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## News



### A record auction for Ornellaia

The latest Sotheby's auction that took place this past Thursday in London (pictured above) saw Tenuta dell'Ornellaia, the renowned wine firm from Bolgheri, on the Tuscan coast, rack up over 280.000 Euros, all given for charity to the Royal Opera House Foundation. The key of this resounding success, besides the undisputed quality of its wine, was the kind of bottles that went under the hammer: 8 of the 100 bottles were created in a limited edition by artist Michelangelo Pistoletto to celebrate the firm's 25 years - a single Salmanazar, 3 Imperial bottles and 4 Double Magnums of the renowned wine from Bolgheri, all 2010 vintage.



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### Sicily & Middle East

Italian wine & food is loved at a global level and the latest export figures state it loud and clear. But there is an area in the world - namely, the Middle East - where our products are still testing the waters. Yet, one of our regions is very close to all other Mediterranean areas and to the Middle East, both culturally, geographically and historically: Sicily. It should come as no surprise, then, that Sheik Mohamed Al Hemadi, who hails from one of the Easternmost States of the Middle East, Qatar, will be touring Sicily in order to find quality products to sell in the mega-shopping mall he is currently developing at Al Markhiya. The Regional Councillor for Agriculture, Dario Cartabellotta announced the visit. Will this be the beginning of a new age for Italian wine & food in the wealthy Middle East?

## Report

### Pinchiorri's 40 candles

The world-famous Florentine Enoteca Pinchiorri recently celebrated its 40th birthday with the book, "Pinchiorri a due voci", written by Leonardo Castellucci about the history and the endeavours of Giorgio Pinchiorri and Annie Feolde. "I consider all of my famous guests benefactors", Pinchiorri told Winenews, "but three women stand out: Oriana Fallaci, Aung San Suu Kyi - even though she has yet to come to Florence - and the first woman President of the Italian House, Nilde Iotti".



## First Page

### What wine lovers say about "Cantine Aperte"

It is abundantly clear by now that wine is one of the driving forces of tourism in Italy: it is also one of the products that is most closely tied to the image of a territory and of its agricultural production, and the first factor of a wine & food portfolio that drives tourists towards them, according to 46% of wine lovers. Tuscany is the region that enjoys the closest ties with wine, followed by Piedmont, Sicily and Veneto, while Barolo is the best physical embodiment of a terroir, followed by Brunello di Montalcino and Chianti Classico in Tuscany. These are part of the results of a joint WineNews Vinality survey, conducted on more than 1.500 wine lovers in anticipation of one of the most awaited yearly events in the world of Italian wine: "Cantine Aperte" ("open cellars"), organized by the Italian Movement for Wine Tourism (info: www.movimentoturismovino.it). Following wine, which is the most important factor for tourists with a penchant for Bacchus' nectar, comes food (35%) and food-related products (19%). As we already mentioned, Tuscany is the Italian territory most closely tied to wine according to wine lovers (37%), as it is home to some of the greatest Italian reds, like Brunello di Montalcino and Chianti - which in turn are the embodiment of all the values of a territory renowned the world over for its hills, vineyards and landscapes. Second place goes to another region, also quite the symbol of Italian wine and wine tourism, Piedmont (34%, and Langhe in particular), followed by Veneto (with Soave, Valpolicella and Valdobbiadene Conegliano) and Sicily (with Etna, Marsala and Vittoria). Then come Trentino, Friuli Venezia Giulia (with Collio), Lombardy (with Franciacorta) and Apulia (with Salento). But which wine most efficiently narrates and embodies the story of its territory? Barolo is firmly in the lead in this ranking, according to 24% of the sample, so Piedmont once more, followed by Tuscany in second and third places through Brunello di Montalcino (14%) and Chianti Classico (13%). A podium that confirms just how strong the bond between these wines and their territories has been, and still is.

## Focus

### 51% of wine & food firms are exporting

Back in 2002, a mere 20% of Italian wine & food firms would invest on international markets. Nowadays, according to a survey conducted by trade association Federalimentare on more than 1.000 firms, that figure has skyrocketed to 51%, confirming how much exports are vital for the well-being of the sector. It is a forward-looking choice for some and not much of a choice at all for others. Domestic consumption has been dropping steadily for years, while exports have been going up even in a recession, reaching 25 billion Euros in 2012 - or roughly 20% of the entire turnover of the sector - and +13% growth in the first quarter of 2013, which gives hope for a new record breaking result by the end of the year. The success of these exports is often showcased by big brands, but it is the result of the efforts of a myriad of small and very small businesses (that is, less than 50 employees), which are 90% of all exporting firms. Wine, as is to be expected, is the first violin of this concerto, with 20% of all exports, followed by tomatoes and vegetable conserves (12%), sweets and pastries (12%), cheese and dairy products (10%), pasta (9%), olive oil (7%), cured meats (5%) and coffee (4%).



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



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## Wine & Food

### Consortium and Famiglie dell'Amarone clash over new rules

The Consortium of Valpolicella recently decided to modify their production rules, in order to include vineyards below 300 meters above sea level. As President of the Consortium Marchesini explained, "without this variation over 60% of production was in danger of not being certified, but the production zone itself was not widened". The measure was not taken kindly by the group of producers Famiglie dell'Amarone d'Arte, whose President, Marilisa Allegrini, called the measure "a U-turn of the Consortium, after it acknowledged the diversity of production zones in 2008".

## For the record

### A "political" wine producer

Former Prime Minister and long-time protagonist of Italian politics, Massimo D'Alema is now a winemaker, with the debut of the wines of his estate in Umbria. His

vineyards are part of an experimental project managed with the University of Perugia, and will produce three labels: "Sfide", "NarnOt" and "Nerosé".

