

News



The "Valpolicella revolution"

The grapes for the Amarone Della Valpolicella (and for the Recioto) can only come from vineyards at least 4 years old and no more than 3 years old, and the maximum residual sugar is reduced from 12 to 9 grams per liter, "to recover a traditional style"; the screw cap for the Valpolicella has been approved; on the Ripasso, the percentage of Amarone that must be present in the pomace on which the Valpolicella is re-passed is fixed from 10 to 15%, and it will be possible to do so only on one's pomace: some of the changes to the regulations approved by the Consortium of Valpolicella, after yields reduction and the blockage of new plants for the next 3 years.

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SMS

CMO wine Promotion, deadline switched

In the political chaos of recent days, at least one piece of positive news has come for Italian wine, the decree of the Minister of Policies Gian Marco Centinaio, which has moved forward by a few weeks the deadlines for the conclusion of contracts Ocm Promozione 2019/2020, to avoid a race against time by the public administration and companies. Instead of by October 15, "exclusively for the year 2019/2020, Agea will enter into contracts with the beneficiaries identified by the competent authorities by December 31, 2019. The activities shall be carried out as from January 1, 2020". This is stated in Decree no. 8677 of August 7, 2019, amending Ministerial Decree no. 3893 of April 4, 2019, published on the website of the Ministry of Agricultural Policies.

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Report

"The Wine Spies", to save wine

An evil character wants to take over all the vineyards on the planet. To foil this evil plan will be a sommelier, who will have to improvise as a spy. The plot of "The Wine Spies", a new film project directed by Lino Pujia, starring the famous sommelier and now actor Charlie Arturaola. It will be presented in Venice on August 30 in the "Giornate degli Autori", at the Venice Film Festival. Filming will start in April 2020 between Spain, France, Italy, Argentina and the USA.

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First Page

Italian wine in the world, China in great growth: James Suckling's reflections at WineNews

China will be the first world wine market in the next 5 years, the wines of Etna and Friuli Venezia Giulia on the launching pad, alongside great classics such as Brunello di Montalcino and Barolo among the reds, and Alto Adige among whites, with the possible revival of Amarone Della Valpolicella, and a reflection on the gap between the prices of Italian and French wines. These are some of the ideas launched by James Suckling, one of the most followed voices of international wine criticism, especially in Asia, interviewed by WineNews. "China is already the world's No. 2 market for wine, and in my opinion - says Suckling - in five years, it will be No. 1. It is already the most important market for Australian, Chilean and Bordeaux wines. And there is so much potential for Italian wines, there is good communication, but also so much to do. A market, however, where at least in terms of communication, it seems to win more the model of the "New World", more tied to the vines, than the European one, focused on the denominations. "Which are important, but when we talk too much about Doc and Docg, Asians are lost. The most important thing is still to communicate the brand of the great Italian wines, then we can talk about the denominations". Moreover, with an Italian wine that has a huge value gap with the French one, with bottles from the Belpaese that, according to average estimates in exports, per bottle, travels on 5-6 euros on average, while that on the other side flies about 15-16 euros. "A difference that is not right, and this happens only because the greatest French wines are much more expensive than the great Italian wines: it is not a question of quality, but only of image and reputation in the market. French wines have been working for 200 years and more on this, in Italy perhaps we have been working on it for 20 years, it is only here that there is a difference".

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Focus

Cooking and wine, the high level "Masterclass" become online

Learn how to taste wines from James Suckling, how to cook traditional Italian dishes from Massimo Bottura, or how to play tennis from Serena Williams, acting from Samuel L. Jackson and to direct a film from Spike Lee, or even the photography from the great Annie Leibovitz, all from home, for only 200 euros a year: it's not a joke and not even a good dream, but the reality of Masterclass, where there are the teachings of the most diverse categories, of great people from every field that, in addition to those mentioned, ranging from poker to writing, from screenplay to sports, from science to magic, of course through the kitchen. Thus, the starred chef Massimo Bottura, in his series of lessons, will teach all Italian cuisine lovers in the world to cook, the most famous and typical dishes of Italy, but there will also be the famous British chef of TV, Gordon Ramsey, who recently launched his course of restaurant recipes to do at home, or the art of home cooking from Alice Waters. And wine also has its place in the Masterclass courses: the basis of the tasting is entrusted to the expert words of James Suckling, one of the most followed voices of the international wine critics.

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Wine & Food

USA: wine is the beverage least loved by young people, who prefer beer and spirits

According to many analyses, the Millennials will drive the growth of wine consumption in the world. Even in the USA, which is now the world's leading market for Bacchus' nectar (and first foreign enoic partner for Italy's wine). Yet, looking at Gallup's latest survey on the "alcoholic" preferences of Americans, some doubts arise: beer remains the favorite drink of American drinkers (it is the first choice for 38%), and liqueurs (29%) undermine wine in second place (30%). A much wider gap if we look at the age groups: between 18 and 34 years old, beer is the most often drunk alcoholic beverage (41%), slightly ahead of liqueurs (39%), while wine is the first choice for only 16% of very young people. And the podium remains the same even between 35 and 54 years of age. Bacchus' nectar is the favourite drink only among the over 55s (for 44% of consumers).

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For the record

Istat: in the first 5 months of 2019, wine exports at 2.605 billion euros (+5,5%)

The first five months of 2019, positive in terms of the export of wine of the Belpaese: the value of shipments reach 2.605 billion euros, up 5.5%, according to ISTAT data on foreign trade. All the main markets are doing well, starting with the United States, where exports jumped to 642 million euros in the period, 3.89% more than in the same period in 2018. Germany, the second largest outlet in terms of value, reached 437 million euros, up 5.68%.

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