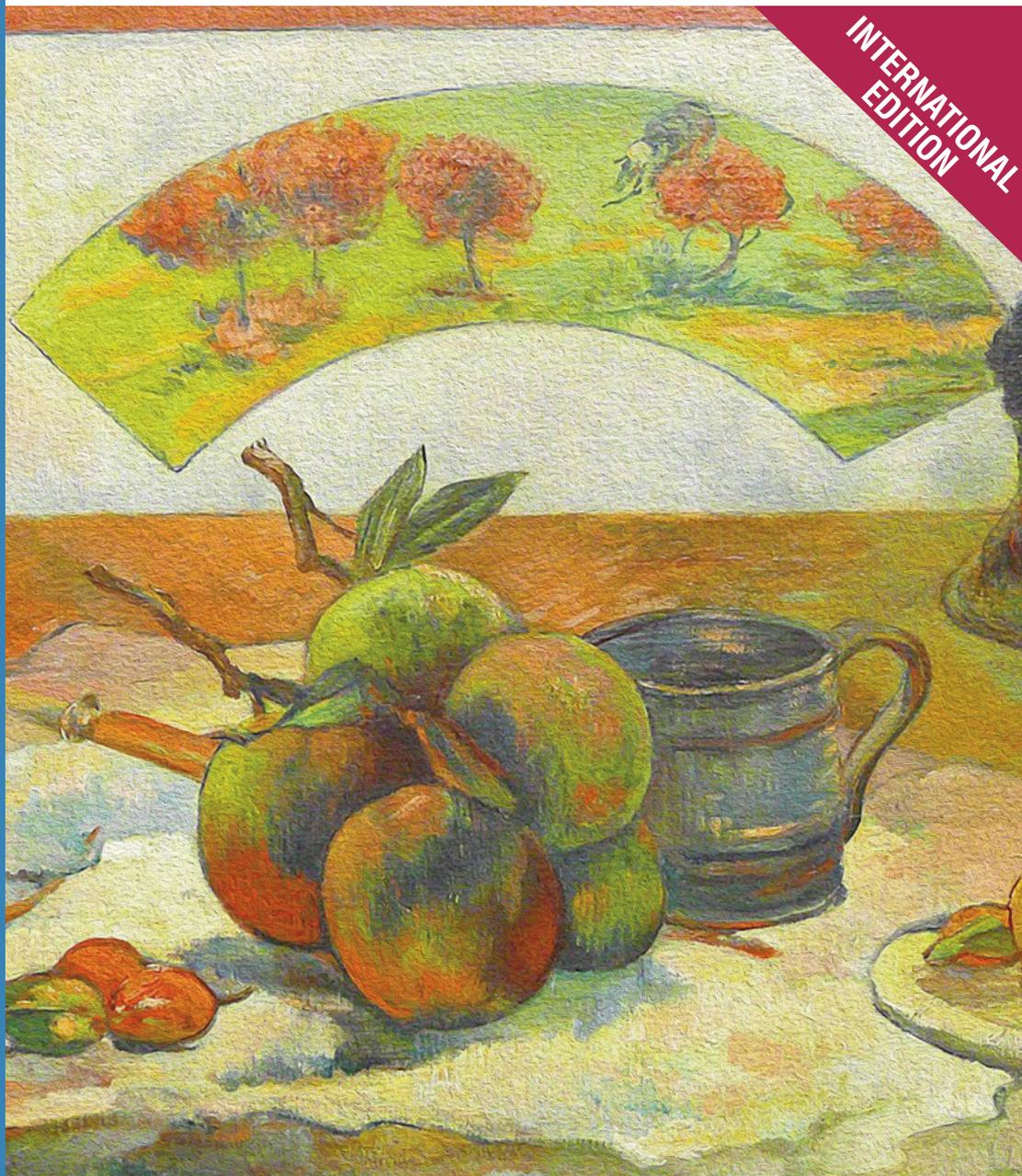


CIVILTÀ DELLA TAVOLA

ACCADEMIA ITALIANA DELLA CUCINA

INTERNATIONAL
EDITION



ACCADEMIA ITALIANA DELLA CUCINA
A CULTURAL INSTITUTION OF THE REPUBLIC OF ITALY
FOUNDED IN 1953 BY ORIO VERGANI

www.accademia1953.it





L'ACCADEMIA ITALIANA DELLA CUCINA

FOUNDED IN 1953 BY ORIO VERGANI
AND LUIGI BERTETT, DINO BUZZATI TRAVERSO,
CESARE CHIODI, GIANNINO CITTERIO,
ERNESTO DONÀ DALLE ROSE, MICHELE GUIDO FRANCI,
GIANNI MAZZOCCHI BASTONI, ARNOLDO MONDADORI,
ATTILIO NAVA, ARTURO ORVIETO, SEVERINO PAGANI,
ALDO PASSANTE, GIANLUIGI PONTI, GIÒ PONTI,
DINO VILLANI, EDOARDO VISCONTI DI MODRONE,
WHIT MASSIMO ALBERINI AND VINCENZO BUONASSISI.

CIVILTÀ DELLA TAVOLA
ACCADEMIA ITALIANA DELLA CUCINA

INTERNATIONAL EDITION

APRIL 2016 / N. 281

EDITOR IN CHIEF
PAOLO PETRONI

COPY EDITOR
SILVIA DE LORENZO

LAYOUT
SIMONA MONGIU

TRANSLATOR
NICOLA LEA FURLAN

THIS ISSUE INCLUDES ARTICLES BY
Mauro Gaudino,
Pasquale Giuditta,
Pino Jubatti,
Renzo Pellati,
Paolo Petroni.



PUBLISHER
ACCADEMIA ITALIANA DELLA CUCINA
VIA NAPO TORRIANI 31 - 20124 MILANO
TEL. 02 66987018 - FAX 02 66987008
presidente@accademia1953.it
segreteria@accademia1953.it
redazione@accademia1953.it
www.accademia1953.it



MONTHLY MAGAZINE
REG. N. 4049 - 29-5-1956
TRIBUNALE DI MILANO



Rivista associata
all'Unione Stampa
Periodica Italiana



TABLE OF CONTENTS



FOCUS

2 Big imports
and big hypocrisies
(Paolo Petroni)

7 Abruzzese cuisine
as seen on tv
(Pino Jubatti)

9 European legislation
on wine quality
(Mauro Gaudino)

CULTURE AND RESEARCH

3 The Mediterranean Diet:
a nutritional model
or a lifestyle?
(Pasquale Giuditta)

5 A re-evaluation of butter
(Renzo Pellati)



On the cover: Graphic depiction of a detail from the painting "Still Life with Fan" (circa 1889) by Paul Gauguin. On display at the Musée d'Orsay, Paris.

Big imports and big hypocrisies

We consume a great deal and we produce very little but we don't know how to defend our products.

BY PAOLO PETRONI
