

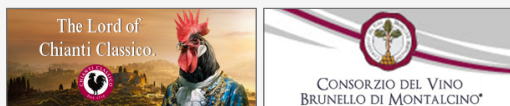
News



TripAdvisor crowns Italy

World travelers once again have given the crown to Italian cuisine and wine. Italy is number one on TripAdvisor's "Travelers' Choice Awards", dedicated to "experiences". Users have put a "Cooking lesson and lunch in a Tuscan farmhouse with a tour of the Florence market" at the absolute number one position, ahead of guided tours of Berlin or New York. Italy is also at the very top for the "Wine Experience", i.e., with a "Wine tasting experience in the Tuscan countryside", ahead of proposals from the Douro Valley and Lisbon, in Portugal, as well as San Francisco, Madrid, Barcelona, Seattle, Yarra Valley and Melbourne in Australia, New Zealand and the Loire.

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SMS

Centinaio: "Wine is a priority"

"Many open files have been left on my table by those who preceded me. Among these, the decree Promoting CMO Wine and the nomination of the Wine Committee have priority, because the wine sector is one of the most important for Italian agriculture", the new Minister of Agricultural Policies, Gian Marco Centinaio, told WineNews. "Duties for the protection of Made in Italy products are not in our plans", he added, "because we do not believe that this kind of measure is useful for protecting our products, as we cannot close ourselves in". His nomination as Minister of Tourism is a matter of a few hours away. "Tourism and food and wine promotion will walk together hand in hand".

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Report

The Consortium Rome DOC has been launched

Italian wine and Rome are two influential Italian "brands", which have merged into a real denomination. Or rather, into a consortium, Roma DOC, which has just been created to protect the denomination of Italy's capital, acknowledged in 2011. Tullio Galassini is the first president, for over 235 DOC hectares. The goal is "erga omnes" by September. Quality is the priority, "because the name Rome requires responsibility", as well as wine tourism and strategies. One interesting fact is that the deputy Renato Brunetta is on the Board of Directors.

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First Page

Milan is betting heavily on wine and the "Milan Wine Week"

Milan wants to become "da bere" (drinkable) again, and so is betting heavily on wine, making the existing event a system by widening its horizons even more, and involving locales, media, art galleries, bookshops and so on, based on the model of Fuori Salone del Mobile and Milan Design Week. The event to is aimed at innovating how to communicate wine, focusing on professionals in the sector, as well as enthusiasts and consumers, and not only filling more glasses, but also increasing the knowledge about the nectar of Bacchus. This is the basic idea of "Milan Wine Week", and the first edition will be held October 7 to 14, 2018, as its creator, Federico Gordini, formerly the author and director of events such as "Open Bottles", the "Milan Food Week" or Vi.Vi.Te, the wine fair of the cooperatives that debuted in 2017, explained to WineNews. "The idea of a great "system event" arose from the need to organize something big about wine in Milan, and it was not possible to represent this concept through individual events". October, Gordini pointed out, is in fact a period in which Milan is already full of wine events, from "Bottiglie Aperte" to the presentations of guides and books; there is the Via Montenapoleone harvest, which for many years has united the top brands in world fashion in one of its most famous places in the world, to the most prestigious wineries in Italy, and so on. "We thought", together with the Scientific Committee that will lead the event, "that it would be appropriate to start up a system of all this, therefore we have built a project including a series of important representatives. Starting with those who make wine live all year round, where wine is consumed- wine bars, tasting rooms, represented by EPAM-FIPE, UEVLA and CONFCOMMERCIO ". Some of the partners already include", explained Gordini, "names like Eataly, Signorvino, La Rinascente, and many wineries and professionals have been responding. We want it to become an event capable of innovating wine communication, as well as having an international character, which will take at least five years. Milan is the right city to do this, because it is different than Verona, which is the fair capital and must remain so, in our opinion".

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Focus

ICE and COFCO together for Italian wine in China

Made in Italy works well in the world, especially when it combines culture, design, fashion, cars and food and wine. It is all the more important on those markets where some sectors are already very well established, while others have still not conquered adequate space. For instance, China, where Italian fashion and cars are a must, and where wine and food, while growing significantly (+63% for the wine industry in the first 3 months of 2018), is still little more than just at the beginning. It is great that, ICE will have 17 million euros available for the promotion of Made in Italy, of which 3 for wine alone. And, it is even better, wrote, "Il Sole 24 Ore", that it has signed an agreement with COFCO, a state-owned retail giant in China (turnover 100 billion euros and 400 wine shops), for a promotion campaign that will involve more than 200 stores over the next 12 months, including ad hoc shelves for Italian wines, which will be the main actors of training courses both for consumers and traders, also online on platforms such as Jd.Com and Tmall.Com. The agreement was presented in Milan on the second day (after the one in Rome), of the forum "Opportunities and Challenges of Italian wine in China", organized by ICE, Federvini, Unione Italiana Vini and Federdoc.

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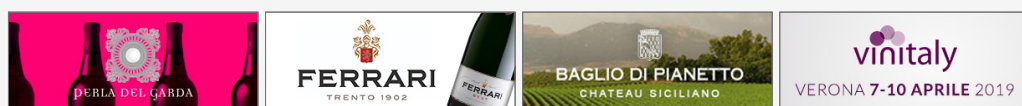


Wine & Food

Italian Geographical Indication products in Treccani: the PDO and PGI dictionary

Juggling the 821 Geographic Indication acknowledged Italian products is not at all easy, and it is certainly impossible to know them all. Perhaps a "map" could help, so one does not get lost? Treccani, the historical encyclopedia and custodian of the Italian language, in collaboration with Qualivita, has published the "Dictionary of Italian Dop and Igp products" online. There are 821 terms, 526 for wines and 295 for foods, which define the excellence of the Italian wine and food heritage, including references to places of production, history and particular methods. Now, even Treccani, a true institution for the protection and dissemination of Italian culture, has decided to defend Italian agri-food excellence.

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For the record

Vitality and Bordeaux, agreement 2019-2022

Coordinating the respective events to allow buyers and media all over the world to optimize their presence at two of the main events on the international wine calendar - this is the meaning of the non-belligerent agreement between Italy and France on wine for 2019 -2022. Vitality in Verona and the "Semaine des Primeurs" in Bordeaux will continue to be held on different dates, like the last five years starting in 2013, and excellent results for everyone.

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