

## News



### Made in Italy: the solution of Farinetti

Food education needs to be promoted immediately to schools, to further enhance a made in Italy food industry, which must not be just satisfied with the record of 52 billion euros in exports, but must aim for 100, "because the world needs us". Also proclaiming itself the first completely organic country, "because it can do it" and for "marketing", because sooner or later someone will do it, and Italy will have to do it first: these are just some of the ideas launched by Oscar Farinetti, founder of Eataly and successful Italian entrepreneur among the most listened to in the world, in his "Keynote lecture" on food at the Luiss Guido Carli University in Rome.

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## BERTANI

## SMS

### Fine wines, the recovery is felt

2021 led to a good recovery in food and wine sales in Italian catering, a rebound of +22.3% in 2020, above 66 billion euros, which bodes well for the prospects of fine wines, for which catering represents a channel of strategic importance. For 88% of consumers, in 2021, the appellation was the most important criterion of choice, as well as the well-known brand which remains important for 82%. For 2022, 35% of consumers expect wine spending outside home to grow. This data emerges from the Report "Vino e ristorazione tra Covid e dintorni, i fine wines nel mercato italiano", by Nomisma-Wine Monitor for the Istituto Grandi Marchi (Alois Lageder, Follonari Tenute, Antinori, Argiolas, Ca' del Bosco, Carpenè Malvolti, Col d'Orcia, Donnafugata, Jermann, Lungarotti, Masi, Mastroberardino, Michele Chiarlo, Pio Cesare, Rivera, Tasca d'Almerita, Tenuta San Guido e Umani Ronchi).

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## Report

### "The Voice of Biondi-Santi", and of Brunello

For the first time, to accompany the release of the new great vintages of Brunello di Montalcino (2016 and Riserva 2015) by Biondi Santi, the historic label existing from the late 19th century, today a world icon owned by the Epi Group, is "The Voice of Biondi-Santi", a cultural event that will be carried out for each new vintage, dedicated to the "Balance" at the basis of their exceptional longevity, with the audiobook "Grappoli di Note" by Elena Dallorso with the voices of Neri Marcorè and Tomas Arana, CEO Giampiero Bertolini and the director Federico Radi, and more.

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## First Page

### Castiglion del Bosco, an epochal deal (WineNews estimates around 300/400 million euros)

It is an epochal affair, the one that saw Castiglion del Bosco, a pearl of absolute beauty in Montalcino, with a double soul divided between the production of great wine, Brunello, and hospitality of the highest level, passing from the property of Chiara and Massimo Ferragamo to that of a world "family office" which, according to WineNews (who anticipated the news, ed), would be made up of families of entrepreneurs from different continents. No Russian investors, nor the French luxury giant Lvmh, therefore, which rumors gave about shopping in the Montalcino area, but in any case, a deal that will go down in history, and which, probably, is among the highest "land" passages added values, with a WineNews estimate between 300 and 400 million euros. For an estate, or a village, of 2,000 hectares, of which 62 hectares of vineyards (and 60 hectares of Brunello di Montalcino, with a production of 250,000 bottles of the famous Tuscan red) and 400 hectares of arable land, in addition to Rosewood Castiglion del Bosco, a 5-star luxury resort, located in the ancient medieval village, with 42 suites, 11 villas with private pools, Spa and 2 restaurants, and "The Club", the only private golf Club in Italy with 18 holes. All restored, recovered and enhanced in every detail, since 2003, by the taste of Chiara and Massimo Ferragamo, who will remain linked to the company (with roles that will be redefined in the coming days). As it will the management, starting with the CEO, Simone Pallesi, as evidence of the fact that it is not a speculative investment, but business investment, for what is called a "trophy asset", that is real estate complex not only of absolute value, but unique, to the point that its value cannot be evaluated only with the parameters classics of real estate and business appraisals. Because the Castiglion del Bosco project, which started from the cellar and the wine, has been enriched over time, with very important investments, by Chiara e Massimo Ferragamo, which have made it a world-class hospitality benchmark. So much so that it is managed, not for the agricultural part, but for the hospitality one, by the Rosewood group, a giant of luxury hotels (with many other realities in the world from Venice to Rome from Vienna to London, from New York to Doha, from Abu Dhabi to Beijing, just to new a few).

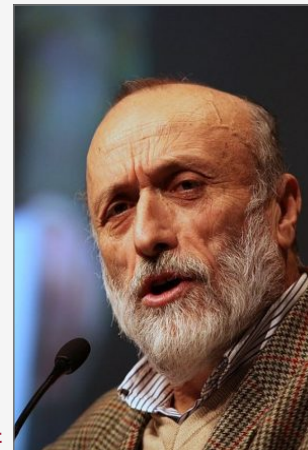
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## Focus

### Carlo Petrini (Slow Food), the wine and its identity

"The history of the last half century has been the history of the "Renaissance" of Italian wine, and how one of our most important agriculture sectors has become autonomous and self-sufficient, to the point of becoming a leading example. What the wine world has achieved would be a virtuous attitude that could also be extended to other sectors of the agriculture system. It is a hope, and we are voicing it in a particular moment in which the needs of our planet require us all to behave virtuously. And, we must also respect the fertility of the soils and the environment. The wine sector's example represents a point of reference. Wine represent a paradigm of the system change necessary in all agriculture, thanks also to the "political" role it is able to play. But if the wine abandons its presence in the territories it loses a piece of its identity which is the one that the whole world envies us. It is time to start reflecting on these things". Carlo Petrini, founder of Slow Food and one of the most authoritative international voices when it comes to food and more, said it in a face to face interview with WineNews, waiting for "Sana Slow Wine Fair" (Bologna, 27-29 March, complete interview in profound).

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## Wine & Food

### War between Russia and Ukraine, the effects on the wine market and events

The "Vinitaly Roadshow Russia" (which would have been held in Moscow on March 3, 2022), has naturally been canceled. However, even the award ceremony for "The World's 50 Best Restaurants", the ranking of the best restaurants in the world (which should have taken place in Moscow, in July 2022), has been moved to London, as the organizers wrote on Twitter. Between contingent situations and even symbolic decisions, the effects of the dramatic war between Russia and Ukraine are also felt on the calendar of events related to wine & food. As well as on the Russian markets, but not only. According to Unione Italiana Vini, in 2021 there were orders from Russia for a value of 375 million dollars, up 11% on the previous year. With a damage that, therefore, will be direct, but also indirect, between the collapse of the ruble and sky-high energy prices.

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## For the record

### French Vermentino looking for another name: "Rolle" is an option

Vermentino is the commercial phenomenon in France, during the last years, but the French producers can not mention on the label. The European regulation on labeling, came into force in 2018, does not allow the use of terms that are part of existing geographical indications. In this case, we are talking about two Sardinian appellations: Vermentino di Gallura and Vermentino di Sardegna. And the French winemakers, then, seem inclined to adopt one of the many names of Vermentino: Rolle, as it has been known in Provence for over a century.

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