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News



Fashion at Antinori's

Fashion, wine, an exhibit, an astounding location, Pitti, Antinori and "Made in Italy" as a connecting force: these are the ingredients that made haute couture and Bacchus' nectar meet in quite a peculiar way, with a futuristic cellar becoming a runway for men's fashion. All of this is embodied in the pages of "Speciale Pitti" by "IL", a magazine published by renowned Italian financial daily Il Sole 24 Ore, dedicated to Florence and "Made in Italy" men's fashion which was presented at Palazzo Antinori, where a photo exhibit of Massimo Volta's fashion shoot in the new Antinori cellars (pictured above), deep in the hills of Chianti Classico, will be held until June 22nd.



Allegrini and Guggenheim

The United States is the main market for many Italian wine firms, like the Amarone producers Allegrini who have decided to aim high in order to expand its group of followers by bringing its most important wines, La Poja and La Grola, to one of modern art's temples, the famous Rotunda by Frank Lloyd Wright, home of New York's Guggenheim Museum. The museum hosts some of the most important works of art of the last two centuries, by artists such as Cézanne, Picasso, Chagall, Modigliani, Degas, Monet and many others. A unique setting, one that rarely hosts this kind of event, and that symbolizes the uniqueness of the event to take place next June 24th, when journalists will experience Allegrini's products next to paintings like "The Green Violinist" and "Moulin de la Galette".

Report

Barbera for Lippi

Marcello Lippi, former coach of the Italian soccer team, currently training Guangzhou, a Chinese team owned by Henga, has chosen an Italian wine to toast to the victories of the Asian yellow-and-reds, and it is Barbera d'Asti by Scrimaglio, historical producer in Nizza Monferrato, south of Asti. The deal was signed last January with Pier Giorgio Scrimaglio, who created an elegant bottle with the team's logo (a tiger and the phrase "Be the best forever") and name - Guangzhou Everglade - in red.



First Page

The present and future of wine and e-commerce

People who shop online for wine are more likely to spend more than traditional buyers: furthermore, they are more knowledgeable, use wine as a gift more often and are open to wines from foreign countries. This is the snapshot of the modern online buyer according to Vente-privee.com, a big name in online sales of all kinds, with a registered community 18 million strong. According to their survey of a thousand interviews in France, Spain, Italy and Germany, online buyers spend on average 14 Euros more than traditional buyers, and up to 9 Euros more for a bottle to use as a gift. "I believe that a boom is right around the corner", Xavier Court of Vente-privee.com told WineNews. "In 2012 wine generated 30 million Euros in revenue for our site, and it is more than 27% of the wine market in China: in Europe that figure is now 10%, but it will grow also in Italy". Red wine is bought most often, both by aficionados and experts: 72% allow it to breathe before serving it, and 48% decant it. Furthermore, online buyers are more apt to create a personal cellar (46%, while only 23% of traditional buyers do so), and are more likely to give a gift of wine (35% against 25%). Italian, French and Spanish wines are the most likely choice, but, these buyers are also very curious about wines from foreign countries and on average, 6 of them: South Africa (84%), Chile (80%) and Argentina (78) top that list. And, confirming a general trend in the wine world, the fair sex is more and more active on online shopping for wine: 49% of the women sampled buy wine, while only 35% of traditional buying women do so. And what are the best sites at the moment? Yesmywine.com is number one, followed by Vente-privee.com and the Chinese Jiuxian.com (while the first Italian site, Wineshop.it, is at number 7). The list comes from a survey on over 3.200 users conducted by the Bem-Kedge Business School, and the sites were chosen considering the 7 key factors for the success of this kind of website: quality of information, catalogue variety, image, easy to consult, payment security, privacy, interactivity and trustworthiness.

Focus

Wine, climate and cruises with Dubourdieu

Climate and its whims are not a problem, they are merely a factor not to be scared of, but to manage accordingly, like land, wine and so on, without having to sound the alarm if it's hotter or drier, or the other way around, since "climate change" is a constant in the equation of wine production. This is the opinion of Denis Dubourdieu, one of the world's most famous oenologists and consultants for many important firms in Italy, France and many other countries. At this year's Vinexpo in Bordeaux, Dubourdieu told WineNews, "It's like when you go on a cruise. The sea can be calm, but also stormy and the weather can be sunny or rainy. It all depends on the ship, its captain and its crew: situations must be reckoned with, not feared. And harvesting is like a cruise that goes from one time of the year to another. The difficulties brought on by climate are normal - but if you can't sail, just to keep the metaphor running, you better stay in port. How can one handle all these possibilities? With high quality viticulture, lots of work in the vineyards, and allowing grapes to ripen fully even if the weather isn't optimal. At the end of the day, the world itself is far from perfect"...



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Wine & Food

Asian wine writers, bloggers prefer Italian wine

Due to the rising popularity of wine, Asian critics, wine writers and bloggers are beginning to have an impact on tastes, preferences and sales. But what do they suggest to the neophytes of Bacchus' nectar in the Far East? Lots of Italian wines, according to The Drinks Business magazine: Singaporean wine blogger Wai Xin has chosen Tupungato Corbec Rosso di Argentina 2008 by Masi. "The Wine Times of Hong Kong" has praised Castello del Poggio's Moscato d'Asti and the critics of "The Local Nose" in Singapore have chosen Cygnus, by Tasca d'Almerita, and Guerrieri Rizzardi's Prosecco.

For the record

Italians love the nightlife

Bad press notwithstanding, according to a survey by CENSIS and the Italian trade organization FIPE, 56% of Italian citizens consider the nightlife to be a positive phenomenon. 19

million Italians go out at night and 4 million do so at least once a week: 94% of people aged 29 years or younger go out, but 46.3% of Italians over 65 years do so as well.

