

News



"50 Best", Italy hoping

On April 5th, in Melbourne, the curtain will rise on the "World's 50 Best Restaurants" 2017, the 50 best restaurants in the world, revealing positions from 100 to 50. There is some hope, and few surprises, for Italy's haut cuisine restaurants. Scabin's Rivoli CombalZero is in position 59, definitely not on the first 50 best restaurants in the world list (it was number 46 in 2016). Otto e Mezzo Bombana of Bombana, Hong Kong is in at spot 60, up from 86. Royal Romito (at spot 84 a year ago) is not on this list, giving hope for a jump to the top 50 list, where, hoping there are no nasty surprises, the Italian colleagues Bottura (number 1 in 2016), Crippa (17) and the Alajmos (39) will be.



SMS Italian wine is too complex
Italian wine is too complex. Communicating Italian wine abroad in a simpler way, narrating its great wealth, which are its cultural territories, accompanied of course, by the Italian brand and basing the choice on not too many price ranges, but rather on three moments of consumption occasions, defined as "drink", "end" and "special". This, then, is the recipe for the industry to grow again, according to the Wine Management Lab at the round table organized at SDA Bocconi in Milan. Several studies reveal it appears that Italian wine, in terms of quality, is often perceived to be even better than its historic rival, France. However, this does not automatically turn into higher added value. And the reason is the complexity of Italian wine which, though it fascinates some, it confuses many ...

Report

Italian sparkling, top markets

The UK imported over 1 million hectolitres in 2016, 21.5% more than 2015, for 365.8 million euros, + 33.1%, then the US, 635.361 hectolitres (+ 24%) for 254.8 million euros (+30.8%), and Germany 244.063 hectolitres (+ 6.9%) for 91.1 million euros (+ 5.7%). These are the top markets for Italian sparkling wines, which at 1.19 billion euros (+21.4%) led the Italian wine exports to a record in 2016 (5.6 billion euros). In the "top 5" includes also Switzerland (54 million euros) and France 39 million euros, (+ 53.7%).



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"Wine Lister", the strength of Tuscan wine

There are at least two Italian wine territories among the most famous ones in the world, Piedmont and Tuscany, which along with Bordeaux, Burgundy, Champagne and California are the six largest and most relevant wine regions from all points of view, i.e., average quality, brand influence and turnover. The report "Tuscany - A global contender", dedicated solely to Tuscany, analyses the 50 strongest brands in the region and its place in a wider context, authored by "Wine Lister", the index that considers three factors: "quality" (scores awarded by leading wine critics, from Jancis Robinson to Antonio Galloni), "brand" (market presence, popularity), and "economics" (average prices, sales volumes, price stability). The report reveals a solid Region, all the way around, which is in constant growth and has a bright future. The first top fact is growth of the average price of the Region's top 5 brands (Sassicaia, Tignanello, Ornellaia, Masseto, and Solaia), which have recorded 32% increase over the last six years (between 2011 and 2017). In terms of popularity, online searches of the 50 most important brands in each region place Tuscany at position number 4, just a step away from Burgundy and California, and first in terms of growth. Turning to the real and proper scores, Tuscany is firmly in position number 4 at 815 points, after Burgundy (915), Bordeaux (897) and California (842) and followed by Piedmont (812). Its biggest strength is without a doubt quality, 883 points, bettered only by Burgundy (917), while brand strength received 816 points, in line with the final score, and instead the economic aspect is by far the weakest point for the region, at just 663 points, one less than Piedmont. Dividing Tuscany into the 4 most important typologies examined - Bolgheri, TGI Toscana (Super Tuscans), Brunello and Chianti, Bolgheri is in the lead at 854 points, thanks to the strength of its brand. Toscana TGI follows (826), then Brunello di Montalcino (788, but top in economic terms) and Chianti Classico (781, but at the top for scores). The complete analysis is here: <https://goo.gl/24ptt6>.

Focus

One on one with Michel Rolland

Michel Rolland, the flying winemaker, who has been the leading figure on the history of the wine world for almost half a century, has no intention of leaving the wine profession, which he has helped to make great. And, as he told WineNews, he has clear ideas on just about everything. Starting with the goal of his work, to "try to make wine better and better", but also on organic viticulture, which he calls "the future, because it is our duty to abandon chemistry, but we must also understand we cannot change such a complex process as wine production from one day to the next. First you must do what is necessary, adapting to various changes, starting from the climate". The same philosophy is adopted in the cellar, where Rolland stands in the middle of the eternal struggle between barrels and large casks, knowing that in the end "what matters most is balance, and the satisfaction of customer and critics", and the size of the winery does not matter, it is "the pursuit of quality that counts". About the future, he commented, "it is now more behind me than ahead, but I wish to continue making the wines I love at my companies in the four corners of the world". The interview: <https://goo.gl/88hxta>.



Wine & Food

Truffles nominated for Unesco

The "Truffle Culture" has been presented as candidate for UNESCO Intangible Heritage of Humanity, promoted by the city of Norcia. It is an important step to defend a system that has a special relationship with nature in a rich anthropological and cultural tradition, as in its territories the business is estimated at over half a billion euros. The Italian Commission for UNESCO sent the dossier to Paris to the candidacy of "Truffle Culture", instructing the Ministries of Culture and Agriculture to highlight the important contribution of the tradition of truffles in the territories affected by the earthquake.

For the record

Brezza and Barolo under glass

Barolo is one of the most prestigious Italian red wines in the world suitable for aging and it is still cutting edge. In 2014 the first opening to caps made from alternative materials to cork, now the glass stopper Vinolok is on bottles of the Brezza winery. It is a small revolution for a winery that has produced Barolo since the nineteenth century.