President of the Academy

The newspapers are devoting major headlines and the TV shows pour oil on the flames in a sort of media terrorism, covering the arrival of olive oil from Tunisia as it were a wave of foul smelling petrol reaching out to invade and pollute our tables. Let us look at the facts. The European Parliament, in a plenary session, approved with 500 votes in favor, 107 against and 42 abstentions, the importation into the European Union, with no import levies until 2017, of 70,000 extra tons of Tunisian olive oil (35,000 in 2016 and another 35,000 in 2017). This amount supplements the present 56,700 tons allowed by association agreements with Tunisia. Italy produces approximately 300,000 tons of oil and exports a similar amount; the consumption of oil reaches about 560,000 tons and as a consequence a similar amount must be imported. The principal exporters of oil to Italy are Spain, Greece (countries belonging to the European Union) and Tunisia. In fact, levies apart, Tunisia is already our third largest provider of olive oil. Without levies, oil *should* be less expensive. Minister Martina has already announced strict controls at the borders against possible fraud. There is a lot of talk about Tunisian oil, describing it as “ugly and bad”; however, all of the scandals surrounding olive oil, particularly the extra virgin variety, revolve round productions that should have been 100 percent Italian. It must be added that 35,000 extra tons of Tunisian oil a year, exempt from import duties, are unlikely to destroy the market and the reputation of Italian olive oil. The real problem is that of the verification of origin and most of all the transparency and accuracy of the labels. In terms of origin, only the extra virgin oil must provide some information: for example, “oil produced with olives harvested in Italy (100 percent Italian); or “mixture of oils from the Community or not from the Community or mixed” (this obligation allows exemptions for the so-called



