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News



To Canada with iTunes

Marketing and promotion sometimes work in mysterious ways, to the point that some of the most famous Italian wine brands are enjoying the spotlight in Canada thanks to iTunes, where the Italian-Canadian documentary "Discover Italy", by Michael Fagan, is getting downloaded 10.000 times a month. 75 minutes of images and 3.750 miles from Northern to Southern Italy have brought the documentary, made by Lcbo, Istituto Grandi Marchi and International Exhibition Management (IEM) to the shortlist for the New York Festival's International Television & Film Awards, which are given to the best film and TV productions from over 50 countries.



SMS

Will this be it?

"We will soon create a joint task group with Ministers Zanonato (Economic Development) and Bonino (Foreign Affairs)": this is what Nunzia De Girolamo, Minister of Agriculture, recently announced, adding that "politics must help our small and medium firms, the true social and economic backbone of our Country, to open up to international markets". The statement came at the latest general assembly of the farmers association, Coldiretti - where she also said that farmers must become "cool" again - and it gives hope to the many agricultural entrepreneurs in Italy, which be it wine or produce, see their future increasingly tied to exports. A task force is just what the doctor ordered, and maybe this will be the right time for it to really happen...

Report

From Chianti to America. Again

In 1773 Philip Mazzei, the ancestor of what would become one of Tuscan wine's most eminent families and a personal friend of Thomas Jefferson, came to Virginia and planted the first European grapevine in the U.S. But, he also gave a fundamental contribution to the Declaration of Independence. To mark the occasion, three days ago Francesco and Filippo Mazzei planted a new vineyard in Monticello, Virginia, for the Thomas Jefferson Foundation, with plants coming from the Fonterutoli estate.



First Page

China starts anti-dumping probe on EU wines

It hardly constitutes news by now, but everyone in the European Union was still hoping it wouldn't come to this, or at least not in this manner. Starting this month, China has officially begun its probe on anti-dumping measures and on "State subsidies" enjoyed by European wines imported to the Asian juggernaut, as a tit-for-tat measure for the EU probe on Chinese-made solar panels. The initiative was expected in August and comes a month early, on the eve of a crucial moment for Italian winemakers, right between the last months before harvest and the summer holidays. Until July 20th, firms and stakeholders that wish to do so can join the probe's sample by registering on the websites <http://gpj.mofcom.gov.cn> and <http://www.cacs.gov.cn>, from which the Chinese government will choose the participants randomly. On July 30th questionnaires will be sent, and they have to be filled and sent back to Chinese authorities by September 5th: the process is described as voluntary, but in the event of a shortage of participants China will arbitrarily choose who to send its questionnaires to. Then, if dumping or State subsidies were to be confirmed - thus confirming damage to the Chinese wine industry - and in the absence of cooperation on the part of the wine producers, China could decide to apply "balancing" duties on EU wines. Alternatively, duties could be applied to single firms, on a case-by-case basis, considering both the entity of the infraction and the firm's "degree of cooperation" with Chinese authorities during the investigation. All wines will be considered, and all EU CMO (Common Market Organization) measures as well, from funds for promotion in foreign countries to vineyards conversion and restructuring, "green harvests", insurance policies on harvests, funds for rural development, distilling and so on. A meeting on the matter of the Comité Européen des Entreprises Vins, the European Association of Wine Producers, led by Alberto Gancia - also at the helm of Federvini - took place two days ago in Brussels, and yesterday a similar meeting took place at the Italian Ministry for Economic Development.

Focus

A chat with Monsieur Alain Ducasse

He has enjoyed 21 Michelin "stars" at the same time, and with 20 restaurants worldwide is one of the most famous chefs ever. We met with Monsieur Alain Ducasse at Tenuta La Badiola, in Maremma, part of the Terra Moretti Group (pictured right with Vittorio Moretti and Carmen Moretti De Rosa), his only Italian experience. "A worthy one", he said, "it's a unique territory". And, according to him, the territory is an important factor for haute cuisine: "A cook must protect what he has at his disposal where he is, and his mission is to create dishes with less fats, salt, sugar and proteins, and more cereals and vegetables. And this is just such a territory". Regarding the media spotlight that a lot of chefs are enjoying now, Ducasse pointed out, "to me it is important to create a cuisine that is simple, local, tasty, and respectful of nature. One must not stay confined to the kitchen, but also not only preach on TV: both words and deeds count". What is most important, to be a good chef or a good manager? "A chef is already a manager, since he manages a team. First and foremost, he has to be a good chef, but the combination of all these qualities is what will make a good chef out of him".



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



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

Wine & Food

Pasta, sweets and oil: everybody loves "Made in Italy"

Wine is not the only key to the hearts of gourmets the world over - pasta, olive oil and sweets also enjoy this status, according to the latest figures from the Italian Association of Sweets and Pasta Producers, AIDPEI, led by Paolo Barilla: exports in 2012 have boomed over 3 billion Euros (11% more than 2011), thanks to the performances of pasta in China and in the Ukraine and sweets in Turkey. Olive oil, like wine, has its main market in the States: exports in 2012 have reached 110.000 tonnes (10% more than 2011), and a 54% share of all exports of virgin oils.

For the record

A "certified" vegan wine

The Italian Vegetarian Association, AVI, and Valorialta will soon be able to officially certify wines which are completely free of any animal substances, like albumin and casein.

The certification will replace the "self-declaration" that Italian producers have been using so far to state that their wines are made without these substances.

