

News



Great chefs for Eataly's B-Day

Eataly Lingotto, Oscar Farinetti's first brainchild, together with Slow Food's guidance, opened its doors on January 27th, 2007. In the following 3.652 days, Eataly has opened 20 more stores in Italy and 12 abroad, and to commemorate its 10th birthday, back at the Lingotto store, Eataly will celebrate by looking forward in a talk show with Farinetti and President Andrea Guerra, to be followed by a dinner by Michelin starred chefs Massimo Bottura, Moreno Cedroni, the Cerea Bros, Pino Cuttaia, Gennaro Esposito, Philippe Léveillé, Alessandro Negrini and Fabio Pisani, Claudio Sadler, Ciro Salvo, Davide Scabin, Luigi Taglienti and Luca Montersino, and a lot of prestigious wines.



SMS Start-ups and investments

The Italian government is betting on wine e-commerce. Invitalia Ventures, a subsidiary of the Invitalia agency, owned by the Ministry of Economy, and Florentine firm Sici Sgr have invested 1.5 million Euros in www.vino75.com, the e-commerce venture of Andrea Nardi Dei, which in 2016 signed a deal with Tmall Direct, the marketplace of Chinese e-commerce behemoth Alibaba, to distribute Italian wines there - the same year when former Prime Minister and former Mayor of Florence Matteo Renzi, brought Jack Ma to Vinaly. But Invitalia, together with the insurance company Axa, also invested 750.000 Euros in Floom, a Venetian start-up that is working on a device to connect to smartphones, making it a sort of "breathalyser" 2.0.

Report

"Forbes" and Alto Piemonte

Alto Piemonte - a lesser-known area, with Gattinara, Ghemme, Lessona, Boca and Bramaterra, with Nebbiolos that are different from Barolos, "aromatic, fresh and inexpensive, with a personality that many still don't know" - is featured in the wine-tourism calendar for 2017 that wine writer Lauren Mowery created for "Forbes". Furthermore, Mowery chose October as the month to visit northern Piedmont - the month when the season for white truffles starts.

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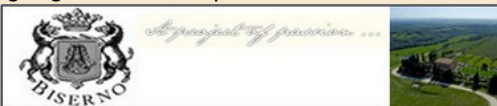
Wine, denominations, brands and safeguarding

The Italian wine world largely hinges on denominations, and this is where the product is also protected. The denomination itself, in a sense, is a sort of collective brand, in practice, albeit not from a legal standpoint, since the protection of denominations is automatically guaranteed only in the area of the European Union. On some of the most important foreign markets, then, like the United States first and foremost, their legal value is, to all extents and purposes, nil, unless they are recognized through specific bilateral agreements. This, and much more, is the subject of "Il Vino e i Marchi" ("Wine and Brands"), the book authored by Maria Cristina Baldini, of Partner Studio Torta, and Pierstefano Berta, Director of OICCE, which was presented this week in Rome at Montecitorio, the Italian lower House of Parliament. A registered trademark not only has some legal advantages, according to the authors, in order to protect denominations on foreign markets where they are not recognized, but it also works if other firms, from other production sectors, use a certain name without any right to do so, damaging a wine's denomination. "It happened in Poland", Berta explained, "where a bathroom fixture manufacturer called one of its products "Barolo", and the registered trademark allowed us to intervene". Another case study is represented by "wine kits", which are mainly sold online. "Of course registering a trademark is not easy", Baldini pointed out, "but it is fundamental and the Italian wine world is still not entirely aware of its importance. Consortiums are the ones that must do so, given their role, because of the fact that the requirements to have collective trademarks, oftentimes, are the same that a consortium can and must protect a given denomination". According to Massimo Fiorio, Vice President of the Agriculture Commission of the House, "The fact that this book is being discussed here is no coincidence, because now we need to work precisely on the subject of the role and duties of wine consortiums, which has not been covered by the new Unified Law on wine that we recently approved".

Focus

Chianti, Prosecco do not fear Brexit

It is still impossible, of course, to foretell the effects of Brexit, but it will be, as recently confirmed by British Prime Minister Theresa May, a "hard" one, according to her recent announcements on the procedure through which the country will close its ties with the European Union, starting next March. No agreements, a definitive exit from both the Union and the common market, and all pre-existing agreements will be redefined, according to Prime Minister May. It'll take two years at least, but the wine world is already tense because the UK market is unique. In 2015, Italian wine exports there reached 844 million Euros in value, with sparkling wines at 274 million, making them the first global market for that category. But, as Giovanni Busi, President of the Consortium of Chianti, and the Director of the Consortium of Prosecco DOC Luca Giavi (two of the denominations that have the strongest commercial presence in the United Kingdom) told WineNews, "Italian wine knows how to handle non-EU markets, and the UK won't be able to reach complete autonomy on that, so we'll meet halfway, without giving an inch on the protection of denominations".



Wine & Food

Amarone still a darling for American wine lovers

According to a recent survey conducted by the Valpolicella Wine Observatory and Nomisma's Wine Monitor, commissioned by the Consortium of Valpolicella Wine, U.S. consumers love Amarone because it's quintessentially Italian, classic and versatile, and 10% of the sample had at least one bottle of it during 2016. "The States", Consortium President Christian Marchesini commented, "are the destination of over 10% of total output", but are also an important market for Valpolicella (14%) and Ripasso (21%): the 2013 preview will take place next January 28th-30th.

For the record

Pizza, a worldwide passion

Pizza is not only a worldwide business worth 100 billion Euros a year, and Americans eat close to 13 kilos per capita (while Italians eat only 7.6), but it has also been the

subject of the 10th Italian Cuisine Day, in order to celebrate what is the most known Italian word abroad, according to a survey by the Dante Alighieri Society.

