

News



Wine tasting: Sassicaia & Co.

Sassicaia is an icon in the wine world, and yet some of its vintages, 1992, 1994, 2002, 2005, 2007, 2008, 2010 and 2014 are wrongly considered difficult. These are the stars of "Back in time with Sassicaia: less is more or the forgotten vintages", a tasting celebrating 50 years of the symbol of San Guido Estate, at Vinitaly, with Priscilla Incisa della Rocchetta, Carlo Paoli and Ian D'Agata. Some peculiar tastings in Verona will be British bubbles and wines from China. There will be the Grand Selection and Grandes Cuvées, while Chianti Classico will celebrate the twinning with Champagne, which will meet up with Franciacorta and Trentodoc. On April 8th, "Opera Wine" with "Wine Spectator".



SMS

Hurray for exports, but ...

"Boasting triumphantly about being the leading exporter in the world can be harmful. It is of no use if wine does not give decent incomes to all the areas in the country, but is limited to only a few. This is what is happening in Italy, and research can and should serve to eliminate this gap", said Riccardo Cotarella, President of Assoenologi and of the Wine Research Team, talking about the new record Italy reached in wine exports in 2016 (5.6 billion euros in value, but only thanks to sparkling wines) at the presentation of Vinitaly. The work and research group will host a "grand finale" tasting on April 12th, with his most famous wine producers and their wines, including VIP vigneroni Massimo D'Alema with La Madeleine, Gian Marco and Letizia Moratti with Cigognola Castle, and Bruno Vespa with Futura 14.

Report

"Vinitaly & the City" (in Italy)?

More and more business at the fair and wine fans in town: this is Vinitaly's now tried and true formula of the fringe "Vinitaly & the City", which, due to its great success, including meetings, concerts, master classes, tastings and good food, will be in Verona one more day (April 7-11th) and for the first time on stage in Bardolino, at Lake Garda. At least for now, as Veronafiere likes the format so much, they are thinking about exporting it to other wine towns, said the president Maurizio Danese.

First Page

Martina and Veronafiere: The Future of Vinitaly

"Vinitaly is a fundamental event. It is an opportunity to be able to listen to the needs of the supply chain and assess what we have launched in recent years; like for instance, registering controls and the text of the Wine Act, for which we will present an initial package of implementation measures. Also in 2017, we will celebrate the 60th anniversary of the Treaties of Rome, and thanks to the presence at Vinitaly of the EU Agriculture Commissioner Phil Hogan, Italy will be front and centre and the driver of the new vision of the CAP, post 2020. Wine is the leader of the Italian agrifood sector and I would like to thank Vinitaly in Verona, and especially the Italian wine companies". These are the words of Minister of Agriculture Maurizio Martina, who spoke today in Rome at the presentation of Vinitaly 2017 (April 9th to 12th, www.vinitaly.com), edition "50 years plus one", the one looking to the future. It is "the first Vinitaly show after it changed from a corporation to become an Ltd", said the President of Veronafiere, Maurizio Danese, and the investment plan is 94 million euros. Vinitaly is our most important asset, and will be the one that benefits most from these investments. We are looking more and more to internationalization, aiming to increase the presence of foreign exhibitors (+ 30%), but above all of buyers. Already, this year we have 2.000 more than the 29.000 in 2016, and there will be 5.000 more B2B meetings, also thanks to ICE, the Italian Wine Union and Federvini". "This is the year that the "digital transformation" process will begin", said the Director General of VeronaFiere, Giovanni Mantovani, "and we want to make the enormous volume of information and contacts we collect through our myriad of initiatives available to businesses, to invest in what is called "economy 4.0." And then", Mantovani continued, "through ISMEA we will launch a research tool, a economic forecasting model in order to understand how economies in different countries in terms of wine consumption will develop, which will be important for Italian companies to understand how and where to better target and direct investments" (<https://goo.gl/yRHtHO>).

Focus

MD, Brexit, Italians, bio & climate

"DOC wine sales in Italy are increasing in mass distribution channels. The outlook on the UK market after Brexit", is the title of the conference Vinitaly has promoted with Iri (Verona, April 10th) on the performance of the market in 2016 and the first quarter of 2017 and prospects in big supermarket chains in Britain after Brexit with Berkman Wine Cellars, Federvini, Italian Wine Union, Conad, Vegè Group, Unes (Finiper Group), Cerro Estates and RetailWatch.it. The portal Tannico will discuss "What do Italians drink? The largest study about the wine world, thanks to a panel of 50.000 consumers. Trends, confirmations and novelties, thanks to big data applied to the wine world" (April 10th). "The success of organic wine in Europe and the world" (April 10th) will be the focus of a conference sponsored by Federbio. Then, on April 11th "Climate Change: preserving quality in the vineyard", curated by Edizioni L' Informatore Agrario. There will also be discussions in Verona about exports and markets of course, with the Ice-Italian Trade Agency focussing on the US and Canada, and then Japan, Russia and the United Arab Emirates, as well as the UK and China.



ARNALDO CAPRAI

Viticoltore in Montefalco

CAMPAIGN FINANCED ACCORDING TO EC REGULATION N.1306/13

Wine & Food

Around Vinitaly 2017: ViniVeri, Summa and VinNatur

As usual, during Vinitaly, Verona and its surroundings host many other independent events, all in the name of "natural!". There are some who choose to "stand on their own" and not be part of the "common home" of Italian wine, the showcase by Veronafiere. Edition number 14 of ViniVeri - Wines according to Nature (www.viniveri.net) will take place from April 7th to 9th in Cerea. 20th edition of "Summa 2017" (www.summa-al.eu) will be at Alois Lageder Estate in Magrè, while the 14th edition of "VinNatur" (www.vinnatur.org) will be at Villa Favorita in Sarego, April 8 to 10th.

For the record

Martina, the Minister of Agriculture, speaks

"We are working on CMO promotion with the maximum resolve, as we do not want to lose resources. We do not like the labelling of wine and spirits as

provided by the EU Commission. Vinitaly is an anchor for Italian wine", the Minister of Agriculture, Maurizio Martina, told Wine News (<https://goo.gl/6ZHQ7L>).

