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## News



### Wine and baked clay

The use of baked clay as a container to make wine has very deep historical roots in all the Mediterranean Sea. And those roots have been thoroughly freshened up at Impruneta, near Florence, famous for its baked clay production, thanks to the amphorae of the Artenova firm. Many winemakers have ventured in this practice through those amphorae, like Santadi in Sardinia and Castello di Rampolla in Chianti Classico: "our clay is different from the Georgian one, for example", Francesco Bartoletti explained, "there are no heavy metals, and we have been experimenting with wine both in contact with clay and with jars covered by beeswax or glass resins".



SMS

### Italy-U.S., 60 years of love

In 1940, when the first figures were recorded, the U.S. imported 8.000 hectolitres of wine from Italy, and that figure has mushroomed to 2.5 million in 2011 (for a value of 1.2 billion Euros). This might be enough to show how the "love story" between the States and the "Belpaese", through its many ups and a few downs, has been evolving into what it is now: the U.S. are Italy's most important foreign market, and our wines are leading in volume and are very high on the value list. Quite a long story - and one that Lucio Caputo, who has been seeing it blossom since 1974 with the Italian Trade Commission, and more recently with the Italian Wine & Food Institute, has observed first-hand. A story that tells of how it takes time and perseverance to get results in faraway countries. Like China, for example.

## Report

### A Vinality task force in China

The news of possible antidumping measures on European wine in China have been troubling the sleep of many Italian producers, and that is why Vinality has created a task force, together with local operators, winemakers and media, to look into the matter. "We are currently investigating", Stevie Kim, managing director of Vinality International, explained, "in order to see what will happen. We will soon meet the heads of the Chamber of Commerce of Peking, who were our guests at the latest Vinality".



## First Page

### Italian chefs call for uniformity and less bureaucracy

Italian cuisine is a vital part of the country's culture. Many people have been saying so for a long time, but now it has been stated officially, as well: "Cuisine is a part of Italian culture, and it is no exaggeration to say that there are some true Renaissance workshops in this sector. It is our task to remove all of those bureaucratic barriers that make it hard for our chefs, who are nothing short of artisans and artists at the same time, to work and to showcase their skills. We should aim to bring works of art from museums into restaurants, in order to add masterpiece to masterpiece". The quote comes from the Italian Minister for Cultural Affairs and Tourism, Massimo Bray: the Minister met a delegation of some of Italy's most renowned chefs last Monday at Rome's Eataly, including names such as Bottura, Beck, Scabin, Esposito, Cedroni, Bowerman, Sadler, Perbellini, Alajmo and Cuttaia. The chefs had some proposals ready for Bray, to properly give the Italian food heritage its due, starting with a bit of a provocation: enough with grandma's recipes, or rather, grandmothers', because there are quite simply too many variations of so many recipes from one end of the country to the other, and even though this is positive in itself, it also creates chaos and uncertainty. Therefore, the chefs would like to create a prize to canonize every recipe, as happens in France with the Bocuse d'Or. But, needless to say, the problem of bureaucracy is quite high on the list as well, and Bray agreed: "The first great reform should be public administration, since our State has done everything it could possibly do to make things harder, not easier". And the chefs have no shortage of examples: "In my London restaurant", Heinz Beck said, "an employee costs me 30% less than in Italy, to do the exact same thing". Regarding trainees, there is a sort of deregulation going on in France and Spain, the chefs say, while in Italy there is a ceiling that keeps foreigners and people not enrolled in schools out of the kitchens. Catering institutes should be reformed, particularly regarding dining room staff, which is hard to come by, the chefs pointed out.

## Focus

### Italy's wines meet the world at Vinexpo

Vinexpo, the renowned international trade show that takes place every year in Bordeaux (June 16th-20th, www.vinexpo.com), will focus its coming edition on world trends, key factors in markets like the U.S. and China, the future of e-commerce, with quite more than a dash of meetings, tastings and business - and WineNews will attend. Italy will be represented by more than 400 winemakers (which will make a fifth of the show Italian, so to speak), and in quite a delicate moment: crisis notwithstanding, wine consumption will grow at least 5.31% until 2016, reaching 25.85 billion litres worth 182 billion Dollars, according to a joint International Wine & Spirits Research-Vinexpo study. Italy will be represented by collective initiatives as well, like the "super-consortium" Piemonte Land of Perfection (90% of all regional production of Piedmont), the Consortium of Brunello di Montalcino or the one of Chianti Classico. Not to mention the tastings of "Taste Italy" by Associazione Italiana Export, with Enoteca Italiana, and those of Italia del Vino Consorzio (Santa Margherita, Giv, Sartori, Ferrari, Marchesi di Barolo e Drei Donà) and of the Consortium of Soave.

### A WORLD OF OPPORTUNITIES



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



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

## Wine & Food

### Italian vineyards "wet but healthy", independent growers say

After one of the rainiest ends of spring that Italy has seen in recent history, the first snapshot of the situation in the vineyards comes from the Italian Federation of Independent Growers FIVI - and even though they are indeed more than damp, Italian vineyards are said to be "fundamentally healthy". In northern and central Italy alike humidity is proving to be a factor to be reckoned with, both for workers and for potential diseases, but in southern Italy soils have been kept drier by the wind. All in all, FIVI says, the situation is "far from optimal, but not tragic at all".

## For the record

### Barbera and fruit juice

The latest commercial venture of the Piedmont firm Lurisia is called "Unico": it is a fruit juice made with 100% Piedmont products, with Barbera grapes representing

Bacchus. According to the firm, more than 200.000 kilos of Barbera grapes have been used, together with 400.000 kilos of apples and 100.000 of both pears and peaches.

