

## News



### It's official: Richard Geoffroy at Bellavista

The historic (former) Chef de Cave of Champagne legend, Dom Perignon, officially arrives in Franciacorta: as anticipated by WineNews "Richard Geoffroy has been called to Bellavista by patron Vittorio Moretti and CEO Massimo Tuzzi to mentor Francesca Moretti, Vittorio Moretti's daughter, and his technical team", states a post on Holding Terra Moretti's Facebook profile. "The time has come to chart a new course for the company. Richard Geoffroy will help the family winemaker acquire all the skills, both human and professional, necessary to guide Bellavista into the future", it further states.

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**BERTANI**

## SMS

### So much Italy on the Place de Bordeaux

Landing on the Place de Bordeaux, the distribution system that brings together Chateaux, négociant and wine merchants from all over the world, on which rests the marketing of Bordeaux wines since the seventeenth century, more than a news has become a pleasant habit, many are the Italian labels welcomed by a privileged commercial channel, but well aware that the top quality of the Belpaese shares the same market shares of the great wines of France. It is true for a rather narrow audience of which, since a few days, is part also I Sodi di S. Niccolò 2018 by Castellare di Castellina. A few weeks before, arrived also the first Barolo (and first label from Piedmont), Barolo Cerequio 2018 by Michele Chiarlo, a historical winery from Calamandrana, closely followed by Barolo by Parusso, but to open the doors of Place, in 2008, was Masseto.

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## Report

### Zenato and "Wine. Beyond Portrait"

The story of wine, and life around wine, through the language of art. A channel of communication and "production of culture" that, in Italy, involves more and more realities. And among these, there is Zenato, a historic name in wine in the Veneto, between Valpolicella and Lugana, which, with the Zenato Academy, has invested in photography. And, on Sunday, April 10 (at 15:00), at Vinitaly, will be inaugurated the photographic exhibition "Wine. Beyond the portrait", the third act of Zenato's project, in collaboration with Fondazione Modena Arti Visive, curated by the critic Luca Panaro.

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## First Page

### A new start with Vinitaly: Italian wine meets the world again in Verona

Everyone at Vinitaly for a new start, in search of some peace of mind following the strong recovery in 2021, with record exports of 7.1 billion euros (out of a production value of 15 billion), which had brought wineries in Italy. And then the high prices of raw materials, glass and paper in primis, the strong increase in energy and transport costs, and the negative effects of the war between Russia and Ukraine have definitely dimmed. Yet, with 4,400 exhibitors, 700 top buyers from all over the world, USA and Canada in the lead, but also from Europe, Asia and Africa, and with the entire Italian trade, the one on stage from April 10 to 13 in Verona (with the preview of "Opera Wine" by "Wine Spectator" on April 9, with 130 great Italian wineries selected by the popular American magazine), will be a Vinitaly that, among great tastings, focus and in-depth analysis on many aspects of current events, will mark the restart of the sector. Of Italian wine and the great fairs in attendance, "which are fundamental above all for the many small and medium enterprises, because if on the whole exports have grown, looking at the data this is only true for the largest and most structured realities", said the president of Veronafiere and Aefi (representing all Italian fairs) Maurizio Danese, pointing out that, from a study by Aefi itself, it emerged that 1 euro invested in a fair generates 60 in business and 23 of related activities. But it will also be a Vinitaly that will be the first step towards the new future of the most important Italian wine fair, based on international growth and qualitative improvement of buyers, greater diffusion of online tools in favor of business to business, better adaptation of the logistic services of the city that remains - according to exhibitors - essential added value for the event", added the managing director Giovanni Mantovani. And if at the fair there will be more and more, or almost only, business and professional trade, it will be Verona, the city of the Arena and the love of Romeo and Juliet, with its beauty, its streets and squares and its historic buildings, to be a widespread container of many opportunities for fans and wine lovers, with the wine that is mixed with music, cinema, poetry, cooking, art, culture and more.

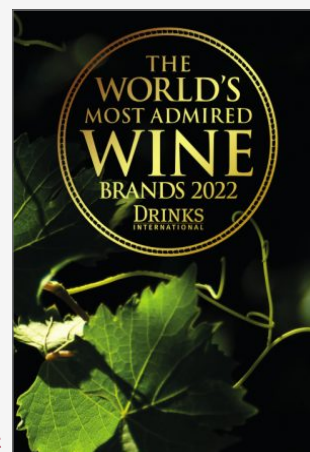
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## Focus

### Antinori, Gaja, Frescobaldi and Planeta: the top Italian brands

In difficult and uncertain times such as those we are living through, consumption of any good is oriented towards the best-known brands, those that are most reliable. A simplification, of course, but it is well reflected in the 2022 edition of "The World's Most Admired Wine Brands" of the magazine "Drinks International" realized every year with the votes of an "academy" formed by influential personalities and professionals of the wine industry. And so, at no. 5, the first of the Italian brands (and up 4 positions compared to 2021), there is once again Antinori, the historical reality of Italian wine which, with almost 3,000 hectares under vine, is the largest private reality of Italian wine. Gaja, an icon of the Langhe area, with its great Barolo and Barbaresco wines, but not only, climbs up to position n. 7 (climbing up 19 positions). Position n. 11 (up 13) for Frescobaldi, another top brand that is the history of Italian wine, with 1,500 hectares, in the most important territories of the wine Tuscany, passing through Friuli. At no. 37, there is a real beacon of Sicilian wine, Planeta, a winery that marked the wine renaissance of the island. The top brand, at no. 1, once again, is the leader of Spain, Familia Torres (the complete list in more detail).

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## Wine & Food

### In March 2022, the Liv-ex 100 grew by +0.7%. Italy 100 slowed down (+0.6%)

Diversity is the answer to the headwinds that are blowing in the markets, including the fine wine market, which in March saw a slight recovery in the Liv-ex 100, the industry benchmark, which calculates the price trends of the 100 most sought-after and prized labels, up 0.7% after the 0.4% rise in February (the lowest value since the start of the positive series), despite inflation and market volatility, and another excellent performance by the Liv-ex 1000, which brings together all the regional indices and grew in the same month by 2%. The best performer is the Burgundy 150 (+4% and +14.6% since the beginning of 2022), while the Italy 100, after the exploit of February (+2%), stops at +0.6%, due to the braking of Giacomo Conterno's Barolo and Gaja's Barbaresco.

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## For the record

### "Amygdala.n", the new site-specific installation by Pasqua

It is a project that transforms the flow of data it receives into art, which is an aesthetic language, an analytical tool as well as a device to visually measure the emotional temperature of the world, instant by instant: it is called "Amygdala.n" the new site-specific installation, commissioned by Pasqua Vini at the studio fuse \*, curated by Reasoned Art at Palazzo Maffei Casa Museo in Verona, for "Vinitaly and The City" (April 10-11). It is a tribute to the city, freely visible to the public in Piazza delle Erbe, giving Verona the chance to converse with the world.

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