DOP or IGP oils that are subject to special norms). By law, all the other olive oils must carry the following message: “Olive oil composed of refined olive oils and virgin olive oils”. It must also identify the place of processing, but not of production. This is the law! Let us address our complaints to the legislators, not to the Tunisians! Unfortunately, there are other problems beside the origin of olive oil, namely the massive importation of tomato concentrate from China, in excess of 120 million kilograms with the preferential

destination of Salerno, contained in 200 kg barrels that are reprocessed and packaged as an Italian product. The law protects us in this case. If someone tries to sneak those barrels in, he is punished with exemplary penalties: 500 tons of fake Italian tomatoes led to a sentence of a 4 month detention and a stiff fine of 6,000 euros. And we haven't even talked about frauds involving milk and cheeses that are imported in humungous quantities. Sicily saw a veritable revolt over the tomatoes coming in from North Africa that invaded the markets forcing the local producers to undersell their specialty “*ciliegi*” and “*piccadilly*” tomatoes. And there is more: watermelons and cantaloupes come in from Greece; artichokes from Turkey, together with containers of pistachios and other dried fruit; asparagus arrives from South America and so on. The advice of experts published by newspapers is worthy of hearty laugh: when you buy a product out of season, check the label! The reality is this: we consume a great deal and we produce little but we do not know how to defend what we do produce. As we keep receiving “directives” from Europe, we are risking the destruction of our biodiversity and our market. In the meanwhile, we cannot sell clams with a diameter less than 2.5 centimeters and cucumbers with a curvature exceeding 1 cm. As the popular comedian Totò would have said, “Do me a favor!”, the Italian equivalent of “Gimme a break!”.



The Mediterranean Diet: a nutritional model or a lifestyle?

The presentation of the White Book in Naples.

BY PASQUALE GIUDITTA

*Coordinator of the Ministry of Agriculture, Nutrition and Forestry's
working group on the Mediterranean Diet*

Thanks to the work of the Ministry of Agriculture, Nutrition and Forestry (MIPAAF), the nutritional, scientific, social, anthropological, gastronomic and environmental aspects of the Mediterranean Diet have allowed it to be declared an Intangible Cultural Heritage by UNESCO. An essential part of this interesting journey consists in the discoveries made by American physiologist Ancel Keys in the 1950s. He focused attention on the nutritional model that includes olive



oil, cereals, fruit, vegetables and fish as key parts of the gastronomic traditions of the countries of the Mediterranean community. Taking into consideration its historical and anthropological implications, UNESCO decided to include the Mediterranean Diet on its list of Intangible Cultural Patrimonies. The protagonists of this recognition, along with Italy, are Cyprus, Croatia, Greece, Morocco, Portugal and Spain. This is the first time a traditional nutritional practice has been included on UNESCO's prestigious roster. From the moment it became part of this mechanism to safeguard and protect this Intangible Cultural Heritage as set forth in the UNESCO convention of 2003, up to today, Italy has provided no fewer than six items to this representative list: the songs of the Sardinian tenor (2008), Sicilian puppet opera (2008), the Mediterranean Diet (2010), the art of lute playing from Cremona (2012), the celebration of the great portable machines (2013) and Pantelleria's traditional agricultural practice of growing grape vines on trellises (2014). Because they are vital components of traditional culture, customs, portrayals, knowledge and wisdom deemed worthy of protection can all be items for consideration



on the list of Intangible Cultural Heritages.

