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## News



### Zachys & Vinality in HK

3 bottles of Acinatico 1928 by Bertani for 12.000 U.S. dollars, 6 three-litre bottles of Costa Russi, Sorì San Lorenzo and Sorì Tildin by Gaja at 6.500 dollars, 18 bottles of Solaia Antinori at 4.600 dollars, 48 bottles of Barolo Santo Stefano Giuseppe Mascarello (2005-2008), 18 bottles of Barolo Riserva Borgogno at 3.600 dollars: these are some of the top lots of the "Hong Kong's Finest Italian Wine Auction", to take place next May 25th courtesy of Zachys, for the first time in collaboration with Vinality International. The lots include Riservas of Brunello di Montalcino Biondi Santi (1985-1998) and a selection of Caprai's Sagrantino di Montefalco 25 years (2003-2008).



### On top of America

The first three months of 2013 have seen Italy back on top of the podium for wine imports to the United States, both in value (+9.6% over 2012) and in volume (+5.5%). The data comes from the Italian Wine & Food Institute, led by Lucio Caputo: on the whole, Italy has gone from 583.750 hectolitres, worth 281.588.000 dollars, in the first three months of 2012, to 615.850 hectolitres, worth 308.574.000 dollars, in the first three of 2013. These numbers are also due to a marked drop in the exports of "on tap" wines (less 7.6% in volume and less 5.8% in value), which confirms that Italian wine exports are made of quality products. Overall, Italy's market share in the States is 25% in volume and 32.6% in value, while Australia's has reached 22.5% in volume and 13.3% in value.

## Report

### Veneto's wines at the movies

The clay of Lugana, the hills of Custoza, the valleys of Valpolicella, the hills of Soave and of the Colli Euganei, the vineyards of Conegliano Valdobbiadene Prosecco: these are some of the most important Venetian wine territories, which will be narrated in "A symphony between heaven and earth", a movie by Massimo Zanichelli in collaboration with the Unione Consorzi Vini Veneti which was recently presented in Venice. The movie will be distributed in Switzerland, Norway, Canada, the U.S. and Japan.



## First Page

### The future belongs to sustainable wines

Modern wine lovers are more informed and therefore their standards are higher. In order to seduce them, a good product, one that comes from one of the many territories of excellence in the wine world, with a glorious history or with an interesting story to tell, is no longer enough; success is achieved through a thing that consumers care more and more about - that is, sustainability, which Italy has been tackling for years through research and projects that both winemakers and the public sector have created. One of the most important projects is Viva Sustainable Wine, created by the Ministry for the Environment in 2011 and presented at Vinality 2013, which tracks and aims to upgrade the performances of sustainability in the production process of wine, and which has been experimented by some great names in Italian wine, like Fratelli Gancia, Masi, Antinori, Mastroberardino, Michele Chiarlo, Castello Monte Vibiano Vecchio, Planeta, Tasca d'Almerita and Venica & Venica. These winemakers have allowed their production process to be examined in order to assess its environmental footprint, from the vineyard to the table. But in order to understand just how much sustainability matters, the U.S. is the place to keep an eye on: a study created by the Wine Institute for the Lifestyles of Health & Sustainability Consumer Trends Database, for example, shows that the environmental issue is important for 34% of wine consumers, and 66% of those read the label, or the information on the shelves in order to assess it - and it should also be noted that environmentally conscious consumers buy more wine than any other segment. Moreover, a Wine Institute survey, aimed at commercial operators (restaurant chains, retailers, distributors and big players), has shown that 37% of those keep sustainability firmly in mind when it is time to fill up their orders. Therefore, for 71% of operators a reliable system of certification for the use of environmentally sound practices in the vineyards and in the wine cellars is fundamental, and for 81% of them adequate communication of the eco-friendliness of the firm, either on the bottle, on the label or on the shelves, is just as important.

## Focus

### Brunello blazes the trail in traceability

Traceability is a must for wine nowadays, and the Consortium of Brunello di Montalcino is one of the first to invest in it. The Consortium has been working with the Institute of San Michele all'Adige, the cutting edge of scientific wine research, since 2008. And, on May 24th a meeting entitled "Traceability of Sangiovese in Montalcino" will detail the state of the art and showcase the newest research methods, like the one focused on the profile of vegetable pigments. "We've reached a point", Professor Mattivi of San Michele told Winenews, "where we can use this method on old wines too, in order to assess their fidelity to the typical profile, in this case of pure Sangiovese. The Consortium has used it for widespread controls, and their results have been overwhelmingly positive". But DNA analysis will also be discussed, as Rita Vignani, of Siena's Serge Genomics, explained: "it's a method we have bet on for some time now, and the community has recently acknowledged it in an article published in the American Journal of Enology and Viticulture. Today, the genetic footprint allows us to determine whether a wine sold as made from a single grape variety really is so".



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



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## Wine & Food

### The vine pruners' tour: Simonit & Sirch widen their portfolio

The European adventure of innovative Italian vine pruners Simonit & Sirch, who started collaborating with top winemakers in Bordeaux and Champagne two years ago, have just begun, since they're now setting sail towards Austria, Switzerland and Germany. It's a sure-fire sign of an experience that fears very few rivals even outside of Italy, especially regarding plant sickness prevention: now the Austrian Renner firm, the German Kunstler and the Swiss Rouvinez Vins are the newest additions to a portfolio that includes the Italian Zonin, Collemassari, Planeta and many others.

## For the record

### A wine for Pope Francis

The family of Pope Francis hails from Asti, in Piedmont, and his heritage has been celebrated with a bottle of Grignolino, which His Holiness received yesterday from the Bishop

of Asti. More bottles of the same wine will be put on the market, and the proceeds will go towards the creation of a charity fund dedicated to the Pope.

