

## News



### Royal vineyards

Two former vineyards of the 1600s, both related to the lives of two of Europe's most important crowns, are now urban vineyards of great cities and UNESCO heritage sites - and, they've decided to join forces to promote historical urban viticulture. They are the Queen's Vineyard of Villa della Regina, in Turin, the vineyard of the Savoia family, which produces the grapes used to make the "wine of Turin", with winemaker Balbiano (Freisa di Chieri DOC), and the other is the vineyard of the Habsburgs at the Schönbrunn Palace in Vienna, much beloved by Empress Sissi, with the "wine of Vienna" made by the Wien Wein Group. The twinning between the cities

will take place on Sept. 23rd.



### CMO funds at risk

The national ranking of projects financed through European funds coming from the CMO initiative - made public last July, and for the 30 million Euros distributed by the Ministry of Agriculture - might be the eye of quite the storm. According to WineNews sources, the Ministry is dealing with appeals put forward by subjects that have been excluded from the ranking, which state that some of those that are in the ranking are groups that have been created before the deadline by those who have received funds in past years, in order to enjoy the bonus points given to new proponents. This, of course, might definitely escalate, judicially speaking, in a flurry of appeals and counter-appeals, and in the meantime, the funds might be unreachable for everyone, even for those who have done everything right.

## Report

### Less Amarone and Recioto

The Regional Authority of Veneto has approved the proposal of the Consortium of Wines of Valpolicella, which has decided last month to reduce the amount of grapes for Amarone della Valpolicella and Recioto della Valpolicella for the 2016 campaign to 40%, down 25% from the limit stated by the DOCG rules. According to Sabrina Tedeschi, President of the Famiglie dell'Amarone d'Arte winemakers association, "this simply doesn't work: it might makes sense in bad years, but not in the others".

## First Page

### Italian wine exports for Federvini & Edison

Exports of wine and alcoholic beverages are worth no less than 7.3 billion Euros, with a positive trade balance of 5.8 billion - almost all coming from wine, with 5.4 billion (the three main markets being the States, with 1.495 billion, the UK, with 1.03 billion, and Germany, with 986 million) and trade balance in the green for 5 billion, according to a joint analysis authored by Federvini and the Edison Foundation. At a regional level, six Regions have the lion's share of these exports, namely Veneto (2 billion Euros), Piedmont (1.4 billion), Lombardy (1 billion), Tuscany (930 million), Trentino (542 million) and Emilia Romagna (370 million). Province-wise, one finds Verona (880.8 million Euros), Cuneo (817.5 million) and Treviso (579.3 million) at the top; moreover, wine is the most important product in value for the Provinces of Trento (366.8 million Euros), Siena (311.3 million) and Asti (249 million), and one of the top 10 most important for Florence (352.2), Venice (290.2), Bolzano (175), Alessandria (170.9), Chieti (100.4), Arezzo (82), Leghorn (74.4), Trapani (40.7), Aosta (40.5) and Palermo (21.8), besides the aforementioned Verona, Cuneo and Treviso. "Italian wine & food products", Federvini stated, "make Italy one of the most competitive countries in the sector at a global level, with the wine industry driving the entire sector of alcoholic beverages". According to Marco Fortis, Director of the Edison Foundation, member of the management board of State broadcaster RAI and special counsel to the Italian Premier, the objective of reaching 50 billion Euros in wine & food exports by 2020, as stated by Prime Minister Renzi at Vinitaly, "is achievable, if one considers the enormous potential of this sector, and the many cases of Italian sounding products that steal market share, but joint commercial promotion initiatives are needed, without fractioning them". And, according to Fortis, one could also factor in the role of State broadcaster RAI, "since it has a good relationship with Italian agriculture and territories, and could be integrated in this process of showcasing our products at an international level as well nationally".

## Focus

### Wine Searcher and Italy's best

According to the latest data published by Wine Searcher, the ten most expensive Italian wines are not the "usual" Supertuscans, with the exception of Masseto, and other big names are out too. Market availability is one of the new criteria, and many great vintages are gone, including the former "king", Vendemmia d'Artista Ornellaia (down from 2013's 978 Dollars to 2015's 401, on average). Barolo Riserva Monfortino Giacomo Conterno is now number 1 (average price 755 Dollars), followed by Masseto (685, on average, for the last 24 vintages) and by Amarone della Valpolicella Riserva Giuseppe Quintarelli (637). Then come Brunello di Montalcino Riserva Tenuta Greppo-Biondi Santi (553), Testamatta Colore Bibi Graetz (533) and Barbaresco Crichèt Pajé Roagna (500 Euros average price). Spot 7 is held by two wines, both at 483 Dollars: Brunello di Montalcino Riserva Case Basse (Gianfranco Soldera), and Friuli winemaker Enzo Pontoni's Refosco Colli Orientali del Friuli Miani Calvari. The first dessert wine comes at 9, and is Vin Santo di Montepulciano Occhio di Pernice Avignonesi (460), followed by Alzero Cabernet Giuseppe Quintarelli, at 431 Dollars.



## Wine & Food

### What Italians buy in mass retail (and what they do not)

According to the 2016 "Coop Report", by Italian mass retail chain Coop, Italians eat less, particularly meat (down 13% in 6 years), with "clean" products (salt-free, gluten-free and the like) being the stars. So-called "superfoods" are all the rage, and ditto for supplements like shakes and pills of all sorts, with Italy being the first European market (2.5 billion Euros). The whole organic sector has gone up 21% in one year, with most of its consumers being highly educated (81%), affluent (78%) and with small kids (77%), according to data coming from the 2016 organic trade fair Sana (www.sana.it).

## For the record

### No to Nebbiolo in DOC Piedmont wines

The wine committee of the Regional Authority of Piedmont has said no to Nebbiolo in DOC Piedmont wines. "We will find alternative solutions to meet the demands of those who

proposed the change", said Orland Pecchenino, President of the Consortium of Barolo, Barbaresco, Alba, Langhe and Dogliani, which was against the proposal.

