

News



Biondi Santi ex-cellar

The 7-crate lots of the “legendary” 1955 vintage, together with the 7-crate lots of vintages 1964, 1968, 1969, 1970 and 1971, are going to be front and centre at Sotheby’s first auction sale of 2017 in New York. A stunning (and ex-cellar) selection of Brunello di Montalcino Riserva Tenuta Greppo di Biondi Santi, the holiest of holies (and undisputed birthplace) of what is in all probability the most famous and appreciated Italian red worldwide, Brunello di Montalcino. Estimates go no lower than 1.200 Dollars, and for the 1955, can go as high as 11.000 Dollars. It is a unique opportunity for collectors, investors and wealthy wine lovers at large.



Dr Bottura’s version

Renowned Italian chef Massimo Bottura, number one in the world in 2016, recently received an honorary degree from the University of Bologna, and seized the opportunity to declare, among other things, “I like to see my Osteria Francescana, as well as many other restaurants, like a Renaissance workshop. A lab of ideas, where culture is made daily, together with agriculture, speaking for a new generation of farmers, fishermen, artisans, and the true heroes that help us convey emotions through their raw materials. Together, we’ve created food tourism, which goal is to help discover territories and visit iconic restaurants. Just think about how much we have to offer from this point of view in Italy. We’re the entrepreneurs of good and tasty”, he concluded.

Report

38 billion Euros in exports

“Made in Italy” wine & food products are coasting towards a record 38 billion euros in exports in 2016, up 3% overall, according to an estimate by farmers association Coldiretti based on ISTAT data for Q1-Q3 2016. Among the main sectors of Italian exports, the most important product bought abroad is still wine, up 3% (and Italian sparklings have gone up 57% in France), followed by produce (up 4%), cheese (up 7%) and olive oil (6% growth). Cured meats also went up a remarkable 8%.



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35 billion Euros more for “Made in Italy” luxury

According to a survey authored by socio-economic research institute CENSIS and commissioned by Ornellaia, “Made in Italy” is a value and is globally recognized as such: be it food, wine, design or anything else. Its economic potential is huge, considering that in the next 5 years, more than 90 million new consumers will enter the luxury goods market - and that, in turn, could mean 30 to 35 billion Euros in added turnover each year for Italian firms, provided that these new, young consumers, coming from non-traditional countries, are properly considered and targeted, since the emotional factor is more important for them and is worth about 15% more. Giulio De Rita presented the study, titled “The Essence of Made in Italy”, two days ago in Milan. The study hinges on the opinions of chefs, tourist structure executives and museum directors. Among other things, tourists that feel greater empathy towards Italy come from North America, Germany and Japan, and the main criteria that make “Made in Italy” products appealing to them are attention to detail (42%), capacity to recognize beauty (38%), joy (12%) and easy living (9%), while the emotions that they appreciate must be tied to sensory experiences (45%), culture (25%) and so on. Italian products, finally, must be of high quality (30%), beautiful (29%), authentic (22%) and evocative (18%). The study was presented together with the latest “Vendemmia d’Artista”, the limited edition that Ornellaia routinely creates to raise funds for art and culture. This year’s edition, 2014 “L’Essenza” (“The Essence”) was created by the Brazilian artist Ernesto Neto, who worked with the Huni Kuin tribe and took his inspiration from Mother Nature to create a signed series of big-format bottles, for 9 unique lots that Sotheby’s will auctioned next April 29th at New York’s Solomon R. Guggenheim Museum and Foundation, which will also receive all funds raised. So far, the project has raised more than one million Euros for foundations and museums the world over - “just a drop in the sea, we’d like to grow more”, Ornellaia CEO Giovanni Geddes da Filicaja pointed out.

Focus

Italy’s numbers and trends in the U.S.

Italy is still the leading wine importing country in the States, with 32.4% market share and exports that, between January and November 2016, reached 1.65 billion Dollars in value. But, further growth is possible (focusing especially on New York, California, Florida, Illinois and Texas). This is the message from the roundtable discussion that opened “Vino 2017 - Italian Wine Week” (promoted by foreign commerce institute ICE with Vinalty and IEM), that has already been held in New York and Miami. Further growth of Italian wine hinges on Millennials - according to a Wine Opinions survey, 34% of young people buys it often - but also on sensing the trends taking hold in catering, as Jordan Salcito, Wine Director of the Momofuku Group, with restaurants in New York, Washington DC and Las Vegas, explained. According to him, interest in native varieties and lesser-known territories is high, ditto for rosé wines and versatility in food pairings (which Italian wine matches perfectly), and the tendency to have smaller and more focused wine lists, while the importance of critics’ reviews and scores is less and less regarding which wines to include on the list.



ARNALDO CAPRAI
 Viticoltore in Montefalco
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Wine & Food

“Delle Venezie” denomination is reality, with UIV

It took two years, but now, the “Delle Venezie” denomination is a reality, and it also has a Consortium. It will hinge on the enormous potential of Pinot Grigio, as the denomination encompasses Veneto, Trentino and Friuli Venezia Giulia (43% of all Pinot Grigio made worldwide, 260 million bottles). Unione Italiana Vini played a vital part in this process. According to its President, Antonio Rallo, “the DOC will give Pinot Grigio its proper value, and will guarantee better quality and stricter checks on the production process”.

For the record

TheFork’s countermeasures for “no show”

“No show” - that is, booking a restaurant and then not showing up - is a big problem for quality catering everywhere, but now it can be solved using a software created by

TripAdvisor’s “TheFork” booking system, which hinges on credit card checks, tracing bookings and recalls and so on, not to mention automatic cancelling.

