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News



Foreign capitals are good, but ...

Foreign capital is definitely interested in a positive way in the most prestigious Italian wineries, but a pause for reflection is also needed. On one hand, what will the future of wine companies be, since the new owners often have ties with other industries. On the other hand, though certain offers may seem not to be refused, there is also a fundamental question linked to the difficult generational change in the companies' managements, which may sometimes favour the transfer process. Kerin O'Keefe, author of the book "Brunello di Montalcino" and Italian Wine Enthusiast Editor, following the sale of Poggio Antico, expressed her thoughts to WineNews (<https://goo.gl/aR7Xqn>).



Complexity vs Simplicity

The same matter keeps coming up. Italian wine is complex, it is made of a thousand vines and territories, and it is difficult to narrate to a world that, in general, wants everything simpler and simpler. What to do? Find new languages such as cinema, like Charlie Arturaola did with his "Duel of Wine" movie, where often after watching the film, wines are tasted. Or, try to make more room for Italian wines at international training courses, which David Way of Wset - Wine & Spirit Education Trust is doing. Or else, as the Master of Wine Pedro Ballesteros Torres suggests do not explain the complexity, but share it, as "95% of wine is considered a commodity and it is the remaining 5% that gives the first reason to exist" (<https://goo.gl/H8KvsZ>). Tips from VinoVip Cortina.

Report

Cmo, the twist

While waiting for the CMO Promotion decree 2017-2018, and the rulings of the TAR on the 2016-2017 Appeals, there has been a twist. The Ministry of Agriculture has deleted the promotion measure by way of decree 3752 dated July 7th (<https://goo.gl/RyG58S>), and reallocated the remaining 13 million euros to other measures that were not distributed after the revision of the rankings in the previous campaign, on which the Administrative Tribunal of Lazio must issue sentences relating to the appeals ...



A CAMPAIGN FINANCING IN ACCORDING TO REG. EC N. 1306/2013

First Page

Professor Luigi Moio on global warming

The sun has been shining in Italy, almost uninterrupted, for at least the past four months, for the joy of vacationers and tourists, but to the deep concern of the agricultural world. Its top product, wine, is facing one of what will in all likelihood prove to be the hottest summers ever. Following a very hot June, it looks like we're in for even more hellish heat. This summer brings to mind that of 2007, and the really scary thing is not so much the heat, Professor Luigi Moio, ordinary Professor of Oenology at the University of Naples Federico II and President of the OIV Commission, told WineNews, as "the lack of water. In some areas it has not rained for more than four months". So one automatically thinks of a water stress situation that could realistically hit different areas in Italy, from the North to the South of the Country. "But it is important to make a distinction, between white grapes, which can suffer greater damage, in terms of over ripeness, loss of freshness and less acidity, and red grapes, that will face better the lack of water. Another crucial distinction is that between early and late vines. The first category", Moio points out, "includes virtually all of the most popular French varieties, Cabernet Sauvignon, Merlot, Syrah, Grenache, Chardonnay and Sauvignon, which will suffer earliness making it to some extent impossible to develop completely. The second, instead, includes almost all the Italian native varieties and the red grapes, like Sangiovese and Montepulciano, will most likely benefit, at least in some cases, due to these conditions, easily reaching complete maturation, tannins won't be as green and the colour will be better. Climate evolution poses an important historical problem, which we have not taken into account in recent years, precisely since we stopped asking: what is the best combination between soil, climate and variety? The only way we can defend ourselves is to identify the right varieties, which has always been the basic principle of quality viticulture, starting from Italian native varieties". What is even scarier, "are phenomena like hail, frost and torrential rain, against which we are helpless" (<https://goo.gl/djQSRG>).

Focus

Focus, Atlas Invest buys Poggio Antico

Foreign capital is continuing to invest in Montalcino, the land of Brunello. Poggio Antico, one of the most beautiful companies in the area, a total of 200 hectares and 32.5 hectares of vineyards, 28 of which are Brunello, 2 Rosso di Montalcino and 2.5 Cabernet Sauvignon, has just changed hands. The Belgian company Atlas Invest, active mainly in the energy and real estate sector, founded in 2007 by Marcel van Poecke, has just purchased it. Poggio Antico, one of the most important names of Brunello, boasts, besides a wine cellar and a wine barrel cellar, a well-known restaurant. Paola Gloder, along with her husband, Alberto Montefiori have been at the helm for over 30 years and have made it one of the most famous Brunello di Montalcino companies, especially internationally. They will continue management for a period of time to ensure a smooth "delivery" to the new general manager Federico Trost, former commercial director of Santa Margherita and Genagricola, that will carry on the tradition of Poggio Antico, focusing on quality. The amount of the purchase has not been disclosed, though one hectare of Brunello di Montalcino, at market values, is estimated at 4-500.000 euros.



ARNALDO CAPRAI
Viticoltore in Montefalco

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Wine & Food

Soave towards Giah, Fao's rural territory program

While so many are running after UNESCO recognition, Soave, often in countertrend, is the first in Italy competing to enter the GIAHS (Globally Important Agricultural Heritage System) program FAO initiated in 2002 and Italy joined in 2016. The aim is to identify and enhance biodiversity-rich territories where sustainable agriculture produces typicalness and narrates Italian know-how. The "Le Colline vitate del Soave" were the first wine landscape registered in the National Register of rural landscapes of historical interest (<https://goo.gl/Umo2KB>).

For the record

The goals of Alessio Planeta, new president of Assovini, which marked the rebirth of Sicilian wine, founded in 1998 by Diego Planeta, Giacomo Rallo and Lucio Tasca d'Almerita are

"to further grow the value and knowledge of Sicilian wine in the world, made more and more of territories and not just brands, narrating the numerous differences".



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