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News



Smaller is no longer better

Smaller is no longer better, especially where Italian wine firms are concerned. They are now forced to create business networks, since on their own the vast majority of them are too small to properly face global markets. The confirmation came from the "L'Informatore Agrario" magazine during Vinality, and numbers back it up: there are 250.000 grape growers but only 65.000 firms that process them, and wine is bottled and sold by less than 8.000 businesses. 500 of these firms bottle more than 10.000 hectolitres per year and create 80% of Italian wine in volume. And regarding value, a mere 103 businesses make more than 50% of the yearly total...



SMS

Numbers aside

The topic of conversation was Italian wine in the world on the most important markets and on emerging ones, with its protagonists (producers, importers and distributors) from the U.S., China and many other countries. The second edition of OperaWine has taken place, a prestigious show together with "Wine Spectator" magazine, with an eye towards the 2015 Expo. Businesses have talked with finance groups (like the Unicredit banking group) and with today and tomorrow's politicians. Environment, sustainability, trends and consumption were on the table, agreements were made and channels opened, all towards a brighter future. That is why Vinality is always important, numbers aside. But, there have been record numbers nonetheless: 150.000 visitors (+6% over 2012). See you in 2014, from April 6th to 9th.

Report

Vissani goes to Capri

Coming soon to the island of Capri, close to its famous "piazzetta", a unique location for "Made in Italy" stars and a universal symbol of Italian glamour, with a menu dedicated to the memory of taste, a wine list called "Round Trip" and an online countdown on Twitter. Here, in a nutshell, are the main features of "L'altro Vissani Capri", the restaurant of Italy's most famous TV chef, which will open at the end of this month. Gianfranco Vissani's new establishment will focus on simplicity, tradition and low prices.



First Page

Wine "a metaphor of Italy", says Matteo Renzi

"The world hungers for "Made in Italy", but our country needs a tangible project for it, and wine can be a metaphor for both Italy and this bet". Such was the opinion of Matteo Renzi, Mayor of Florence and an increasingly important political figure on the national level, during a debate with Eataly's Oscar Farinetti entitled "Territories and knowledge: exporting Italian excellence in the world", where agriculture and politics were also represented by Angelo Gaja and Mayor of Verona Flavio Tosi and that took place at Vinality last Tuesday. "We need a country-wide project", Renzi explained, "so that Italy can believe in tomorrow and in a bright future again", provided that some of its features are reformed. Like bureaucracy, which Gaja pointed out, among others, since it is a problem not only for agriculture, the Mayor explained, "but for the entire country, and this must be solved for all of Italy. We can no longer think with stamps in the era of the click". Then, he added with a wink towards the many wine producers present, in order to give new momentum to Italy's agriculture and wine world, it is necessary "to make the job sexy, kind of the way chefs are appearing right now". Then Renzi spoke about politics: "true morality for a politician means doing what he's paid to do - that is, solving people's problems, which they haven't been doing for years: when you winemakers go abroad you make your country proud, but when we do, we don't". Then he resorted to a wine-related joke, when he asked himself "how would Jesus Christ transform water into wine today, without running into bureaucratic problems?" Farinetti had few kind words in his speech: "in the last 20 years we've been a disgrace, Spain and France have more tourists than us year after year, even if our cultural, artistic and wine & food heritage is unparalleled. Our success, at the end of the day, is a matter of blind luck..." Tosi complimented Italian wine entrepreneurs "for their ability to go on despite the shortcomings of politics": a characteristic that, for Gaja, "represents a mythical generation that has revolutionized the world of Italian wine, like Ratti, Desana, Monti, Valentini and Veronelli".

Focus

Wine a bastion against alcohol abuse

"In the ancient Mediterranean culture wine was an element of euphoria, sometimes of drunkenness, but a somewhat "controlled" one, and this relationship of intimacy, and sobriety, with wine, must be brought back to modern times". Such are the thoughts that Professor Massimo Montanari - one of the most important scholars of the history of nutrition - told WineNews during Vinality, when the "Mediterranean Wines" project, created by Enoteca Regionale Emilia Romagna, the Greek Producers Consortium and the Wine and Vine Chamber of Plodiv, Bulgaria, was presented. "Civilization", Montanari added, "begins with the possibility of men making their own food and drink, by utilizing natural elements that are then transformed both intellectually and culturally, and this control over nature is also a control over instincts. Moments of excessiveness are not absent, but they are clearly the exception, not the norm, and are always kept in check". A strong and clear message, and one that should be well rooted in the minds of those who create laws against alcohol abuse, which is stronger in those cultures where wine has enjoyed not such deep historical roots.



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



A CAMPAIGN FINANCED ACCORDING TO EC REGULATIONS N. 1234/07

Wine & Food

Wine outside the home is "women's stuff", survey says

For the fair sex, wine is usually part of a social event, since 67.7% of women prefer a glass of wine at the restaurant or at a wine bar. For men, instead, wine is a pleasure to be enjoyed at home, with 44% of them drinking at least a glass a day. But the weekend is everyone's favourite time to drink it, according to 75% of the sample of a Vinality survey conducted on over 3.000 of its visitors. Men, moreover, are keener on drinking wine everyday (44%), while 42% of women drink it only 3 times a week.

For the record

269 million Euros in duty for Italian wine

According to figures elaborated by trade association Fedagri-Concooperative and presented during Vinality, Italian wine exports in emerging markets

have to deal with heavy entry taxes: in 2012 Italian producers were faced with 269 million Euros in excise duty. In India, for example, taxes amount to 150% of a wine's value.

