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News



An 18 billion Euros business

The last general assembly of the Italian trade organization Federvini showcased the results of a recent report authored by the analysis firm TradeLab on the total value of all productions coming from wine, spirits and vinegar, including the total value of the sectors before and after production itself. The data is astounding: in 2011 the "macro-sector" employed 5.15% of all Italian workers, for a total value of over 13 billion Euros, while the sector of out-of-home consumption, like bars and restaurants, is worth another 5.5 billions, for a grand total of over 18 billion Euros - not to mention wine tourism, which generates another 3 to 5 billion Euros a year in revenue.



SMS

Strength through unity

We have been stressing for a few years now the need for different territories and winemaking firms to stand united in order to properly face the challenges of the global market. We are very happy, then, to hear that twelve of the most famous Italian wine brands - Banfi, Cantine Ferrari, Sartori, Zonin, Gancia, Gruppo Italiano Vini, Marchesi di Barolo, Medici Ermete & Figli, Santa Margherita, Drei Donà, Terredora and Cantina Lunae - have created a trade alliance, christened "Italia del Vino-Consorzio", and that they will share a common space at Bordeaux's Vinexpo: 12 big names used to competing with each other are now collaborating, and that is an important sign of change - one that should be an example for the entire sector.

Report

French? Nope, Etruscan

According to a research study created at Pennsylvania University, French wines have some unsuspecting ancestors, since their roots are to be found in Etruscan wines, which were imported in France around 500 B.C.: the research focused on the origins of French viticulture through the analysis of some ancient tools, like a press machine and amphoras coming from the Mediterranean city port of Lattara, where ancient wine (dating back to 525 B.C.) was found.



First Page

Wine, trade marketing and schooling

The future of wine in Italy is doubly linked to wine & food communication and to food education in schools: this is the main message coming from the round table entitled "Wine, Art and Culture Made in Italy" organized by AIS-Bibenda. Alberto Mattiacci, Professor of Marketing at La Sapienza University of Rome and Scientific Director of the research institute EURISPES, said, "the battle for the growth of wine culture must be focused on the masses, and it must take place in a well-defined location, be it a mass retail store, a corner shop or a wine shop, since it is there that consumers make their choices, focalizing both their attention and their knowledge. It is imperative to invest in trade marketing, by signing business deals with mass retail chains so that wine can be treated properly, in order to make the single store the place where activities of education and enticing the consumers' curiosity will take place. It should be noted that, unlike what used to happen 20 years ago, big wine & food firms usually spend up to 70% of their total budget for promotion through trade marketing, and only 30% on consumer marketing". Writer Giovanni Negri focused on education instead: "there is a void between the "myth" of wine, the one that is narrated, and the one that gets criminalized everyday, and it must be filled. A serious government should explain which foods and drinks are good for one's health, thus putting an end to a situation where if you drink an extra glass of red wine at the restaurant you're treated like a felon, while an entire generation is wasting away on chemical alcohol in clubs. There is a need for TV ads, but also for educational programmes in schools, in order to give the appropriate importance to history, art, wine & food - that is, the core of Italian heritage". In fact, wine is often "missing in action" on television, "since the 105 wine & food programmes that are aired in Italy" said Franco Ricci, head of AIS-Bibenda "dedicate 0.08% of their airtime to wine, on average". And that is why, according to State television talking head Anna Scafuri, "wine must be mentioned more in the news, given the importance of the wine & food sector in Italian manufacturing".

Focus

Oscar del Vino 2013: and the winner is ...

Sassicaia 2009 is the best Italian red wine, Chardonnay 2010 Tasca d'Almerita is the best white, Five Roses 2011 De Castris is the best rosée, Franciacorta Gran Cuvée Brut 2007 Bellavista and Gran Cuvée XXI Secolo 2007 D'Arapi are the best sparkling and Alto Adige Moscato Rosa 2010 Haas is the best dessert wine. The best firm is Feudi di San Gregorio and the journalist Bruno Vespa received the jury's award. These were the winners of the "Oscars of Wine" 2013 by the Italian Association of Sommeliers and Bibenda, and the ceremony took place in Rome last Monday. During the event, which "established once and for all our victory over the Academy" according to Franco Ricci, head of AIS-Bibenda, Trebbiano d'Abruzzo Vigna Capestrano 2010 Valle Reale got the award for the best label, Franciacorta Cuvée Prestige Ca' del Bosco won the award for best price/quality ratio, Riccardo Cotarella was crowned best oenologist, "La Parolina" in Acquapendente was the best restaurant, Turin's Casa del Barolo was the best wine shop, the La Guardiense cooperative got the innovation award and UnipolSai's Giovanni Lai was voted best Commercial Director (pictured right, Marquis Incisa della Rocchetta).



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Wine & Food

Masters of Wine & Istituto Grandi Marchi team up

The next edition of the "World Symposium on Wine" by the Institute of Masters of Wine will take place in Florence on May 15th-18th, 2014: it is the first time the Institute has chosen Italy, and this has happened thanks to a collaboration with the Istituto Grandi Marchi, the coalition of 19 of the most famous Italian wine firms led by Piero Antinori. 304 opinion leaders from 28 countries will congregate in the cradle of the Renaissance: according to Antinori, "Italy must graduate from being a superpower of wine to being an opinion leader, just like the Masters of Wine are".

For the record

American youths dream of Italy

According to a survey on Italy in the eyes of American youths authored by the Italy-USA Foundation and by Chicago's Loyola University, 50% of the sampled young Americans think

Italian wine is the best in the world, 97% of them wish to visit the country and 46% think that Milan is more important than Paris for fashion.

