

News



"Audace", Prosecco from the Gulf of Trieste

Refining Prosecco Doc Trieste in its Gulf, using the experience of a large group such as Serena Wines 1881 and the flair of a company in the Karst such as Parovel 1898: this is the dream, turned into reality, by two families of friends historically dedicated to wine production. It is called "Audace", and it is a journey that took 6,492 bottles of Prosecco Doc Trieste from the hills of the Karst four months ago to a depth of 20 meters in the Gulf of Trieste, to be refined cradled by the Bora and Scirocco winds.

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BERTANI

SMS

From Botter and Mondodelvino, Argea Group

The launch of a new wine, zero alcohol, produced in Germany, to meet the needs of the German market; the study and experimentation of new formats and new materials that go beyond glass, not only to respond to expensive energy and shortages of raw materials, but also to meet environmental sustainability, while respecting the maintenance of the quality of wine, even the most long-lived; and, above all, rebranding, because, as of today, Botter-Mondodelvino is under the hat of a new holding company, "Argea". Here's the news, from Milan, of the Botter-Mondodelvino Group, under the direction of the Hourglass Fund: six production sites in four regions, consolidated revenues of 420 million euros in 2021, an investment plan for 50 million euros, exports to 85 countries, from which 95% of sales come.

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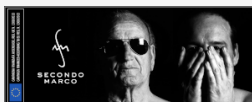


Report

Coravin meets Keith Haring

If wine and art have long been linked, most often (but not only) for charity, now the art-Keith Haring partnership is also moving to tools for serving wine. With an exceptional partnership, one that links Coravin and Keith Haring, in the name of "accessibility", the former to wine, the latter to art. Thus was born the limited edition "Keith Haring Timeless Six+" by Coravin, which will make its debut in Milan, during the "Milano Wine Week" (Oct. 8-16), where it will also be possible to taste the wines of the griffe from Piedmont Ceretto and Tenuta di Ceppano for Keith Haring.

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First Page

DO reorganization, promoting, wine and health, sustainability: UIV priorities for government

The numbers speak for themselves, and confirm (for once) pollsters and analysts' expected outcomes over the last few weeks. The center-right has swept the political elections, and is preparing to govern the Country having won a solid majority in both branches of Parliament. It will take a few more weeks for the Government, which in all probability will be led by Giorgia Meloni, to officially take office (the Chambers will meet on October 13, ed.), however, the Italian production chain has immediately set in motion and drawn up its list of priorities and urgent issues. Wine has its needs as well, in order to be ready for the challenge of the markets in a very complex historical moment, as we have written about over the last few months on WineNews. Unione Italiana Vini (UIV), led by Lamberto Frescobaldi, is the first organization in the wine sector to present a list of its proposals, including medium and long-term remedial measures. There are four main subject matters on which Unione Italiana Vini (UIV) is focusing its analyses and agenda. The first issue is what has been the strong point during Lamberto Frescobaldi's presidency, namely reorganizing PDOs and PGIs, with dynamic proposals such as amalgamation into macro denominations of DO's where bottled rates are less than 50%. Then, the matter of promotion is fundamental, because CMO funds to defend the future are at stake, as well as the various logistics in allocating resources. This reward, for instance, achieving objectives and performances on target markets, aiming to establish multi-year plans capable of supporting multi-year programming in target countries, crystallizing the rules of National calls. This is further linked to the conflicted issue dedicated to wine and health, because the European Union's achievements (the vote on the "Cancer Plan") have been questioned by the latest WHO vote in Tel Aviv. The "Mediterranean" consumption model, meaning wine in moderation, according to the Unione Italia Vini (UIV) and according to the entire Italian wine chain, must be defended in all International locations. Finally, there is sustainability, which has been regulated in the vineyard and in the winery with the National Sustainability Certification disciplinary dated March 16, 2022, but it can still be implemented over the next few years. [Read more on WineNews.it](#)

Focus

Wine in ancient Rome between archaeology and viticulture

The Vigna Barberini vineyard, planted on the Palatine Hill in the heart of the Colosseum Archaeological Park, officially joins the "Iter Vitis Routes", the Council of Europe's cultural itineraries created to promote and preserve the tangible and intangible European heritage of wine and viticulture. In the area of Vigna Barberini, named after the Roman family of the same name that owned the property in the 17th century, two years ago the rootstocks of the Bellone variety, a very ancient and native vine, which the historian Pliny the Elder called "uva pantastica", still cultivated in the provinces of Rome, were planted. To welcome Vigna Barberini in the "Itinerari Iter Vitis", a panel discussion centered on the history of the vineyard, backward from its planting in 2020 to the archaeological traces of wine production in and around Rome. This was the starting point for the reports by Professor Osvaldo Failla of the University of Milan, who summarized the latest discoveries in the field of molecular biology, thanks to which it has been possible to assign the names of ancient or indigenous grape varieties with some precision, and Dr. Rita Volpe, a longtime archaeologist, who was given the task of contextualizing the myth of wine-producing Rome (in more detail).

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Wine & Food

Nicola Farinetti: "the future of made in Italy is in the top of the range"

Even for Made in Italy food and wine companies, expressions of a historically countercyclical segment of the economy, it is not an easy time. But the future is open and with real possibilities for growth, provided they focus on the top of the range in world markets. As the whole made in Italy must do, of which wine continues to be the best performing segment, and as it will also do in its new corporate structure Eataly, the creature of Oscar Farinetti, which, in almost 20 years of activity, has given an important impulse to the distribution and image of Italian wine & food in the world, and which will continue to do so now that the majority will pass into the hands of Industrial of the Bonomi family, with 52%. As Nicola Farinetti, now CEO and future president of Eataly, explains to WineNews (in more detail).

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For the record

"The Temple of Brunello" at the top for Tigtets

Tourism is becoming more and more an experience to live and enjoy, and the one that wins, especially in Italy, is the one that is able to link multiple aspects, ranging from food and wine to history, from tastings to culture. Which are intertwined in "The Temple of Brunello di Montalcino", which, opened just over a year ago in one of the world's most famous and visited wine villages, created and curated by Opera Laboratori, is among the winners of the "Remarkable Venue Awards" No. 6 awarded by Tigtets, the world's leading online booking platform for museums and attractions. [Read more on WineNews.it](#)