

Napa Valley *Register*



The View from Italy by Chiara Giorleo

The widest wine fair worldwide: VINITALY

Here we are again at the 48th edition of Vinitaly (2014): “another love story in Verona” says the logo of the fair remembering Romeo and Juliet story.

Internationalization, buyers, exports, organic farming and training: these are the keywords of this year edition. But what about Vinitaly more in general, first? With more than 4,100 exhibitors over a net area of 100,000 square meters, Vinitaly confirms to be the most dynamic and qualified wine&spirits fair on global scale. It attracts more than 140,000 visitors every year: and more than 50 thousand of these visitors are foreign operators from 120 different countries. Vinitaly is also well known for the beauty of the pavillons, the boots, the decorations, thanks to the style that (maybe) only Italy can offer! For instance, another funny initiative is “Vinitaly and the city” (taken from the hilarious TV series “Sex and the city”): each shop all around the city of Verona shows wine bottles in its shop window.

But this year has been really special, many news have come up: first of all the International pavillons to collect “wines from elsewhere” to ensure a better visibility to foreign exhibitors: France is evidently in the forefront with Champagne, yet there is considerable expectation for lesser-known: then not only Australia, Spain, Chile, Argentina, South Africa and New Zealand, but also Ukraine, Slovenia, Russia, Azerbaijan, Kosovo and Colombia!

Another interesting news at 2014 edition is Vinitalybio: exhibition space dedicated to organic wine, wines made exclusively without using chemicals and turning technology into total respect for nature. As well as exhibitor stands, the event includes a wine cellar open to one and all for tasting all the certified organic wines on show at Vinitaly.

Last but not least: Vinitaly Buyer's Lounge, a new trade area dedicated to the business to match foreign operators and selected wineries. This year the attention is focused on China: “we have to conquer the Chinese market and we will be as successful as we have been in USA” states Piero Antinori, President of IGM (Istituto Grandi Marchi, the association of the best 19 Italian producers which promotes Italian wines in USA and California successfully).

For my Californian readers I also have some more curiosities. OperaWine, an exclusive event aimed at appraising the distinctive characteristics of Italian wine, is back; together with the contribution of the magazine “Wine Spectator”, has presented the 100 Great Producers. All of those wines are just great, one

among the others is "Calabria GB 2011" the red blend of Odoardi, a producer based in Calabria. Not only, I have had the pleasure to try the 6th wine of the main list of Wine Spectator: the top 100 wines of 2013 which is "Monprivato Barolo DOCG 2008" produced by Mascarello in Piedmont, the only one Italian wine among the first 10 of the entire list. Yet, "Bricco Cardoglio" which is a Moscato d'Asti DOCG 2013 produced by Rinaldi winery which has gained a great success in USA in the 2012 also thanks to its 92 points.

What's more: the winner of the International Packaging competition, one of the 2 competitions of Vinitaly (along with the "International Wine Competition"), this time the winner has been "Bardolino Classico DOC 2013" by Azienda Agricola Bigagnoli. A very nice label, congrats!

See you next year.