

## News



## Trump and Italian wine

President-elect Donald Trump has undoubtedly divided the world, before and after Nov. 8th. But now, a winemaker (albeit a tee-totalling one) is in the White House. He owns "Trump Winery" - 315 hectares in Virginia - and his family has had more than one contact with Italian wine. Namely, in 2011, Chicago's Trump Tower hosted a tasting of Amaronone della Valpolicella by Masi, and Ivana Trump is a great friend of the Gaetani Lovatelli di Aragona family, which has been the historic owner of Argiano, in Montalcino. Gelasio Gaetani Lovatelli di Aragona created a wine for her, and selected the wines for her wedding in 2008, choosing Planeta and Col d'Orcia...

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## A 12 million dollar wine museum in Bolgheri

"A journey through the history of wine in Tuscany, and especially Bolgheri, from the Etruscans to the Romans and from the Middle Ages to the 1800s, to today and tomorrow", in historical environments "that I designed with three-time Academy Award winner for cinematography Dante Ferretti (his "Mercato del Vino" was created for the 2015 Milan Expo), and one of the world's leading experts in the field, Professor of Viticulture Attilio Scienza, offers a keynote speech in each one". He will "accompany the visitor through educational films, created in Cinecittà style". And, it is a sensory journey as well, "where one can see, touch and taste wine and food from all eras". Not to mention a multimedia one, "with the protagonists of Tuscany's wine history, like Gaddo della Gherardesca, Lodovico Antinori, Federico Zileri dal Verme, Piermario Meletti Cavallari and Michele Satta, all narrating the success of Bolgheri" - the land of Masseto, Sassicaia, Ornellaia, Grattamacco, Piastraia, Guado al Tasso and more, which are the backdrop of the project. This is "MuSem", the Sensory and Multimedia Museum of Wine that will open in 2017 in Castagneto Carducci, created and commissioned by Franco Malenotti, former head of Belstaff and born in Castagneto, from fashion to wine to motorcycles (Matchless London reported 8 million Euros in turnover in 2015). "It's a 12 million Euros investment, partly with Monte dei Paschi di Siena and BCC Castagneto banks, to create a true wine town". Casone Ugolino, a 16th century estate previously owned by the della Gherardesca family, among the vineyards of the Bolgheri appellation and close to the cypresses that Carducci immortalised, will be its location, right in the middle of one of the Region's most important tourist destinations. "It is the wine town of Tuscany, but we're working on a Venice wine town as well, in Casale sul Sile, and we'll present it before year's end. And, I'm already working on creating a consortium among existing wine towns, like Casa Chianti Classico in Radda in Chianti and the WiMu in Barolo, and we have a twinning with Bordeaux's Cité du Vin scheduled as well".

## Focus

## "Fall and rise in Tuscany"

"Some loves never end, they go round and round and then come back", Italian chansonnier Antonello Venditti used to sing. These words also apply to Lodovico Antinori, inventor of names like Ornellaia and Masseto, one of the founding fathers of Bolgheri, now at the helm of Tenuta di Biserno. And, "Wine Spectator" dedicated its cover story to him in the Oct. 2016 issue - an honour that has often been given to Italian wine territories, but seldom to its single protagonists (starting from 1994, Angelo Gaja, Oscar Farinetti and Piero Antinori, with his daughters Albiera, Allegra and Alessia). In "Fall and rise in Tuscany", Robert Camuto narrates Antinori's second endeavour with Biserno and the same premise as Ornellaia, as WineNews also noted, and his newfound relationship with his brother Piero, which had lapsed into a turbulent phase after the sale of Ornellaia in 2002. "My father always told me that life allows for one big mistake, and that was mine", he said. And, when Mondavi joined forces with the "rivals" Frescobaldi, "I went to my brother and apologized". That is how Biserno began, and Piero said, "it needs him as the soul and momentum, Lodovico deserves this second success".



## Veronafiere Ltd.

Verona is going to be the sole representative of international wine tourism capitals for Italy, and it will be part of the "Great Wines Capitals" network, comprised of 10 great wine cities in both the "Old" and "New" wine worlds. But this is not the only good news for the city in the Veneto region, since Vinitaly is heading towards a "sold out" and VeronaFiere, the biggest player in the "Made in Italy" wine & food convention and promotion field, which created Vinitaly, is ready for its IPO, and is reportedly shooting for the Milan stock exchange. WineNews anticipated the news this summer, but now, the Regional Council of Veneto also gave its go-ahead. The final go will come next Nov 29th, at the General Assembly of stockholders.



## Report

## "The Breath of Wine"

"Wine is the surprising synthesis of the aromas of what surrounds us, because in its nature one can find the deepest traces of land, flowers, fruit, spices, the sea, mountains, wind, light, and other things that it represents in a noble way". This quotation comes from a book that WineNews will have read before its presentation on Nov. 10th. It is "The Breath of Wine", by Luigi Moio, Professor of Oenology at the University of Naples and President of the Oenology Commission of the IOVW.

## Wine & Food

## More simplicity and serenity for Italian cuisine, says Marchi

"We need more simplicity to promote Italian cuisine. In my professional experience, I've realized that we can narrate the inventiveness of exceptional dishes - like Davide Scabin's "Cyber Eggs" 20 years ago - but our tradition is so strong that the first things that people outside of Italy want are pasta, pizza, traditional masterpieces that few other culinary cultures have". This is the "missing ingredient" of Italian cuisine, says Paolo Marchi, creator of "Identità Golose" and VP of the Italian Association of Taste Ambassadors, on the eve of their road show for the "Week of Italian Cuisine" (Nov. 21st-27th).

## For the record

## Italy's "Best Buys", says "Wine Enthusiast"

There's one Italian wine in the "Wine Enthusiast" "Top 100 Best Buys" ranking (only bottles priced 15\$ or under), and it is Stemmari 2015 Grillo Feudo Arancio, by

cooperative giant Mezzacorona, at number 6. Then come Marchiori 2013 Fondamentale Zulle Glera (29), Drusian Valdobbiadene Prosecco Superiore (69) and three more.

