

## News



### A few good truffles

Italian truffles are aiming to have their "Culture" become a UNESCO World Heritage, but operators of the sector are hoping for something more mundane - rain. If it won't come, the 2016 season will follow in the steps of the 2015 one, which has been definitely tough, according to a WineNews poll of truffle professionals from the most renowned regions for white truffles, like Alba in Piedmont, San Miniato and the "Crete Senesi" in Tuscany, Acqualagna in Marche and Umbria. The harvest has begun, and so far, quantity is scarce, but quality is good, and prices could therefore go as high as 3,000 Euros per kilo. But the season is yet to end, and everything could change.



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### "Chefs, don't forget this"

Gualtiero Marchesi, godfather of modern Italian cuisine and Dean of International School of Italian Cuisine ALMA, has opened the academic year with a warning to tomorrow's chefs. "Italian taste, the elegance that we can teach the world, our record, hinges on two things: knowledge of raw materials and ability to transform them. When they coincide, when we reinterpret with style our traditions, then we're second to none. But fortune and history give us the duty to educate as well, because the health of society is in the hands of chefs. 30 years ago", he continued, "Bocuse told me that French cuisine would decline when Italian chefs would realize the treasure trove of recipes and products that they have, instead of forgetting it because of ignorance or the blind following of passing fads".

## Report

### Alcohol = tobacco? No way

After tobacco, the Irish government has set its sights on alcohol with a new and draconian law that could put health warnings on labels. The law is being seen favourably by the EU, but, according to Val d'Aosta winemaker Costantino Charrère, "it gives no value to the cultural and historical value of wine". For nutritionist Giorgio Calabrese "alcohol is culture and nourishment, the EU should stop promoting absurd concepts", and for sociologist Marilena Colussi, "the issue is abuse, not consumption".

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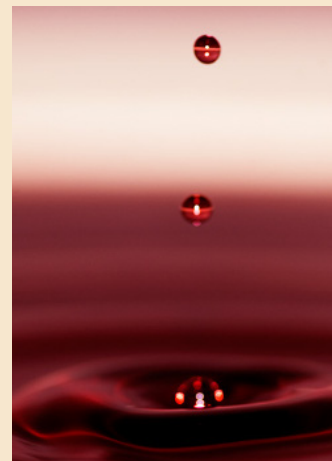
### Roger Scruton's "sacrilegious" view on wine

Back in 2009, Sir Roger Scruton - philosopher, prolific book author and global intellectual - penned "I Drink, Therefore I Am", a reflection on the history and impact on man's thought of wine in Western society. And it is because of that book, among his other many feats, that he received the 35th edition of the Masi Award for Wine Civilization, complete with his signature on an Amarone barrel in the cellar of the Valpolicella winemaker. And it is there that WineNews had the chance to speak with him. According to Sir Scruton, subjectivity and objectivity are mutually exclusive when it comes to wine tasting: "It's a hard question", he admitted, "because taste is subjective, but defining it is not so important for wine as it is in other fields, like architecture, for example, since there, one needs objective criteria". Regarding the concept of a "culture of wine", Sir Scruton appeared to be skeptic, since "I believe that wine is, and should be, part of everyday life, and when one giggles on its characteristics, its meaning is destroyed in the process: wine is a door to spiritual life at the reach of everyone". Likewise, his opinion on wine "experts" is just as hard-edged: they're "all swindlers, particularly women: the motive of this "swindle" is money. What counts is whether one likes it or not. When I was a wine critic for a London newspaper, I used to give it to my horse for tasting, and he was the better critic!". Scruton's distrust is probably caused by those who take themselves too seriously, while the right tool for him is irony, which he used in spades in "I Drink, Therefore I Am". "I'm always ironic, it's only through irony that one can distance oneself from things. I respect the truth, and I can tell true from false by distancing myself from things". But wine is also an investment, especially in London. "A complicated matter, the great advantage of luxury wines is that they make stupid people spend a lot of money, so that we mere mortals can buy and drink second-tier wines at reasonable prices". Even so, when asked about his three favourite wines, Sir Scruton mentioned Montrachet, Nuits-Saint-Georges of Côte de Nuit and even a certain Château Lafite...

## Focus

### The latest on bulk prices in Italy

According to data from State agency ISMEA, the prices of "on tap" wines of the most renowned Italian denominations are doing well, with the "big three" - Brunello, Barolo and Amarone - at the top (respectively, 885, 820 and 800 Euros per hectoliter). The market is giving different and better figures, with 1.250, 950 and 800 Euros. According to ISMEA, Barbaresco is at 480 Euros, but the "real" price is between 500 and 550, and according to the Consortium of Nobile di Montepulciano, their wine changes hands for 360-380 Euros, while Bolgheri red goes for 450-500 Euros and Chianti Classico for 200-230 Euros. Rosso di Montalcino is never present in official data, but goes for 300-400 Euros, close to Bolgheri wines and Barbaresco. When it comes to whites, ISMEA puts Alto Adige wines at the top, with aromatic Traminer and Sauvignon at 440 Euros, Pinot Grigio at 270, Pinot Bianco at 268 and Chardonnay at 262 - again, lower than market prices, which say 400-500 for the first two and no less than 300-350 Euros for the other three. Closing with Prosecco, ISMEA says 270 Euros for Prosecco di Conegliano e di Valdobbiadene DOCG, and 225 for Prosecco DOC (230-240 for market operators).



## Wine & Food

### Alejandro Bulgheroni invests again in Montalcino

According to rumors collected by WineNews Alejandro Bulgheroni, one of the world's wealthiest men, has decided to invest in Montalcino, home of Brunello, for the third time in four years, with the acquisition of Tenuta Vitanza (53 hectares and 26 of those of vineyards, with 15 for Brunello, 3 for Chianti and 2 for Rosso di Montalcino), for a sum that should hover around 12 to 15 million Euros. Yearly production of Tenuta Vitanza is around 200.000 bottles, with 150.000 of those being Brunello: Bulgheroni now owns close to 150 hectares in Chianti Classico, Bolgheri and Montalcino.

## For the record

### "It's Barolo time", says Fontanafredda

In order to widen the appeal of the "king of wines", prestigious winemaker Fontanafredda has launched "Barolo Week(s)", a global campaign that will span 30 countries

and 15 days, with ten different formats of events, from Barolo masterclasses to a communication campaign titled "It's Barolo time" ([www.baroloweek.com](http://www.baroloweek.com)).

