

News



Bellavista "winery of the year"

Bellavista, the prestigious winemaker from Franciacorta, owned by the Terra Moretti group and led by Francesca and Vittorio Moretti (pictured above), was given the "Winery of the Year" award by the 2017 edition of Gambero Rosso's "I Vini d'Italia" guide, which today is the most important one of Italy. After the usual and slow leaks of its top marks, the "Three Glasses" awards, the most important ones in the wide sea of Italian wine awards, the countdown has begun for the official presentation of this year's edition of the publishing group's wine guide, curated by Marco Sabellico, Gianni Fabrizio and Eleonora Guerini, which will take place on October 29th in Rome.



A numbers issue

Italy gives birth to more than 5.800 traditional foods and denominations of origin, but no more than 200 "true" Made in Italy products make it to foreign consumers (wine is the most exported product, with 15%, but less than a dozen denominations are known out of over 523 DOPs or IGP). The current turnover is 37 billion Euros, but potentially, it could go as high as 70, and a very limited portfolio of products covers more than 90% of it, with 24 billion coming from Germany, France and the UK alone. According to farmers association CIA, the numbers don't add up: "this obsession with short production chains is confining quality products to local markets", and recent studies tell us that "Italian sounding" and counterfeit products rob us of over 60 billion Euros in exports every year.

Report

The "Human Technopole"

The "Human Technopole - Italy 2040" project, which will entail the creation of a total of seven research centers in the area that hosted the 2015 Expo in Milan, was presented this week by PM Renzi - and 130 million Euros have been invested in it so far. Additionally, it will also include an Agri-Food and Nutrition Genomic Center, where the most important experts of nutrition, food and health will work to create diets focused on the prevention of neurodegenerative diseases.



First Page

UNESCO, Chianti Classico and Renzi's "blessing"

"For three times in three centuries Tuscany has been the locus of wine evolution in Italy: the first, with the 1716 decree signed by Grand Duke Cosimo III de' Medici, who defined the boundaries of production of what now are Chianti Classico, Pomino-Chianti Rufina, Valdarno di Sopra and Carmignano, thus linking the quality of products to the territories they came from, a sort of DOCG before its time, with an eye towards exports as well; the second, in the 1800s, after the unification of Italy, when Bettino Ricasoli, with the formula of Chianti, pointed the way towards "perfect wines" capable of competing with French ones, and the third after WWII, with the creation of Consortiums and the seminal work of Giacomo Tachis with one of Tuscany's oldest winemaking families, Antinori". This is the message that came from the keynote speech of Professor Zeffiro Ciuffoletti, of the Accademia dei Georgofili, with 300 years of history of a territory intertwined with the one of Italy, which was celebrated last Sept. 24th with an official candidacy as UNESCO World Heritage. Chianti Classico, with Chianti, has done so, President Sergio Zingarelli announced during the celebration, and PM Renzi gave his blessing from Florence itself, wishing a happy birthday to Chianti Classico "also for the importance that the Government gives to wine" (moreover, with the Terre del Prosecco Superiore territory, this week the Consorzio del Conegliano Valdobbiadene Prosecco Superiore DOCG has also put forward its candidacy as UNESCO World Heritage). Minister of Agriculture Martina also promised that he will support the initiative, in order to achieve a goal that "is a bet on the future that we can win together". And while UNESCO is front and center with the historic twinning between Chianti Classico and Champagne, the Director of the Consortium, Giuseppe Liberatore, has announced the new nature of Chianti Classico as district, with the Distretto Rurale del Chianti, thanks to the participation of the mayors of its municipalities, "for a territory that produces wine, oil and tourism, for a global annual turnover of around 700 million Euros".

Focus

The Chianti Classico-Champagne twinning

Two great denominations of global wine have decided to create a twinning, under the symbol of UNESCO: one is Champagne, which is already a World Heritage with its "Coteaux, Maisons et Caves de Champagne", and the other is Chianti Classico, who put forward the candidacy of Chianti, thus setting the stage for future common initiatives. The President of Consorzio Chianti Classico, Sergio Zingarelli, and the CEO of Comité Champagne, Vincent Perrin, announced the decision this week in Florence (which is twinned with Reims, one of the capitals of Champagne) during the celebrations of the 300th anniversary of the 1716 decree of Grand Duke Cosimo III de' Medici, which for the first time defined the boundaries of production of what now are Chianti Classico, Pomino-Chianti Rufina, Valdarno di Sopra and Carmignano. "We're working on the collaboration protocol", Zingarelli stated, "and we'll focus on the forms of governance of the territories, and on the protection of our names and trademarks. Champagne has a lot to teach us. Cultural exchanges will add to that - and maybe, we'll make communication campaigns together".



Wine & Food

Masi Agricola enters the world of Prosecco DOCG

Masi Agricola Spa, the Venetian winemaker from Valpolicella, has become the majority shareholder of Canevel Spumanti Spa, with 60% of shares, through a joint venture with the Caramel Family (40%, and Carlo Caramel with remain as President and brand ambassador): the agreement "follows a common strategic vision for the development of Canevel through the distribution network of Masi", a note reads, "and for the enrichment of the Masi portfolio with Valdobbiadene Prosecco Superiore DOCG, which right now has a very strong presence in foreign markets".

For the record

The harvest of His Holiness in Piedmont

The vineyard of Grignolino grapes in Portacomaro d'Asti, Piedmont, owned by the municipality that the family of Pope Francis hailed from, was harvested this week,

strengthening the spiritual bond between man and nature. A total of 700 kilos of grapes were harvested, and will become bottles to be sold to fund the project itself.

