

Wine Connoisseur

A woman with dark, wavy hair, wearing a light-colored floral dress, is the central figure. She is holding a wine glass in her right hand and a vine in her left. The background is a lush green vineyard with sunlight filtering through the leaves.

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MAGAZINE

GARDEN OF
Summer
Rosés

SWISS WINE
Vinea
Wine Fair

GRAN CRU
OF CAMPANIA
REGION

Czech
WINE
REGION

ITALIAN
WINES AT
IWC

What about Italian wines at IWC-

International Wine Challenge in London?

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IWC is one of the most important international wine contests in Europe. I have been there in April:
let's discover more from the inside.



By Chiara Giorleo

UK

seems to be a sort of neutral country to held wine competitions considering their limited tradition into wine production, but, at the same time it is crucial from a marketing point of view and IWC is an example for sure. Last May, the 32nd edition has closed offering, as usual, an important feedback to producers from all over the world.

This is what Chris Ashton, director of the competition, likes to underline. A key aspect of the competition is that each wine, before being rewarded or excluded from the competition, is tasted more than just once: from different tasting panels and then in different moments, up to the judgment of the 5 Chairman chosen among leading experts. The judges are not grouped according to their specialization on a specific production area, "we like funky wines and many producers are experimenting nowadays; this is something which can work especially here in London, but if you are used to a certain flavor you will not appreciate something different just because you do not expect that!" says Chris. Moreover,

judges have no information about the price ranges of wines in order to avoid any sort of conditioning.

14,000 is the total number of wines submitted to the competition. 47 the countries they come from.

China begins to collect awards for its wines, mainly consumed on the local market. France is still in frontline for number of medals along with Australia. England continues to make good progresses, particularly with sparkling wines and among the protagonists we also find supermarket chains (such as Tesco or Sainsbury's) which have recently started the production of wines offered at good prices. Numerous surprises: wines coming from Serbia, Georgia, Israel, Greece, Switzerland and even Kazakhstan have been rewarded opening very new boundaries into the wine world.

What about Italy?

Italy maintain its crucial role: numerous wines from all over the country have had access to trophies, the top recognition.

The classic wines such as Chianti Classico

or Brunello (from Tuscany) or Amarone (from Veneto) are not the only ones rewarded but many other wines from other regions have been rewarded with gold medals and even trophies such as wines from Friuli (northeastern Italy), Vermentino from the island of Sardinia, several wines from Campania (southern Italy) as well as Marche (central Italy), the red Primitivo from Puglia (southern Italy).

The total numbers are the following ones: 24 gold medals and 12 trophies.

Not bad if you consider the infinite variety of wines that Italy can offer and need to better push and distinguish, as I discussed with the wine expert Peter McCombie, one of only 5 co-chairs.

Peter is an experienced consultant and speaker, trainer for important institutions such as the Wine &

Spirit Education Trust, member of international juries. "Italy is very rich: so many regions, so many names, this is very exciting for me and for the experts but communication has to be well addressed otherwise the consumer can get confused turning to well-known names such as Chianti which can be easily pronounced too".

I also asked him an opinion about the success of the New World compared to Italy, a traditional wine country. Peter says "the new world wines are powerful, fruity, we know that Italian wine are -instead- perfect to be paired to food; But Italy has a great potential people do not even imagine; if producers and the other wine entities should create synergy they could raise a better awareness because the market is ready and the image of Italian wine is very positive".

Italian TROPHIES

- 1 Contessa di Radda
Chianti Classico, 2011 di
GEOGRAFICO (Toscana) –
grapes: Canaiolo, Colorino,
Sangiovese
- 2 Papiri, 2013 di Cantina Santa
Maria La Palma (Sardegna) –
grapes: Vermentino
- 3 Verdicchio di Matelica Riserva
Mirum, 2012 di La Monacesca
(Marche) – grapes: Verdicchio
- 4 Pagus Bisano Valpolicella
Superiore Ripasso, 2013 – di
Cantina di Verona (Veneto) –
grapes: Corvina, Rondinella
- 5 Brunello di Montalcino “Filo
di Seta”, 2010 di Castello
Romitorio (Toscana) – grapes:
Sangiovese
- 6 Aur, 2011 di Ronco del Gelso
(Friuli-Venezia Giulia) – grapes:
Traminer Aromatico
- 7 Lacrima Di Morro D’Alba
Superiore, 2013 di Marconi
Vini (Marche) – grapes: Lacrima
Di Morro D’alba
- 8 La Rocca, 2012 di Pieropan
Leonildo (Veneto) – grapes:
Garganega
- 9 Tordiruta’ Verdicchio dei
Castelli di Jesi Passito, 2008 di
Terre Cortesi Moncaro (Marche)
– grapes: Verdicchio
- 10 “La Loggia del Cavaliere”
Taurasi Riserva, 2008
di TENUTA CAVALIER PEPE
(Campania) – grapes: Aglianico
- 11 Villa Vincini Amarone
Della Valpolicella, 2011 di
International Procurment and
Logistics (Veneto) – grapes:
Corvina, Corvinone, Rondinella
- 12 Vinsanto Di Carmignano
Riserva, 2008 di Tenuta,
di Capezzana (Toscana)
– grapes: Trebbiano, San
Colombano