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## News



### Pearl Jam love Roero

Sometimes a liking for wine pops up in the least expected places: Pearl Jam, a name that embodies the founding fathers of grunge music - founded in Seattle at the end of the '80s, beginning of the '90s - have become testimonials for Roero after more than 20 years on the world stage and millions in record sales. The proof? A photo, published in the U.S. edition of "Rolling Stone" magazine, in which frontman Eddie Vedder was seen holding a bottle of red wine during the Chicago concert of their latest tour. Vedder, as his fans know, is himself a fan of Pinot Noir, but the bottle was quickly identified as a vintage Roero by Matteo Correggia, from Piedmont.



### Less funding from CMO

A crucial date looms close for the Italian wine world, which is more and more counting on exports for its turnovers: last July 28th, authorities were supposed to have examined all projects that could receive financing coming from the national quota of 32 million Euros of the European CMO funds (70 million more are to be distributed by Regional authorities), and no later than August 5th the Italian Minister for Agriculture should indicate those that will receive them. But according to a number of rumours the co-financing quota, which is usually 50%, might be heavily slashed, some say even to 25%, due to the number of projects, in order to finance all of them. So, at the end of the day, there will be less money for everyone in order to give a little to all. But would that be fair?

## Report

### Santa Margherita & literature

One of wine's most intriguing features is its capacity to inspire the arts, and especially literature, from the Odyssey onwards. Today, the relationship is much closer, also thanks to the "eno-literary" prize called "Explorers of Taste" that Italian producer Santa Margherita, together with the bookshop chain Feltrinelli created 8 years ago. Everyone will be able to sign up and send his or her own creation to compete for the prize, until next September 30th, at [www.santamargherita.com](http://www.santamargherita.com).



CONSORZIO PROMOZIONE  
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## First Page

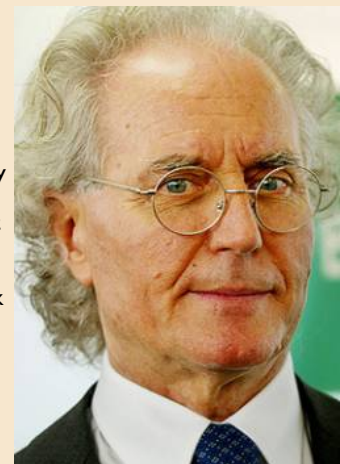
### Maximilian Riedel's "first time" in Italy

"More than ever, in these economically troubled times, we are investing in Italy to stay close to our partners, while we wait for things to get better". Such is the opinion of Maximilian J. Riedel, son of George Riedel, in his first interview to an Italian publication as the new President of Riedel, a leading firm in wine glassware founded over 250 years ago. "I am prepared for this role", he told WineNews, "because I've been managing the American division of our company from New York for 13 years now. It is a difficult time indeed for our traditional markets, like Italy, but that is exactly why we have decided to invest in the country by hiring our first employee in Florence, and we will keep on supporting our distribution partner, Gaja Distribuzione, as well as investing in Vinality. We are also thinking about a joint project with the local glassware industry for the next Biennale of Venice, which is still unofficial and unconfirmed as of now. We are very close to Italy". But, of course, they are keeping a close eye on the rest of the world, where many countries are growing accustomed to the culture of wine. Is there a parallel growth in the culture of service as well? "Absolutely. Some emerging countries have a wine culture that is anything but young, like Brazil and in others it is just now growing, like in China or Africa. But the growth of top wines also calls for growth in quality glasses and accessories, not only for consumers, but for producers as well. And that is why we believe that countries like Brazil, and China, but also South Africa, India, Mexico and so on, will become stable markets for the Riedel brand". Generally speaking, there has been a drive towards simplification in many fields, while wine and Riedel have been going towards diversification and specificity: to each wine its glass. Has this been influenced as well? "Absolutely not, especially from producers. Two years ago Krug Champagne asked us to create a custom glass for their cuvées, as well as Dom Perignon or Catena for Malbec, in Argentina. The more wine grows in quality, the more there is a need for custom and complex tools. This is the trend we're seeing".

## Focus

### Benetton to enter the wine business

Luciano Benetton, a name that brings to mind many a shocking ad campaign by Oliviero Toscani and the Ferrari Formula 1 racing cars with Michael Schumacher at the wheel, not to mention the eponymous apparel brand name, has decided to try his hand at the wine business: next September his Villa Minnelli brand will be officially available on the market, with a production hovering around 50.000 bottles and quite a competitive price (around 5.5 Euros a bottle). But be it apparel or wine, the communication strategy won't change: "The experience I've had in the matter in my firm has been quite important", Benetton (pictured right), told WineNews, "and to speak about the product, be it wine or other products, can be complicated. I would never do a campaign on wine talking about wine, I'd rather talk about other issues, social or otherwise". Furthermore, "a producer, no matter the product, is never alone, and therefore he must listen to consumers: and one has to be honest above all, by making a wine without cheating or shortcuts. We must be patient, since we're newcomers in this universe: we'll keep on making quality products, be patient, and growth will come".



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## Wine & Food

### All the Presidents' tastes, told by their chefs ...

Spaghetti "co' a pummarola ncoppa", Neapolitan-style, but fusilli with pesto as well, lemon escalopes and salted codfish for Italian President of the Republic, Giorgio Napolitano; a healthy cuisine, but ethnic as well, for U.S. President Barack Obama, with the heavy influence of the First Lady on the matter; a quite more complex one for the occupants of Buckingham Palace, from Queen Elizabeth onwards. All these details, and more, were recently revealed by the "Club des Chefs des Chefs", the association of the chefs of heads of state, queens and kings, at the U.N. Building in New York.

## For the record

### A toast on the waves

Luxury brands and services are scarcely touched by the crisis, and the wine market is no exception: the latest confirmation comes from Italian fine wines merchant

"ItalianWineBoutique", which has created a yacht-to-yacht delivery service for all major Mediterranean ports, with a maximum delivery time of 5 days.

