

News



Italian "fakes" at the SFMOMA

The new, and quite imposing, Museum of Modern Art in San Francisco has decided to go big on the culinary side as well as the architectural and technological one. Corey Lee, chef of its "In Situ" restaurant, has created a menu that is composed exclusively of faithful (and authorized) reproductions of dishes created by some of the world's most famous chefs, including Italian maestros Massimo Bottura ("Oops! I Dropped the Lemon Tart"), Massimiliano Alajmo ("Cuttlefish Cappuccino"), Niko Romito ("Riso, Parmigiano e Limone"), Gennaro Esposito ("Spaghetti al Pomodoro") and Riccardo Camanini ("Spaghettoni, Butter and Brewer's Yeast").



The first harvest

The grape harvest has begun in Italian vineyards. The lion's share will begin a bit further on, but this week Cantine Settesoli, the biggest single Sicilian winemaking firm (and cooperative with more than 2.000 members), has started harvesting Pinot Grigio in its vineyards overlooking the sea. It will go on for 15 days, and entirely by hand. But its true distinguishing feature is the fact that it's background is Europe's biggest vineyard with 6.000 hectares, 5% of all Sicilian vines, with over 400 for Pinot Grigio managed by 266 different members - or, in other words, half of all the Pinot Grigio grown on the island. It is a true "wine district" in the Province of Agrigento, between Menfi, Montevago and Santa Margherita di Belice. And, according to agronomist Filippo Buttafuoco, "the grapes are showing excellent quality".

Report

More checks for the harvest

The 2016 harvest is growing near with every passing day, and checks are gearing up, according to the Italian Ministry for Agriculture. "In 2016", a note reads, "a total of 11.000 routine checks have been scheduled in the wine sector: 5.698 completed in the first half, counterfeit products worth 2.5 million Euros confiscated and 920 desist orders issued". Meanwhile, in Veneto, 130.000 litres of fake Apulia IGP Pinot Grigio were seized during an operation codenamed "Pinocchio".



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The national ranking for EU CMO funds

The latest national ranking for the distribution of European CMO (Common Market Organization) funds for the promotion of Italian wine on foreign markets in 2016/2017 is just out. About 30.5 million Euros will be distributed in all, divided among the top 18 ranked projects. The project titled "Italian Wine Channel", presented by Veronafi and created in cooperation with the Florentine firm Business Strategies is at the top, and will be granted 1.7 million Euros for 2016-2017. Right after that one, there is "Divine Wines", by Consorzio Experience Italy, granted 1.93 million Euros, followed by "Extraordinary Wines" by Consorzio Italian Essence, at 1.98 million. Then comes the one called "Winetastic", created by H2NO - Rete d'Impresa (1.36 million Euros), and "Wine promotion on American markets" by Enoné - Rete d'Impresa (1.44 millions). The project of Confagri Promotion, "Top Italian Wines in Mexico, Chile, Peru, Caribbean, Australia, New Zealand, Arab Peninsula and South East Asia", will be funded with 1.03 million Euros, and "Cavit the 1 Wine in America", by cooperative giant Cavit, will get 1.79 million Euros - while Istituto del Vino Italiano di Qualità Grandi Marchi (counting 19 of the most prestigious Italian wine brands: Alois Lageder, Antinori, Argiolas, Biondi Santi, Ca' del Bosco, Carpenè Malvolti, Donnafugata, Ambrogio and Giovanni Folonari, Gaja, Jermann, Lungarotti, Masi, Mastroberardino, Michele Chiarlo, Pio Cesare, Rivera, Tasca d'Almerita, Tenuta San Guido and Umani Ronchi), will see two of its projects funded, namely "Italian Wine Tour 4" and "Italian Wine Tour 5", with 4.93 and 5.26 million Euros respectively. Then come the projects of Confagri Promotion: "Top Italian Wines in Canada, Brazil, China and Hong Kong, Japan, South Korea, Switzerland, Norway 2017 and 2018", got funded for 2.93 million Euros, "Top Italian Wines" (2.37 million) and "Top Italian Wines Russia and the Ukraine 2017 and 2018" will receive 1.74 million Euros. The funding round is without a doubt very important for all Italian wine, especially in such uncertain times, and we will cover it further as the projects go forward.

Focus

Italy's "wine & food team" at Rio 2016

Sport, art, design and wine & food: these are the flags that Italy will sport at the 2016 Rio Olympic Games, which started yesterday. "Casa Italia" is the HQ of its teams at the Costa Brava Clube, revisited with an Italian theme through the "Horizontal" project, which in turn is inspired by the bridge that connects it with the mainland. This is how "Ciaolà", a portmanteau of the greetings of the two countries came about. It is a dish created by Davide Oldani, chef of "Casa Italia", who will make up the farmers association Coldiretti's "Doc" menu against counterfeit products. They will serve over 1.000 plates of pasta per day accompanied by wines like Brunello, Chianti Classico, Chianti, Amarone, Prosecco, Lambrusco, Sicilian reds and great whites, by Castello Banfi, Bolla and Cavicchioli (GIV), Cantine Settesoli, Ruffino, Zonin 1821, Falesco and Antinori, with Unione Italiana Vini, and Ferrari sparklings. And, thanks to Massimo Bottura's "RefettoRio" project, the leftovers will go to those in need. PM Matteo Renzi inaugurated the locations, and Coldiretti gave him a piece of fake Brazilian Parmesan to stress the need for tighter controls to defend "Made in Italy" products.



Wine & Food

Sagrantino goes global and travels down under

Sagrantino, it is well known, is an indigenous variety hailing from Montefalco in Umbria. But, according to winemaker Chester Osborn, owner of the Australian winery D'Arenberg, in McLaren Vale, "it will be one of the most important varieties in Australia, and could rival Shiraz as the leading one in the country". He has been experimenting with it, according to "The Drinks Business" magazine, and Marco Caprali, at the helm of the firm that engineered Sagrantino's rebirth, is not worried: "If others give value to Sagrantino, it will be good for Montefalco producers as well, just like for Bordeaux".

For the record

Italians become "wiser" drinkers

According to a Nielsen-Federvini survey, Italian alcohol consumers have gone down 5% between 2011 and 2015, but 61% drinks with food, and nationally, responsible drinking is

the new norm, with binge drinking considered both annoying and out of fashion. Furthermore, 85% of the sample considers the information on labels to be useful.

