

## News



### "Chianti Classico a Colpo d'Occhio"

Tasting a glass of Chianti Classico, and being immersed, through images and 3D maps, not only in the vineyard where that wine is produced, but also in its landscape where the grapes are grown. Pairing the goodness in the glass and the many different nuances that Gallo Nero wine knows how to narrate, with the beauty of one of the most beloved landscapes in the world. Thus, the Chianti Classico Consortium, in collaboration with Alessandro Masnaghi, "The" cartographer of wine, created the "Chianti Classico a Colpo d'Occhio" project. "A further step towards the Additional Geographical Units", said Giovanni Manetti, President of the Consortium.

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## SMS

### Wine&export, Italy is falling back but not over

Italian wine is falling back, but not falling in world markets, despite international tensions and the pandemic: according to Istat data, analyzed by WineNews, wine shipments in Italy, in value, between January and July 2020, reached a value of 3.51 billion euros, with a loss of -2.6% over the same period of 2019 (when they reached 3.6 billion). A percentage change, however, better on the survey both in the first 5 months of 2020 (when there was a -4%) and in the first half (-3.4%). Despite the understandable and motivated concerns about the future scenario, not only for the end of the year, which is the central moment of wine consumption worldwide, but also because of the increasing impact of Covid and containment measures on the markets, so far the overall economic data indicates substantial stability of the system, at least abroad.

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## Report

### The exhibition "Wine. Beyond the landscape"

Creating a meeting place dedicated to young artists in the sector of photography, which can express the intimate link between winemaking tradition and photographic art. This is the meaning and the ultimate goal of the four-year photographic project of Zenato Academy that inaugurated the preview of the exhibition "Wine. Beyond the landscape" hosted at the Italian Embassy in Berlin, in the presence of Ambassador Luigi Mattiolo and with the video conference with Nadia Zenato and the curator of the exhibition Luca Panaro.

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## First Page

### Barolo is stable on the market, despite innumerable challenges, and looks to the future

Living in a pandemic is definitely rough for everyone. But at least the leading wine flagships are managing to stay on course, through numerous challenges. Barolo wine, mainly thanks to its now consolidated appeal among enthusiasts and collectors around the world, is dealing in a market that has not collapsed (and bulk prices, according to insiders, are stable, around 600 euros per hectoliter). Net of an undoubtedly complicated situation for the "king" of Langhe wines as well, there are those who have opened to alternative channels, such as "wine clubs" and collectors, and have even seen their performance grow compared to 2019. The merit goes also to the 2016 vintage on the market, exalted by international critics, and to the undisputed value of the crus, which further enhance the production of the appellation. Nonetheless, we look to the future, well aware of the strength of Barolo, but with legitimate and reasonable concerns, dictated mostly by the situation linked to Covid-19, which is not calming down and we do not know how much longer it will last. Plus, we must consider all the economic, market and other uncertainties that it entails. Comfort for the producers comes from their most precious asset, namely the vineyard. The 2020 harvest was rather complicated from the viewpoint of finding labor. However, to those who had the courage and the patience to wait for the right moment, even though there was a lot of bad weather just days before the harvest began, it finally brought very healthy grapes, ripened perfectly and quantities were good as well as good quantities. This sums up the messages that came from the meeting (on Zoom) of Deditus, the association led by Gianni Gagliardo, which brings together historical Barolo family businesses, such as Azelia, Cordero di Montezemolo, Luciano Sandrone, Michele Chiarlo, Pio Cesare, Poderi Gianni Gagliardo, Poderi Luigi Einaudi, Prunotto and Vietti, mediated by the journalist of the newspaper "Il Sole 24 Ore" Giorgio dell'Orefice.

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## Focus

### Optimism for recovery in the Chinese market

The first country in the world to deal with Covid-19 was China. Which, at the same time, was also the first country to come out of the emergency. There are obviously some considerations to be made, but the numbers of China's economic recovery (+4.9% in the third quarter), also bodes well for European wine. It remains a market full of opportunities, analyzed also by the managers of some of the most important brands of Italy, heard by "Zhong can yi jiu". "I firmly believe - comments Livio Mazzanti (Mazzei) - that there will be a big increase in consumption, especially during the Chinese New Year". According to Paolo Fassina (Castello Banfi), "we are optimistic in the medium and even more so in the long term". Positive Viviane Cifali (Arnaldo Caprai), "consumers are becoming more aware of Italian wine and culture". According to Ruggero Pini (Montelivini), "we need to arouse consumers' curiosity and desire to experience a new lifestyle". For Federica Rossodivita (Masciarelli), "China was the first country to close its economy to limit the spread of Covid, but it was also the first country to resurface". Finally, for Palo Clemente, which brings to Asian markets the labels such as Apollonio, Damilano and San Polino, "will be rewarded the wineries that operate more on the brand".

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## Wine & Food

### The best wines of the guide "I Vini di Veronelli" 2021

The Lessona 2016 Noah by Andrea Mosca, the Areum Malvasia by Candia Aromatica Passito 2017 by Antonio Panigada, the Alto Adige Pinot Noir Riserva Renaissance 2016 by Gump Hof and Markus Prackwieser, the Friuli Colli Orientali Verduzzo Friulano 2017 by Jacüss, Le Pupille Toscana Syrah 2015 by Le Pupille, the Ruggine Marche Rosso 2014 by Clara Marcelli, the Majolo Bianco Umbria 2015 by Zanchi, the Katà Catalanesca del Monte Somma 2019 by Cantine Olivella, the Etna Bianco Superiore Contrada Villagrande 2017 Barone di Villagrande and the Jù Isola dei Nuraghi Rosso 2017 Cantine di Dolianova: here is "I Sole" of the Guide "I Vini di Veronelli" 2021, with 400 "Three Gold Star", of which 111 from Tuscany and 110 from Piedmont. Acknowledgements in addition to the 5 best tastings already announced: Ferrari, Il Marroneto, Apollonio, Colterenzio e San Giusto a Rentennano.

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## For the record

### San Michele Appiano 3.0

The Winery of San Michele Appiano, led by Hans Terzer, is discovering itself more and more at the forefront of innovation: in the new official website comes the virtual tour, with or without the use of VR glasses, to live a unique experience both from home and, in virtual reality, from the wine shop. And then, the communication among the winemaker, the agronomist and the members has streamlined thanks to the introduction of apps that inform about the state of the individual vineyards and the quality of the grapes, facilitating the exchange of information.

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