This positive recognition by UNESCO demonstrates how, at the international level, nutrition and agriculture are synonymous with culture and as such should be considered along with tangible, material items. The unique qualities of a nation's cuisine and heterogeneous dietary styles have brought to light special scientific analogies, and along with them the emblematic communities of the seven Mediterranean Diet countries are showcased: Soria in Spain, Koroni in Greece, Chefchaouen in Morocco, Tavira in Portugal, Brac and Hvar in Croatia, Agros in Cyprus and Pollica in Italy. Increasing value is being placed on the lifestyles of these places. This nutritional model was first systematically studied by Keys during his stay in the Cilento area. He observed that the population's rich, varied, balanced and healthy eating habits, together with specific environmental conditions, resulted in a rich and unique lifestyle. This Intangible Cultural Heritage represents the complex of practices, depictions, expressions, knowledge, skills, wisdom and cultural ambiance that the people of the Mediterranean created, and continue to recreate over the course of centuries. It is a synthesis of cultural environment and social organization as they pertain to eating.

Beginning on May 1, 2015 Italy took on the one-year task of coordinating the enhancement and promotion of the Mediterranean Diet of the seven countries that comprise the network to safeguard and protect this asset. During its one-year presidency, Italy's intent is to share a program of common activities with all government institutions, the relevant scientific community and society at large with the consideration that the synergy between these countries represents an indispensable instrument for achieving the objectives called for under this prestigious UNESCO recognition. To this end the MIPAAF instituted an interdepartmental Working Group on the Mediterranean Diet, under the stewardship of Dr. Pasquale Giuditta. One of the ear-

liest results of the Italian chairmanship was the Week of the Mediterranean Diet that took place at the Milan Expo from September 14-20, 2015. The event not only included numerous conferences, forums, cooking shows and talk shows but also activities for children in the MIPAAF's booth in the Italian pavilion, as part of the Bio-Mediterranean Cluster and the European Union pavilion. At the end of Italy's presidency on May 5, an event will be held in Naples aimed at showcasing the activities that took place under Italian coordination. At this time the sixth intergovernmental meeting of the seven countries of the network will take place, and the baton of stewardship will pass from Italy to Portugal. This will also be the occasion for the presentation of the *White Book*, a fundamental and essential tool for the promotion and enhancement of the Mediterranean Diet. This publication, coordinated by Italy, will focus on the cultural and anthropological aspects of the Mediterranean Diet, both in terms of the relationship

between the Mediterranean Diet and sustainability and rural development as a model of sustainable consumption. Similarly, the Statement of Values of the Mediterranean Diet, will also be present on May 6 in Pollica. This document will ask the interested elements (institutions, local entities, the scientific community and society at large) to subscribe to it with the goal of creating a network comprised of the communities of the Mediterranean Diet and a model for governance. In truth, there is not just one Mediterranean Diet but rather a Mediterranean model that calls for these countries to work together toward a common objective along a common path. Therefore this important event in Naples at the beginning of May will demonstrate Italy's leading role, and will be fundamental for the presentation of the in-depth studies that have been conducted so far to help face a great challenge: the promotion and protection of the Mediterranean Diet.

PASQUALE GIUDITTA

E-mail addresses of Italian Academy of Cuisine



President:

presidente@accademia1953.it

Secretary General:

segretariogenerale@accademia1953.it

National Secretariat:

segreteria@accademia1953.it

Editorial office:

redazione@accademia1953.it

Administration:

amministrazione@accademia1953.it



A re-evaluation of butter

A modern dietician reevaluates this condiment in comparison with margarine and vegetable oil.

