

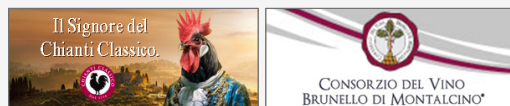
News



Ca' Apollonio: only resistant vines

Wine is rooted in tradition, but it also looks towards the future. This is the direction the Ca' Apollonio project in Romano d'Ezzelino (Vicenza) is taking as its goal is to become the largest winery in Europe to cultivate only resistant vines. By 2019, there will be 6 hectares of vineyards, the so-called "Piwi", hybrids resistant to diseases and fungi, and the first rows to be planted are Sauvignon Gris. The project was created by Maria Pia Viaro Valotto, one of the members of Vimar, a leading company in the home automation sector, and the architect Massimo Valotto. The winemaker Nicola Biasi will direct and manage the winegrowing, and the new winery.

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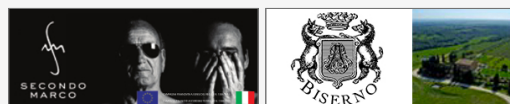


SMS

Fighting fake made in Italy

The counterfeiting of Italian wine is soaring, but when institutions and the supply chain work together, the fight against fakes manages to keep up. Consequently, "less than a month after signing the cooperation agreement between the Valpolicella Wine Protection Consortium and the Fraud Repression of the Ministry of Agriculture, 115 notifications were sent to as many websites, both in third countries and in Europe. This is an exceptional result, but not at all surprising, given the proliferation of fake Made in Italy products. In detail, notifications were sent to the competent authorities for 115 sites, 50 of which were in Canada, 22 in the United States, 25 in the United Kingdom and 5 in Ireland. Furthermore, irregularities were found on eBay (5) and Amazon (8) sites.

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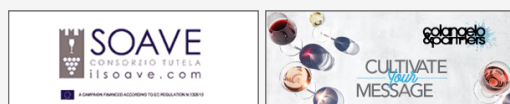


Report

Farinetti on Etna

It was only a matter of time, as Oscar Farinetti's goal to grow as a wine producer in Sicily, were obvious and stated. He has now officially arrived on Etna, where Borgogno of the Farinetti family, in Barolo, has taken root in a joint venture with wine producer Francesco Tornatore. They have together acquired "Villa dei Baroni", a total of twenty hectares of vineyards and olive groves in Contrada Carranco (Castiglione di Sicilia) on the north side of Etna, considered one of the most prestigious on the entire volcano.

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First Page

Brunello and Amarone leaders for red wines, Prosecco DOCG and Gavi for whites

Italian vineyards are starting to get prepared for and take a serious look at the next harvest. In the meantime, the market is soaring, and in fact, in June 2018 prices of Italian wines registered a sharp increase compared to 2017, confirm the Italian services institute for agri-food markets, ISMEA quotations (average prices for the last year on the market, free cellar and excluding VAT), analyzed by WineNews, which may actually differ from the real prices of the negotiations, but do give an idea of the general state of the sector. Up to July 15th, according to the electronic register data, there were just over 39 million hectoliters in Italian wine cellars. Concerning red wines, Brunello di Montalcino leads "the price list" at 1.075 euros per hectoliter, up 6.4% compared to the same period in 2017, followed by Barolo, at 765 euros, which is however down 6.7%. Third place for ISMEA goes to the other great red wine of the Langhe, Barbaresco, at 550 euros per hectoliter, up +6.8%. Actually, Amarone della Valpolicella comes before the two great Piedmont red wines, according to the Chamber of Commerce of Verona data priced between 800 and 900 euros per hectoliter. Nebbiolo d'Alba follows at 290 euros per hectoliter (+1.8%) on the ISMEA list, and then the Gallo Nero wine Chianti Classico, quoted at 282.5 euros per hectoliter (+22.8 %). Valpolicella is down slightly on 2017, at 245 euros per hectoliter (-2%), followed by Alto Adige Lago Caldaro Classico red, around 220 euros per hectoliter (+20.5%), Barbera d'Alba at 210 euros per hectoliter (+10.5%), Teroldego Rotaliano at 195 euros per hectoliter (+5.4%) and, closing the "top 10", Dolcetto d'Alba and Diano d'Alba, at 170 euros per hectoliter (+13.3%). As far as white wines are concerned, the first three, quoted at 290 euros per hectoliter, are Prosecco di Conegliano and Valdobbiadene DOCG (+7.4%), Gavi and Cortese di Gavi (+5.5 %). Trento Pinot Nero for sparkling wine follows in fourth position at 265 euros per hectoliter, up 12.8% on 2017, and then Roero Arneis at 230 euros per hectoliter, up 35.3%, at the same quotation Oltrepò Pavese Chardonnay, which registered a 76.9% jump. Prosecco DOC, instead, is quoted at 210 euros per hectoliter (+12%).

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Focus

The Vittorio and Mariella Moretti Foundation

It is an act of love and gratitude for the territory. This is the reason one of the families that has made Franciacorta great, boasting reference wineries like Bellavista and Contadi Castaldi, as well as the Relais & Chateaux L'Albereta, immersed in the vineyards of the prestigious Lombard bubbles, at the helm of the Terra Moretti Group, which in addition to the Franciacorta companies, also owns Petra in Suvereto, Teruzzi in San Gimignano and Tenuta La Badiola in Maremma, all in Tuscany, and Sella & Mosca in Sardinia, has decided to establish the Vittorio and Mariella Moretti Foundation. The project "proposes exclusively social goals promoting study, training, information and assistance activities to spread and promote the most authentic values of Franciacorta, linked to its history, its artistic heritage, its landscape and its wine and food farming culture". The headquarters will be in a symbolic location - the Convent of the Santissima Annunziata on Mount Orfano, in Rovato, where the Moretti family, together with the winemaker Mattia Vezzola, has been managing its historic vineyards for the past thirty years. And now, thanks to a ten-year agreement with the Order of Servants of Mary, the Foundation will manage the entire Convent, founded in 1449.

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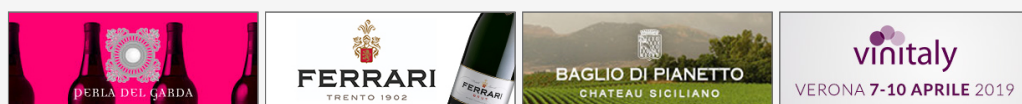


Wine & Food

The "VIA" goal is "Gold Standard" training on Italian wine

To make sure Italian wine keeps on growing, especially on emerging markets, and particularly on the Chinese market, it is crucial to train and spread cultural knowledge about the fascinating but complex Italian wine scene. Now, the Italian supply chain is teaming up with Vinitaly, and the "Vinitaly International Academy" of Vinitaly International. And, following their announcement the arrival of Professor Attilio Scienza, at the head of the scientific committee, they created a new "Advisory Board", which includes Federvini, Unione Italiana Vini, Federdoc and Fiv-Italian Federation of Independent Winegrowers. They all share the same objective and have stated the same ambitions, i.e., to create a "Gold Standard" for training and educating about Italian wine around the world.

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For the record

Creating a "Science of Wine Tastes"

How to compare the terminology of wine experts, how many and which descriptors do they use for describing wine? Which ones and how many of these are used by non-experts? To identify a new language based on the consumer's perceived and experienced reality, allowing experts in the sector to communicate in a comprehensible way, is the idea of the project "The taste of wine. Creating a science of wine tastes, to develop and promote new tasting sheets", carried out by the University of Verona and Macerata, the Valpolicella Consortium and the Casa Vinicola Sartori.

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