

News



The most innovative wine list in the world

The wine list of Tenuta Capofaro, one of the five companies of the Tasca d'Almerita family, is the most innovative "Wine List in the World" 2022 according to the magazine "The World of Fine Wine". "The importance of the geography of wine is the original message we wanted to convey. What makes wine magical is its ability to describe the place of origin: the wines we like and excite are those capable of expressing their geographical sense. The wine list developed by Giulio Brunì is a wine atlas that emphasizes the geographical connotation, placing the wine between parallels and meridians", comments Alberto Tasca, head of the company

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BERTANI

SMS

Eataly: the majority to Investindustrial

Investindustrial will be the new majority shareholder of Eataly, with a 52% stake. The holding led by the Bonomi family has reached an agreement with the company created by Oscar Farinetti (with 44 stores in 15 countries, and an estimated turnover in 2022 of 600 million euros). A 200 million transaction, which will be invested by Investindustrial (48% of the remaining shares will remain divided between Eatinvest of the Farinetti family, the Baffigo-Miroglio family and Clubitaly with Tamburi Investment Partners), aimed above all at the further international growth of the group. Nicola Farinetti, today CEO, will be president, while a new CEO will be named shortly.

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Report

A wine archive

What if leaf through the pages of a book was like turn dozens of old vintages in the glass? This is the intent of "The Library", the monograph signed by Nick Jackson that tells the heritage of historical vintages of Bertani's Amarone della Valpolicella Classico, kept in the Grezzana cellar since 1958. "A guide to orient oneself in the history of an iconic Amarone", Andrea Lonardi, CEO of Angelini Wines & Estates (and next Italian Master of Wine, ed) explains to WineNews.

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First Page

Wine tourism and sustainability, new trends and the "joy of the inhabitants of a territory"

"We are talking more and more about sustainability in wine tourism, but for those who work in this sector the first lesson to learn is - starting with Institutions - that we cannot act only for tourists. First of all, we must pay attention to the population in a territory. If the people are not living well because there are no more small shops, or there are no taverns where the elderly can meet, or meeting places have disappeared, tourist attractions will not function for very long. Visitors in a wine territory need to see people smiling and welcoming them to their culture. Otherwise, it can be considered a failure". Carlo Petrini, founder of Slow Food, does not mince words, and from the sixth edition of the World Wine Tourism Forum (Alba, September 19-21), he sent an important and provocative message, in his usual style. "Wine tourism is beautiful, but if the population doesn't benefit from it, what's the point? It is not possible to evaluate only the quantitative parameters of the tourists that arrive each year, quality must be considered". According to the experts who met in Piedmont for the International event promoted by the World Tourism Organization (UNWTO) of the UN, in collaboration with the Ministry of Tourism, ENIT - National Tourism Agency, led by Roberta Garibaldi and the Piedmont Region, sustainability is one of the key words for the future of wine tourism, together with innovation and creativity. Langhe, the model territory of Made in Italy wine tourism, hosted the event (for the first time in Italy), showing the state of the art of a sector worth 2.5 billion euros per year that represents a driving force for the development and enhancement of territories and villages, counting 14 million tourists. In Italy, on average, wine tourism accounts for 27% of the turnover of wineries, and therefore, more than 9 out of 10 offer wine tourism accommodations (74% all year round, 18% various periods throughout the year). According to Roberta Garibaldi, CEO of Enit, Italian wineries already stand out worldwide for their attention to the environment (just think of the ever-increasing number of companies that practice organic and biodynamic agriculture). But much more can be done to intercept the new trends (in depth).

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Focus

Equating wine with alcohol also affects wine tourism

"From the treating of data in a uniform manner to innovation, from promotion to digitization, we are moving towards an increasingly concrete and organized tourism policy which is what we need. These are complicated moments, because after the end of the pandemic we are back in a year that seemed to be that of the very strong restart of tourism, but we have the problem of expensive energy and we complicate our lives by standardizing wine to alcohol (with the stance taken by WHO, ed). In these days we have reiterated that behind every bottle there is a territory and centuries of work of generations that have shaped and made it beautiful, while that "unhealthy" idea does not respect the culture of our countries. But we are optimistic, and we think it will end up in the trash". Thus the Minister of Tourism Massimo Garavaglia at the closing yesterday of the "World Wine Tourism Forum" n. 6 which brought together 8 Ministers in Alba (Bulgaria, Georgia, Greece, Moldova, Portugal, San Marino and Serbia), on policies to support world tourism, within which there is also rural tourism, thanks to the trends analyzed by the CEO Roberta Garibaldi which represent the key to a true, innovative and sustainable restart, according to UNWTO, the UN World Tourism Organization which promoted the Forum for the first time in Italy.

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Wine & Food

The story of Tenuta di Artimino, from Medici "to the bicycle"

The record of the hour on a bicycle in 1932, by Giuseppe Olmo, and the vineyards of Carmignano; Olmo Group, Europe's leading producer of polyurethane, plus the beauty of a Renaissance villa, which belonged to the Medici, the production of oil and wine and high-level hospitality: these are the ingredients of the history of Tenuta di Artimino, in Artimino (in the province of Prato) acquired in the 1980s by the Ligurian Olmo family, who leads the Olmo Group. The villa, for a decade, has been led by Giuseppe's grandchildren, who are now opening a new page. On the hospitality side, with the Spanish group La Melià Hotels International, one of the most important in luxury tourism, and on the wine side, with the consultancy of Riccardo Cotarella, and the managerial one of Vincenzo Ercolino. With the desire to relaunch not only the company, but the entire Carmignano denomination (in depth).

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For the record

The Grandi Marchi restart from Canada

The data on the Italian wine export to Canada bode well: in the first half of 2022, imports exceeded 134 million euros (+ 26.7%). There could not have been a better market, therefore, from which to restart the new season of the Istituto Grandi Marchi, which unites 18 of the most prestigious names in Italian wine, protagonist of the gala dinner organized (in collaboration with the IEM of Marina Nedic and Giancarlo Vogliano) from SAQ, that holds the monopoly and distribution of alcohol for its top client in the province of Quebec.

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