



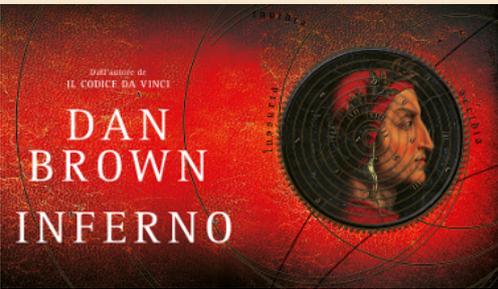
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## News



### Langdon drinks Gaja

In a few months, the American writer Dan Brown's newest novel, "Inferno", has already sold millions of copies. And it is great publicity for Italy and for Italian wine, too. Not only does it take place in Florence, in part, but also the protagonist, Robert Langdon, enjoys the wine of one of the most renowned Italian producers in the world - that is, Angelo Gaja. "Even though Langdon usually kept very vivid memories, thanks to his eidetic memory", Brown writes, "the ones pertaining to the "secret paths route" that he took in that palace many years before were fogged, and the cause was largely to be attributed to the second glass of Nebbiolo Gaja that he had enjoyed at lunch".



### Towards the 2015 Expo

The road towards the 2015 Expo is officially open: the President of the Republic, Napolitano and Prime Minister, Letta recently started the promotional campaign for the event. "The economic reprise of Italy is tied to the 2015 Expo", the Prime Minister said, and it simply could not be otherwise, given the spotlight that it will put on the "Belpaese" wine & food products of excellence. "The Milan Expo will win if it is a symbol of national unity", Letta added. And what more than wine & food can symbolize this unity through diversity, from Valle d'Aosta to Sicily? We really hope that the Milan event will be the spark for the rebirth of "Made in Italy", both in the world, where it is quite strong already, and in the homeland, where it is currently struggling.

## Report

### Italy leads in food safety

Italy is right up there with the best of them when it comes to food safety, and has the lowest number of food products with an illegal quantity of chemical residues (0.3%) - that is, five times lower than the average percentage of the rest of Europe (1.5%), and a whopping 26 times lower than products coming from outside EU borders (7.9%). The statement comes from the farmers association Coldiretti on data from the European Food Safety Authority EFSA, and was presented during the campaign launch for the 2015 Expo.



## First Page

### Premium Brands & Italia del Vino together in China

Everybody is looking at China, the global wine market of the future. But, it is a market where Italian wine, though growing, is still too far away from its competitors. Italian wine exports in China have net 75 million Euros in 2012, light years away from the 612 million euros of France, but also a lot less than Australia's 177 million, Chile's 114 and Spain's 87. "The situation is no longer tenable", Piero Antinori and Ettore Nicoletti, at the helm of the Premium Brands Institute and Italia del Vino Consortium, have said. These are the two most important consortiums for Italian wine promotion in the world, and their associates make up a total turnover of 1.4 billion Euros, 750 million from exports, 17% of the national total. In order to change things, the two have come up with a plan and presented it to the Ministry for Agriculture: "we are not asking for money, but to engage more players at a systemic level", which includes 4.7 million Euros to spend in 3 years in China. "Italian wine wins everywhere in the world due to its quality, its capacity to integrate with local cuisines and its price: the problem, we think, is the overall fragmentation of our offers. The project, provided it will be approved, will not be aimed at sustaining single firms commercially, but at educating all the operators on the distribution chain, the people whose job will be to explain the characteristics of our wines to the public. And, last but not least, the public at large, through various activities: the publication of an Italian-Mandarin glossary with all the terms of Italian cuisine; a guide on how to pair traditional Chinese cooking with Italian wines and a web platform, in Mandarin of course, with the help of Chinese bloggers, journalists and chefs". In the meantime, the antidumping investigation on European wine started by the Chinese government is still a concern. Italy has sent a letter to the EU (signed by France and Spain as well) asking for a quick response on the part of the Commission, and, at a national level, the Ministers of Economic Development, of Agriculture and of Foreign Affairs, together with the Institute for Foreign Commerce, have set up an anti-bureaucracy task force to help Italian firms in China.

## Focus

### The "patriarchs" of Prosecco

Professor Attilio Scienza, one of the greatest experts of viticulture and oenology in the entire world, is often fond of pointing out that "The world of wine needs to find new ways to tell its stories". And one of the most fascinating ones is the recovery of ancient grape varieties. An oft-threaded path in Italy, from Caprai in Montefalco and Feudi di San Gregorio in Irpinia, with the recovery of the "patriarchs", to Mastroberardino and its vineyard among the walls of Pompei, Bisol with Dorona, Venissa (Venice) and others. And now comes Ruggeri, one of Prosecco's most esteemed brands, which has just planted specimens taken from the old plants of Valdobbiadene. "This is the end of a project that we started with our Consortium and Veneto Agricoltura", the firm explained: "over the years we have selected 57 Proseccche, 3 Perere, 3 Bianchette and 6 Verdise: all plants over a 100 years old, true vegetable monuments, venerable patriarchs that never fail to bear splendid grapes every year". And so it is that a small collection, a true museum vineyard, will be born to preserve over time the great genetic heritage of the territory of Valdobbiadene.



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



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

## Wine & Food

### Made in Sicily, with Sicily and for Sicily

Made in Sicily, with Sicily and for Sicily: this, in a nutshell, is the "Cent per cento Sicilia" project, by O-I (Owens - Illinois), a leading firm in glass container design. It all hinges on a new kind of "close proximity" bottle, to be sold to local producers whose aim is betting on the "Sicily" brand, and on all those aspects, from raw materials, to manufacturing, to usage, that it is made up of and that have common roots on the Italian island. The bottle is made from primarily recycled materials coming from Sicily, and the manufacturing plant is in Marsala.

## For the record

### Domenico Zonin confirmed at the helm of UIV

Domenico Zonin has recently been confirmed at the helm of the Unione Italiana Vini (UIV) until 2016. According to Zonin, the next milestones to look forward to are

the 2015 Expo and the 2013 Simefi event, dedicated to winemaking machinery. The domestic market is still a concern, he conceded, as well as the weight of bureaucracy.

