



OperaWine
www.operawine.it

Italian Weekly Wine News.it

vinality
IN THE WORLD
www.vinalitytour.com

Issue 8 - Nov. 28th-Dec. 3rd, 2011 - Expressly for wine lovers, professionals and opinion leaders the world over
Registration number 709, Courthouse of Siena, March 21st, 2011 - Editor-in-chief: Alessandro Regoli

News



Italy: EU's highest profitability

Italy surely can't boast the biggest agricultural productive surface among members of the European Union - in fact, it's roughly half of that of France, just beyond the Alps. Still, by focusing on the quality of labour in the fields and on the peculiarity and diversity of productions that would wither and disappear in other places, Italy really has no competitor as far as agricultural added value is concerned: even in times of crisis, Italian growers have been enjoying the highest yields in the whole European Union, reveals the Coldiretti - one of the main farmers' associations of Italy - report regarding the first half of 2011.



OperaWine
www.operawine.it

SMS

The calories in a bottle

When U.S. media give credit to rumours, it's generally because there's a at least a hint of truth in them. The latest rumour concerns the proposal of the "notorious" Alcohol & Tobacco Tax & Trade Bureau to transform the labels of all alcoholic beverages, wine included. How? First and foremost, by making it compulsory to mention the possible allergens and the nutritional value of the bottle's contents (this data changes from bottle to bottle, though), which will inevitably leave little room for the label's "real estate" that can be given to vintage, producer and vineyard. The choice is meant to fight obesity and will concern, not without its share of issues, all producing countries, since the U.S. market is still fundamental, especially for Italy.

Report

India lowers its duties on spirits

India is oftentimes overlooked as an Asian market, but its billion citizens and a 7.7% Gdp growth in 2011 make it a prime target for Italian wine exports - if it were not for the 150% duties on spirits that the country imposes. Still, India's middle class is growing without pause, and the duties are set to be gradually slashed in the next three years, until they reach a more manageable 40%, for bottles priced 3 Euros or more, and 60% for those costing 2 to 3 Euros. A perfect scenario for Italy's producers and exporters.



www.vinalitytour.com

First Page

Wine Spectator's Italian "Top 100" in Verona

Wine Spectator, the leading world magazine on wine with 3 million readers, and the sole chooser of the best 100 Italian winemakers for its Vinality 2012 "Preview" (March 24th in Verona, Veneto: www.operawine.com) christened "OperaWine: Finest Italian Wines, 100 Great Producers", has completed its ranking about Italy's terroirs. Bruce Sanderson, Wine Spectator's tasting director, stated "we have always held Italian wines in high esteem. And this tasting is meant to spread the knowledge of the high level of quality and the countless varieties of Italian wine productions". Ettore Riello, Veronafiere's President and host of the tasting, added "Wine Spectator entering the scene will give an important added value, on a global scale, to Vinality". With an event that, in the words of Veronafiere's managing director Giovanni Mantovani, "aims to promote the image of Italian wine as the expression of exclusive territories, from a scenic, historic and cultural point of view". The magnificent 100 of Italian wines - 86 so far, since the complete list will be disclosed in December - are Aldo Conterno, Allegrini, Altesino, Antinori, Argentiera, Argiolas, Caprai, Barone Ricasoli, Bellavista, Bertani, Braida, Ca' del Bosco, Cantina Terlano, Carpineto, Casanova di Neri, Castellare di Castellina, Castello Banfi, Castello di Ama, Castello di Volpaia, Castelluccio, Ceretto, Zaccagnini, Col d'Orcia, Cusumano, Damilano, di Majo Norante, Donnafugata, Drei Donà, Duca di Salaparuta, Falesco, Le Pupille, Fattoria Zerbina, Ferrari, Feudi di San Gregorio, Fonterutoli, Gaja, Gancia, Bruno Giacosa, Giuseppe Mascarello, Pieropan, Les Crêtes, Livio Felluga, Sandrone, Lunae Bosoni, Lungarotti, Frescobaldi, Marco Felluga, Masciarelli, Masi, Mastroberardino, Mezzacorona, Chiarlo, Montevetrano, Nino Negri, Nozzolo - Folonari, Scavino, Pecchenino, Petrolo, Pio Cesare, Planeta, Prunotto, Renato Ratti, Anselmi, Rocca delle Macie, San Felice, Santa Margherita, Nardi, Siro Pacenti, Tasca d'Almerita, Tedeschi, Ornellaia, Tenuta di Biserno, San Guido, Sette Ponti, Tenute Sella & Mosca, Terre Bianche, Terredora di Paolo, Testamatta, Tommasi, Tormaresca, Umani Ronchi, Vietti, Zenato, Zonin. Info: www.vinality.com

Focus

European subsidies: a powerful tool for Italy

The European Common Market Organization (Cmo) wine subsidies are a powerful tool for Italian producers, especially for promotion on foreign markets - which is how they are typically spent. In 2011 Italy received 49.4 million Euros and the figure will mushroom to 82.3 million in 2012 and 102.1 in 2013. "Submitting a promotion project through the Cmo", says Silvana Ballotta, head of the "Business Strategies" firm in Florence, "means making important investments, as 50% of the subsidy is free grant: some regions raised this to 70%, and it can be spent on participation in events, wine tastings, advertising or charity-related events". Not all projects are approved and rules are strict: "evaluators must see the utility of the project, and the sum must be coherent with the project and the state of the market". Cmo subsidies can be granted to producers, professional associations, consortiums, producers' associations and temporary enterprise associations (Tea). Projects can last 1 to 3 years, and in 2010/2011, 161 of them were approved for a total of 87.5 million Euros: Tuscany (24), Piedmont (23) and Sicily (18) were the most active regions on that front.



www.vinalitytour.com



OperaWine
www.operawine.it

Wine & Food

Erasmus Reserva 2007, Chile's best red wine, has Italian blood

In times when even Italy's national soccer team opens its roster to foreign players of Italian origins, mainly South American, wine seems to be going the opposite way. The best Chilean red wine, in fact, is "Italian". Francesco Marone Cinzano, the "wine grower of the two hemispheres", produces Erasmus Reserva 2007 of La Reserva de Caliboro, crowned by "Descorchados 2012", Chile and Argentina's most important wine guide, and Cinzano owns both the Chilean winery and Tenuta Col d'Orcia, one of Montalcino's historic brands. Info: www.descorchados.com

For the record

Italy beats France on the auction block

Italy's great wines triumphed at Christie's auction on Nov. 25th in Hong Kong. Tuscany ruled, with Ornellaia 1997 and various vintages of Tignanello: Allegrini's Amarone

2001 from Veneto also did well, and Castellare di Castellina's supertuscan I Sodi di San Niccolò 2006 stole the show. Poor results for the French bottles: some even went unsold.

