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News



Langhe, wine and UNESCO

Even if Italy has one of the highest numbers of UNESCO world heritage sites, some homes to famous wines, wine has never been the deciding factor, unlike Saint Emilion in France or Alto Douro in Portugal. So far that is, since now Piedmont, with Langhe-Roero and Monferrato - home of Barolo and Barbera - has decided to present its candidacy for next year's World Heritage Committee meeting in Qatar. Italian Minister for Agriculture Nunzia De Girolamo has endorsed it, and has also proposed a forum on wine-related UNESCO territories at the 2015 Expo: if the candidacy were to be approved, it would be the very first where wine is front and centre.



Vinality and the 2015 Expo

VeronaFiere, the organization behind Vinality, the most important event in the world for Italian wine, will manage the "Wine and Oil Space" right next to Italy's pavilion at the Milan 2015 Expo. The announcement came last week in Verona, where Giovanni Mantovani and Ettore Riello, VeronaFiere's General Director and President, have signed an agreement on the matter with Undersecretary for Agriculture Maurizio Martina, in charge of the Expo for the Ministry. The agreement comes on the heels of the one signed between VeronaFiere and the Expo for "OperaWineExpo", a permanent exhibition at the Palazzo della Gran Guardia in Verona from June 14th to September 6th, 2015, and with the idea of a grand tasting of the very best Italian wines to act as the gran finale of the Expo.

Report

Italy's "trendiest" grapes

Italian indigenous grape varieties are a true ace up the sleeve of Italian wine producers. And renowned British magazine "The Drinks Business" has recently created a ranking of the most likely to become even more famous. Right next to Sangiovese and Barolo come the Sicilian Nerello Mascalese and Nero d'Avola and from Campania Aglianico, Fiano, Falanghina and Greco di Tufo. Then come Vermentino, Glera - of Prosecco fame - Abruzzo's Trebbiano and Pinot Grigio.



First Page

A chat with Master of Wine Jancis Robinson

Jancis Robinson is without a doubt one of the leading experts and most authoritative voices in the world of wine: the Master of Wine's Twitter account, for example, is more than 187.000 followers strong. And WineNews had the chance to interview her at the recent Vino Vip Cortina event. Starting with the reputation of Italian wine in the world, is it really up to par with French wines? "In the U.S. it is perhaps even higher. In Great Britain, unfortunately for Italy, we're a bit too close to France geographically, so it is more familiar to us, while Italy is still a bit puzzling for the average consumer". Italy, though, has an ace up its sleeve with its enormous heritage of indigenous grape varieties, but could it be a little too difficult to communicate, perhaps? "I don't think so. More and more people are interested in new varieties now, and Italy can benefit from that. For example, Tesco created its own label of Teroldego four years ago, and that's definitely a telling sign". Besides Tuscany and Piedmont that are the "big guns" - which regions are performing better? "I'd say Sicily, but Apulia and Campania are doing fine as well. And Veneto, even if it is a little puzzling because of its enormous variety, but people will eventually understand that there are lots of great Soave, Valpolicella and Amarone wines. There's not much Friuli in Great Britain, unfortunately, but Alto Adige is more understood, from the point of view of taste". And how important is the brand of the producer, even if it comes from famous territories? Is it the brand that carries the territory, or the other way around? "It depends. Caprai, for example, has without a doubt opened Umbria to the world. It's the great producers that end up creating impact. But there are other case studies - like Piedmont, which has a lot of important producers but is still a little too complex for comfort". The big names of French wine are struggling in Asia: could this be an opportunity for Italian wine? "Most definitely. Collectors are looking for something new, something that is not Bordeaux or Burgundy. I'm sure that there will be enormous opportunities for Italian wine there".

Focus

Italian firms change hands; Cavit buys abroad

Last week another prestigious "Made in Italy" wine & food brand, sweets producer Pernigotti, was sold to the Turkish investment partnership Toksoz. But in the meantime, Cavit, a big name in the world of wine-producing cooperatives in Trentino, has bought a majority stake in Kessler, a renowned producer from Baden Wurtemberg, in southern Germany, famous for its quality sparkling wines. According to Enrico Zanoni, General Director of Cavit, "Germany is a fundamental market for sparkling wines: it represents 22% of world consumption, and is strongly focused on national wines. With this operation, the Chardonnay grapes made by our partner firms will become more valuable for their producers". Nonetheless, the acquisition doors swing both ways, as has been for Ruffino, which has been 100% owned by the American Constellation Brands since 2011 - but without losing one iota of its "Chiantiness". And the market has resoundly approved the "new" Ruffino: the 2012 turnover has gone up 15% over 2011 to 64 million Euros. 90% of it comes from sales on foreign markets, but the firm has definitely not abandoned the home front, investments-wise.



SMS



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



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

Wine & Food

The latest check-up on Italian vineyards

Following a very late summer and plenty of rain, "vineyard Italy" is nonetheless doing well, overall. Professor Attilio Scienza, of Milan University says, "The latest forecasts on harvests in Northern Italy are 20% lower than 2012, but they are very pessimistic, and weather forecasts are looking good. In the central regions production should be slightly higher than last year's, while it is expected to boom year-over-year in Southern Italy, and quality should follow suit. The late bloom", Scienza concluded, "will make 2013 very different from the early harvests of 2003 and 2011".

For the record

3.000 followers on our Twitter feed

Social media are an ever-greater part of the global media diet, and even from our little corner of the world, our foray on the Twittersphere has given us 3.000 followers

@WineNewsIt so far. Another step on our journey dedicated to narrating the world of wine to as many people as possible, and in as many ways as possible.

