of taste dedicated to high-quality food & beverages aboard "Preziosa", the new flagship of MSC Crociere which will host the first restaurant of the brand, "is ready to invest in China in India in a few years' time". A new global challenge for a brand that is synonymous with quality wine & food.



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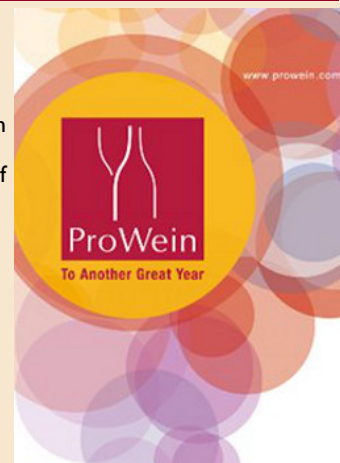
### Vitality becomes ever more international

The market of Italian wine is becoming more and more international, and Vitality is aiming towards a global dimension, not only with the Vitality International events in the U.S., in Hong Kong and in Russia, but also with initiatives which will showcase Italian wine to the entire world, during Vitality (Verona, April 7th-10th). The second edition of "Operawine", the prestigious preview created by VeronaFiere with the best 100 Italian labels selected by U.S. magazine Wine Spectator (full list on www.winenews.it), will be first, and "Vitality Wine Club", the new online sales & promotion platform made by Vitality, will be right on its heels. On April 7th, then, it will be time for some cultural events, with "Wine Film Series", which will feature the preview of "The Duel of Wine", the documentary by Nicolas Carreras with Charlie Arturaola - sequel of "El Camino del Vino" - followed by "Grande Eleganza", a day together with 13 Italian grape growers created by German firm Geiss Media Kg. On April 8th there will be seminars and meetings, with a focus on the Chinese wine market, thanks to the presence of both the Ministry of Commerce of the PRC and of Professor Gorgio Prodi, of the University of Ferrara. Then Stevie Kim, managing director of Vitality International, will moderate the two debates which will focus on one of the challenges to be faced in China: e-commerce as both the key to success and as an alternative to traditional sales systems, with a strong focus on social media. And on April 9th, there will be a debate between the mayor of Verona, Flavio Tosi, and his colleague from Florence, Matteo Renzi, on territories and on the exports of Italian products of excellence, to be moderated by Angelo Gaja and Oscar Farinetti. Vitality International, though, has its core business abroad, and for the first time, on May 25th, it will be the protagonist of an auction created with Zachys in Hong Kong, with the very best labels by Allegrini, Argiano, Banfi, Bertani, Biondi Santi, Borgogno, Carpineto, Castello di Ama, Dal Forno, Einaudi, Felsina, Ferrari, Frescobaldi, Livio Felluga, Antinori, Marchesi di Barolo, Ornellaia, Quintarelli, Sassicaia, Tenuta di Biserno and Zenato.

## Focus

### Italy and the world, as seen from ProWein

Germany has meant 950 million Euros in exports in 2012 for Italian wine, 20% of a total of over 4.7 billions. And at Dusseldorf's ProWein fair (www.prowein.de), some of the main importers of Italian wines in the country (Francesco Sorrentino, Antonio di Gennaro, Giuseppe Saitta, Nino Consiglio, Anton Rössner) have expressed a sentiment of growth, mainly due to the variety and uniqueness of the products, and to the allure of "Italian Style", which the German public is so fond of. The sentiment was also confirmed by the many firms that WineNews interviewed, like Damilano, La Vis, Venica & Venica, Michele Chiarlo, Carpineto, Zonin, Donnafugata, Allegrini, Di Majo Norante, Gruppo Italiano Vini, Feudi di San Gregorio and Tasca d'Almerita. But ProWein has been the right place to talk about not only the German market, but of global scenarios, especially regarding the next emerging markets to come after BRICs (Brasil, Russia, India and China). According to the "Wine Intelligence" seminar, all great producing countries should keep an eye out for markets like Mexico, Singapore, Poland, the Czech Republic, Angola and Nigeria.



A CAMPAIGN FINANCED ACCORDING TO EC REGULATION N. 1234/2007



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## Wine & Food

### Global wine collectors on the prowl for Italian labels

The passion for fine wines is stronger than any crisis: the quotations of great Italian wines are going up in 2013, and this is confirmed by the lots of the first auctions of the year in London, Hong Kong and New York. Italian labels stole the show at Sotheby's, Christie's, Acker Merrall & Condit and Gelardini & Romani: and Italian wines are also ever more present in the Liv-Ex Power 100, the list of the top brands on the global market. Italy now has 9 labels in the ranking, up from 7, and quotations up 6% in 2012 over 2011, with Masseto by Tenuta Ornellaia leading the charge at number 12.

## For the record

### Italian wine flies on Air China wings

Italian wine will soon be a permanent guest on all intercontinental flights of Chinese colossus Air China. From April 2013, Sagrantino di Montefalco and Barbera produced by SaiAgricola (managed by insurance firm Unipol-Sai) will be served on all of their long-distance flights. An interesting sign of Chinese curiosity about Italian wine.

