

## News



### The wine world faces climate change

Studying the impact of climate on viticulture in Europe to foster the development of an innovative community where research and industry pool their efforts in favour of an economy resilient to climate change: the objective of the online survey, aimed at wineries in six European countries (Italy, France, Cyprus, Portugal, Slovenia and Spain), thanks to the Medcliv project "Mediterranean Climate Vine and Wine Ecosystem", coordinated by the Edmund Mach Foundation, which involves eight partners from the European Mediterranean and for Italy the CNR-Ibe. At the heart of the project is the wine-vine ecosystem and climate.

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## SMS

### Chianti ready for the 2020 harvest

"Given the economic moment we are going through, with a practically closed Horeca canal that is starting again slightly, as a Consortium we have approved a 20% reduction in production. The price of Chianti is between 110 and 130 euros per hectolitre, and the objective is to keep it on the market". Here are the measures to "defend" the crisis caused by the Coronavirus pandemic of the Chianti Wine Consortium explained by the president Giovanni Busi, who also analyzes the trend of the vintage, between favorable weather conditions and the difficulty of the producers. "The grapes are there, they are healthy and beautiful, in terms of climatic conditions - says Busi - the vintage was good, and one can hope for a good harvest. The Coronavirus, however, has put companies in difficulty, as they have no money and are only going ahead with their own strength".

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## Report

### Jackson Family: from USA to Chianti Classico

From the U.S. to Chianti Classico, with the desire to enhance the territory, identifying as many as 63 micro-cru on 90 hectares of vineyards, investing in one of the most historic Italian denominations, looking to a present made of sustainability, and to the future. The history that links the Italian wine country to one of the most important names in American wine, Jackson Family, which owns several estates in California and Oregon, but also in France, Australia and South Africa, and which, since the mid-1990s, has invested in the Arceno Estate in Castelnuovo Berardenga, in the heart of the Black Rooster.

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## First Page

### "The Wine Guru", Michel Rolland talks about enology, future challenges and change

The whole world, including wine, of course, is living through and still experiencing a period of transition, which will inevitably bring changes to every aspect of life. There will be changes in the wine sector as well, which has always been particularly sensitive to change, evolution and confrontation, well before the pandemic hit Asia, Europe and North America. The lockdown forced wine lovers to consume wine exclusively at home, and wine professionals to work from home, through videoconferences. In the meantime, the work of winemakers and wine growers at the wineries has never stopped, and instead has continued to produce excellence. Winemaking has always been the trademark of Michel Rolland, one of the most influential contemporary winemakers and master of the Bordeaux style, who grew up in the vineyards of the Chateaux of Bordeaux. He has then been able to influence the wine making style everywhere, from California to Italy (he came here in the late 1980s to his friend Lodovico Antinori, the inventor of Masseto and Ornellaia, and today owner of the splendid Tenuta di Biserno, a stone's throw from Bolgheri, in Bibbona). He has been working for years with Marco Caprai, head of the Sagrantino di Montefalco brand (where Rolland presented the Italian edition of his latest book, "The Wine Guru"), based on a variety that is very different from the international ones, and very difficult, which Rolland has learned to work with and tame, because "everything is difficult, but nothing is difficult", as he told WineNews. "To evaluate the changes in the wine world, I shall take Bordeaux as an example, where the En Primeur has just ended, and like all the other years, the traders are optimistic since it went very well, actually, much better than one could have imagined. This means that the buyers are still there and the wine market is still alive, waiting for everything to go back to the way it was before". When we will restart from where we left off, from a world where "wine has never been as good as it is today", and that is about to come to terms with a new producer, "China, where quality wine will take years to establish itself, but if Chinese people really discover wine, they will be forced to import it from Italy, France and Spain".

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## Focus

### Castiglione del Bosco, 1 million euro from Banca BPM

A sort of "wine-financial en primeur", with the wine remaining in the cellar, in the availability of the producer - who in the meantime can work to place it on the market - and, at the same time, generates immediate liquidity for the company, guaranteed by bank credit, on the basis of a precise estimate of the value of the bottles in the cellar, and not through generic benchmarks of bulk as can be the market values of the chambers of commerce. In addition, to protect both the company and the bank, with the certification of the product by a third party control body: in a wine world that is looking for new forms of access to liquidity, not only to cope with the Covid emergency, the novelty comes from the land of Brunello di Montalcino, and from one of its most celebrated realities, Castiglione del Bosco by Massimo Ferragamo, with the first real application of the instrument of the "pledge" with a PDO product as a guarantee, in this case the most precious wine in Italy (with bulk wine quotations around 900 euros per hectolitre), in an innovative operation involving Banca Popolare di Milano - Banco Bpm, and Pwc and Valoritalia, the most important wine certification body in Italy, led by Giuseppe Liberatore.

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## Wine & Food

### "Save the Brand": at the top Ca' del Bosco, Fontanafredda and Alois Lageder

Ca' del Bosco, a brand symbol of Franciacorta led by Maurizio Zanella, part of Santa Margherita Gruppo Vinicolo, wins the "Brand Hero" award of "Save the Brand" - Web Edition, organized by Foodcommunity with the aim of recognizing and rewarding the merit of the best Italian wine & food entrepreneurs. However, there is not only the Franciacorta winery, for the "Valorization and Development of the Brand" to prevail is Fontanafredda, the historic brand of the Langhe owned by Oscar Farinetti, for having managed to "promote a brand philosophy based on sustainability at 360 degrees". And then, for the "Generational Passage", Alois Lageder, one of the longest-lived families of South Tyrolean viticulture, carried on today by the fifth and sixth generations, with a biodynamic approach and promoting a circular economy.

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## For the record

### Recovery Fund, oxygen for the food industry

After months the agreement on the Recovery Fund in Europe was found, with Italy taking home 209 billion euros (28% of total resources). The agri-food industry was also holding its breath. With Cia-Agricoltori Italiani, and Coldiretti, one of the main trade associations, who, in unison, invited the Government to act by allocating part of the aid to the agri-food sector, financing technological development, infrastructure, also self-sufficiency, because during the lockdown the problem of food self-sufficiency of Italy and EU member states came under the spotlight.

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