

## The magic of Italian bubbles wine, or sparkling wines.

*Two different evaluation forms depending on the production method of bubbling wines. A new analytical form suggested.*

The economic sector of Italian “spumanti” wines is worth about 3,000 million euros at consumption. Top wines, with a Controlled and/or Guaranteed Origin Denomination, are about 300; 20 regions are involved in production, 100 provinces and about 1000 communes are deputed to provide the best grapes; 590 wineries produce at least one bottle of bubbly wine; 2360 are the made-in-Italy labels present on home and world markets. Veneto, Piedmont and Lombardy are the most productive regions: Lombardy leads the field in bubbles made by classic method; Veneto and Piedmont, instead, are head-to-head with about 120 to 150 million bottles produced. With the fanciful appealing slogan “Bubbles’ Wine”, Italian bubbles show up in the world. Female consumers prefer the “slightly sweet aromatic” taste to the “full bodied alcoholic” one of other bubbles. The world market has recognized a higher value than in the past to Italian “spumanti”, consumers buy with competence and look for certainty of origin, that is for a modern international relationship in line with present means. The heritage and varietal wealth of our wines charm for their easy consumption and because, among so many typologies, anyone can find his/her match. Bubbles evoke an air of merrymaking, they become a means to bring about joy and be happy, to “live Italian style”, too. A *leit* motif in different newspapers and world talk-shows when the subject is food and cooking. The challenge consists in going beyond the “festivity consumption” betting on the every day one.

*“Even with the present consumption crisis – says **Giampietro Comoli, sparkling-wine economist and patron of the Italian Economic Bubble Wine Observatory - OVSE** © [www.ovse.org](http://www.ovse.org) – “made-in-Italy” products are thriving abroad, provided their origin and denomination are assured.”*

The origin increases the value of our products, makes firms’ turnover grow and stimulates employment. To eliminate fraud and imitations of Italian products, which create a huge economic loss as well as a damage in image, the armouring of Italian labels has become an absolute strategic priority for the Italian government.

The new edition of OVSE will stake everything on foreign markets as well as on forwarding vocational training and correct information, as an autonomous institution, free from any constraint of production areas. It will also foster the introduction of some specifically Italian law bill on bubbling wines that can make the situation clearer while looking ahead, helping to consolidate success and remove any irresoluteness as to regional vocationality, methodologies, designations.

For example. OVSE has issued a stimulating challenge that consists in separating methodology and sensory tasting analysis of bubbling wines, since it is extremely difficult, maybe too subjective and even limiting, to use the same score card, when there are abysmal differences between a wine made through the bottle fermentation method (small vessel) and one made in a tank (large vessel), so that it may be necessary to diversify marks and describers between classic and Italian method ( alias charmat) wines. The use of a single evaluation system is downright wrong, as it is well known that a classic method wine is extremely different from an Italian one, both in their production method and in the grapes used and froth persistence. The presence of a wine on yeasts in the tank for six months, rather than a 24 month – maybe more – stay in the bottle, makes a difference. They are obviously two thoroughly different types of wine, so they must be evaluated through different criteria.