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## News



### The rising costs of food

Everyday meals are costing more and more in Italy: and crisis or not, Italians' shopping carts are getting lighter. But what about prices? Eating in Italy costs 11% more, on average, than it does in the rest of the EU, with commodities such as milk, dairy products and eggs costing up to 26% more, but meat (+15%) and bread and cereals (+14%) are also quite costly. Only alcoholic beverages cost 2% less than the European average, but Italy is not the most expensive country, since that prize goes to Denmark (43% over the average), while Poland is the cheapest (-39%). Still, the figures do not take into account the levels of food quality and safety, where Italy is at the very top of the rankings.



### Here comes "Eatalyworld"

Who knows, maybe the patron of Eataly Oscar Farinetti's latest dream will feature rollercoasters with the best of "Made in Italy" food or carousels of Italian wine. We are referring to "Eatalyworld" in Bologna, 720.000 square feet in the Caab area, the wine & food institution led by anti-waste paladin Andrea Segré, which was built as a theme park of sorts with 120 restaurants, labs and shops. Farinetti has set a date for its opening - November 1st, 2015 - which coincides with the Milano Expo: "it's a miracle that can happen, we want the world to play with the stuff that is the magic of Italian food". But only if the 50 million Euros which have been invested so far come back by the end of 2013. "I can't believe that Coop, Unipol and local entrepreneurs are not interested in the project".

## Report

### Assoenologi on wine exports

According to the Research Centre of the Italian oenologists' association Assoenologi, Italian wine exports are doing just fine, with a growth in value close to 10% (9.8%, to be exact) in the first quarter of 2013 which allowed them to reach a total value of 1.1 billion Euros. Sparkling wines are the only kind that is growing in volume as well (+13%), with a jump in value of 19.7%, reaching 130 million Euros. Furthermore, bottled wine has gone over 3 Euros per litre - 3.13 - with a 9.1% growth over 2012.



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### A molecule can predict the longevity of wine

There is a molecule that can predict, in a short span of time, the possibility for a wine to age gracefully: the name of this sort of modern "oracle of Bacchus" is quite complex - "3-methyl-2,4 nonadiene" - but in layman's terms it is a sort of chemical indicator whose presence indicates how long a bottled wine will be able to withstand the passing of time. The molecule was recently discovered by the research team led by Denis Dubourdieu, one of the world's most renowned oenologists, at the Institut des Sciences de la Vigne et du Vin of Bordeaux University, one of the leading research centres for applied research in the wine world. The study was borne out of the warning that Dubourdieu himself had given some time ago: that is, that the great reds of Bordeaux, which owe quite a lot of their value and fame to their resilience to time, might soon lose part of this feature, due to a sum of changes in growing and processing the raw material. "We have been carrying out this research as a follow up to the one we had already done about the aging capabilities of whites", Alexandre Pons, a researcher of the team, told www.winenews.tv, "in order to find a marker that could give us the same indications on reds as well. We've discovered this molecule, which is found in the aromas of aged wines - like cooked fruit and prunes - and, by measuring its concentration at the beginning of a wine's lifespan we can say just how long that wine will be able to age without losing its qualities". In short, the less the molecule is present, the more the wine will age well. "It is quite an important discovery", Attilio Scienza, Professor of Viticulture at the University of Milan and one of the world's leading experts in the field, commented, "and not only for the wines of Bordeaux, whose aging capabilities are fundamental for their economic value, from auctions to en primeur sales and so on. Monitoring this marker means being able to predict a wine's lifespan: and there has been nothing so accurate and fast in determining this capability before this. It is a very useful tool in order to properly evaluate the aging capability of a wine, from vintage to vintage and from place to place as well".

## Focus

### No liberalization of planting rights

After years and years of discussions, dossiers and meetings, the seal of officialdom - a political deal between the European Commission, its Parliament and its Council on the Common Agricultural Policy for 2013 - has come about: there will be no liberalization for planting rights regarding vineyards, which was supposed to happen in 2016, much to the chagrin of all great producing countries, like Italy, France, Spain and loads more. The announcement came from Riccardo Ricci Curbastro, President of European Federation of Origin Wines EFOR (also at the helm of Federdoc, the association of Italian wine consortiums), acting as announcer. "Regarding wine, the text states that there will be a new tool for managing vineyards in article 54: an answer that was long coming for growers. The new regimen will allow for a controlled growth of plantings from 2016 to 2030, with a maximum growth of authorization of 1% year-over-year for each Member State, and the duration of planting rights will be from 3 to 5 years as a temporary measure. My thanks to the President of the Agriculture Commission of the European Parliament, Paolo De Castro, and to the Commissary for Agriculture, Ciolos".



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



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

## Wine & Food

### Vitaly and Bordeaux's "Semaine des Primeurs" team up

"Bravissimi!" ("Well done!"): this is how Jancis Robinson, Master of Wine and one of the world's leading experts on the communication of wine, commented on the strategic partnership signed between Vitaly (VeronaFiere), the top event for Italian wine, and the Union des Grand Crus de Bordeaux, which organizes the world-famous "Semaine des Primeurs" - a fundamental event for the futures market of the great reds of Bordeaux - in order to avoid having the two events on overlapping dates for the next four years. Who knows, this could be the first step towards a partnership ...

## For the record

### Lots of wine for UNESCO

The ranks of wine territories that are in the UNESCO World Heritage list have been swelling recently: Etna in Sicily, and Tuscany's Medici Villas are but the latest in a list that

includes Val d'Orcia, San Gimignano, Val di Noto in Sicily and Castel del Monte in Apulia. And even more, like Langhe and Conegliano, are waiting for an answer ...

