

## News



**Alba celebrates and awards Maestro Ennio Morricone**

"I would be very happy if the scent of truffles lasted forever. I would be content to imagine it ... and it seems strange to me to replace it with this crazy idea", said Maestro Ennio Morricone, when he received the "Career Truffle" that the mayor, Maurizio Merello and the president of the International White Truffle Fair of Alba, Liliana Allena dedicated to him. Morricone is one of the greatest Italian composers of the last century and author of some of the most beautiful soundtracks over the past decades. He received the Oscar to his Career in 2007 and the Best Original Soundtrack for "The Hateful Eight" by Quentin Tarantino in 2016.

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## SMS

### Italian wine: Angelo Gaja's "warning"

"Wine does not have to make war on other alcoholic beverages, but it does have to disconnect its image from that world, which is what I've been saying for 20 years, as messages like those from Lancet, stating alcohol is always damaging, at any level and in any quantity, leave traces in people - in Millennials- and we must not underestimate them. We need to say that wine is different; it's another story, it's another culture". These are the words of one of the most successful Italian wine producers, Angelo Gaja, a few days ago in Milan. The producer said the sector, although healthy, has to face many challenges immediately, from research for combatting climate change by studying new resistant varieties, to the fight against fakes through more collaboration between producers and institutions on foreign markets.

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## Report

### Agrifood, Italian balance of trade negative

Isema data: despite the good performances of its excellent agrifood products, wine in the number one position, the Italian balance of trade in the sector remains definitely in the negative territory, though the negative balance has decreased significantly. The figure indicated 2.1 billion euros less in the first 6 months of 2018, compared to -2.8 in the same period in 2017, and a deficit reduction of 778 million euros. Combined export growth reached 20.2 billion euros (+3.1%) and a slight decline in imports (-0.8%) to 22.3 billion euros.

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## First Page

### "Simonit & Sirch", the most famous vine pruners in the world

The "Simonit & Sirch" pruning method is now a world-class network including Italy in first place, of course, but also France, California, Chile and Argentina, South Africa, New Zealand and Australia. It is also a Made in Italy success story, signed by Marco Simonit and Pierpaolo Sirch, who started in Friuli Venezia Giulia. Today, their method is used in over 130 leading wineries in Italy and around the world, from Bordeaux (legendary names such as Château d'Yquem, Château Latour, Château Haut Bailly, Château Lynch Bages, Château Bataille, Château Pichon Longueville Comtesse de Lalande, Domaines Denis Dubourdieu), to Champagne (Moët & Chandon and Louis Roederer), Napa Valley (Chimney Rock, Silver Oak, Domain Chandon, among others), Sonoma Valley (Rochioli), Chile (Emiliana of the Concha y Toro Group and Almaviva of Mouton Rothschild), Argentina (Chandon and Terraza de Los Andes), Australia (names such as Montalto Vineyard or Stonier Wines) to South Africa (wineries like Ruper, Bottega Family, Kanonkop and Oldenburg Vineyards, to name a few). There are more than 4.000 trained pruners as well as collaborations with institutes and research centers in Italy and abroad; for instance, the University of Bordeaux (where the first and only University Diploma for vine pruning and shoot removing in the world is based), to that of Davis, in California and also Stellenbosch, in South Africa. Growth, therefore, has been global and following France, has found a new launching pad in the US, as Marco Simonit explained to WineNews. "Napa is an extraordinary phenomenon. After Bordeaux, I think it is the most important wine district in the world. But it has many problems concerning the longevity of the vine, and the way we intervene, given the value of the vineyards and the land, means the wineries will be saving millions and millions of dollars". And, Simonit continued, getting to Chile and Argentina from the US was a short step. In the near future, after having already opened in South Africa, there will be a new branch in New Zealand and Australia. "The best thing is that our brand is travelling around the world as a hallmark, also for training people working in the vineyards". It is still early for China however, but never say never.

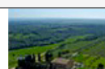
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## Focus

### Wine and cultural excellence: Tommasi's Villa de Buris

The Tommasi Family Estates is one of the most important companies in the Italian wine world today. They have over 562 hectares of vineyards in the Veneto, Tuscany, Lombardy, Apulia and Basilicata regions, in some of the most important Italian wine areas, from Valpolicella to Montalcino (with Casisano), Lugana, Soave, Maremma (Poggio al Tufo), Manduria (Surani), Vulture (Paternoster) and Oltrepò Pavese (Caseo). It all started in 1902 in the hills of Valpolicella. And today the company, led by the fourth generation, is bringing a new project to light: wine and cultural excellence. It is linked to the retrieval and restoration of Villa De Buris, the oldest in Valpolicella, which not only will become the home of a new Amarone Classico "cru" having the same name as Villa De Buris (debuting Reserve 2008, obtained from 1.9 hectares out of the 10 total hectares of La Grolletta on the highest portion of the hill that enjoys the temperate climate of Lake Garda), but also, starting in 2019, it will be home to a "Foundation for the protection of treasures of the earth and art, to enhance the historic-cultural heritage and to support research in the viticulture and oenological field". The new project was celebrated at a dinner created by four-stars: Cedroni, Cuttaia, Perbellini and the chocolate designer Comaschi.

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## Wine & Food

### Cantina di Soave, from waste to energy to illuminate the Eiffel Tower for 15 months

The amount of energy sufficient to illuminate the Eiffel Tower for 15 months has been produced by 62 tons of waste. This is the result of the project, started three years ago, to recycle the siliconized paper backings on self-adhesive labels used by Soave Winery. Soave has been working on energy saving and environmental protection projects for years, following a logic of sustainability and a circular economy capable of significantly reducing waste. Therefore, instead of sending the 62 tons of waste to landfills, they have decided to recycle it, thanks to the RafCycle project. The waste in the supply chain was turned into new paper, produced by the Upm paper mills, and Cantina di Soave has saved energy for 2.738.100 MJ.

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## For the record

### Ceretto brings the rock poet Patti Smith to Alba

The "Words and Music: Patti Smith with Tony Shanahan" meeting-event will be a unique opportunity to meet the rock poetess, accompanied by Tony Shanahan, the words, stories and music of one of the greatest interpreters of American music and art of all times (October 26th). This will be the extraordinary prelude of "Conspiracy of word and image", the eighth exhibition organized by the Ceretto family, which consolidates their passion for contemporary art and the desire of one of the most famous Italian wine brands to bring the greatest international artists and their works to Alba.

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