BY RENZO PELLATI
Academician, Turin Delegation

Cooking “with butter” has always been a symbol of the wealth and nobility of the most refined cuisine (important sauces like *béchamel* and *béarnaise* are made exclusively with butter). This condiment is used in cooking because of its particular taste that comes from the development of the microorganisms that are present in cream as it is being made (volatile components such as acetaldehyde, isovalerianic and diacetyl amino acids are generated by the fermentation of lactose and the degradation of citric acid and citrates). In addition, butter has a low melting point and therefore melts quickly, even when hard, when it comes into contact with the heat of the tongue and the palate. This makes it easy to digest, unlike other animal fats. For thousands of years butter was ob-

tained from cream, which separates when shaken into a solid made of lipid globules that clump together, and into a liquid, known as whey. When correctly processed, the solid turns into butter, which has a high nutritional value: 758 calories per 100 grams (less than the 900 calories contained in the same amount of olive or vegetable oil because butter is 15% water). About one-third of the total fatty acids are unsaturated and two-thirds are short chain saturated fats, and this fact has led to the reevaluation and rehabilitation of butter by modern nutritionists. In addition, butter contains fat soluble vitamins (especially Vitamin A), cholesterol, some minerals and traces of lactose, protein and phospholipids.

In the 1950s however, the role of cholesterol in cardiovascular disease came





to light, and margarine - a condiment similar to butter but with a completely different composition - became popular. In addition, with his *Seven Countries* study (conducted in seven countries, examining 13,000 American, European and Japanese men and women) Ancel Keys of the University of Minnesota demonstrated that cardiac pathologies were not simply a natural consequence of ageing but the result of an incorrect and unbalanced diet.

In 1961 The American Heart Association issued its first guidelines warning of the dangers of saturated fats and praising the Mediterranean Diet. As a consequence, there was an increase in the consumption of vegetable and olive oils and margarines made with those oils, and a drop in the consumption of butter.

Margarine was invented by a French pharmacist (Hyppolite Mège-Mouriès) in 1870 after Napoleon III called for a contest to produce a fat that was more affordable and easier to preserve than butter. The resulting product was an emulsion of fat and water. In the original formula, the watery part was comprised of skimmed milk, and the fat came from tallow (refined beef fat). Mège-Mouriès named his invention "oleo-margarine" in consideration of the fact that under the microscope, the emulsified fat looked like pearls (*margaron* means "pearl" in Greek). Over the years margarine underwent many modifications of its composition, owing to the presence of animal fats (whale oil, ox fat) and vegetable fats (soy, peanut, corn, sunflower and coconut oils).

The situation changed in 1903 when a German chemist, Wilhem Norman, discovered a way to add hydrogen (in the presence of an inert catalyzer, usually nickel) to the unsaturated fatty acids characteristic of vegetable oils so that they became saturated, and assumed a solid consistency similar to that of butter. The use of vegetable-based margarine in cuisine was and is identical to butter. But owing to its absence of cholesterol and lower saturated fat content than butter, margarine became popular and

soon was sold everywhere. The different types of margarine came to constitute the main ingredient in crackers, chips and various desserts and were used regularly in home cooking. However, subsequent studies showed that the hydrogenation process that the liquid vegetable fats had to undergo to become solid also produced a percentage of "trans" fatty acids that were actually more damaging to our cardiovascular systems than the saturated fats they were supposed to replace. As a consequence margarine came to be seen as unhealthy and butter began to be reevaluated.

In commenting on the results of the research, professor Andrea Poli, President of the Nutrition Foundation of Italy, points out that current observational studies have absolved saturated fatty acids of the accusation that they were associated with an increased risk for cardiovascular disease. On the contrary, they demonstrated guilt on the part of the so-called "trans" fatty acids - i.e. hydrogenated or hardened unsaturated fats such as the margarine contained in many industrially produced foods and foods fried with oil heated to the smoking point which have undergone a bacterial transformation during the cud chewing by ruminants.

But this does not mean that we can eat all the butter we want - amounts and portions should always be limited. Positive health effects are still produced by the "unsaturated" fatty acids found in olive oil, the omega 3 contained in blue fish and the omega 6 present in legumes and dried fruit. Still, we can ease up on the ban on saturated fats and decrease our consumption of "trans" fats.

The scientific community that studies nutrition agrees on the following guidelines for daily consumption of fat: not more than 30 percent of daily total caloric intake (therefore, 60-70 grams, with fewer than 20-25 grams of saturated fats based on a 2,000 calorie-per day diet). In addition, short chain fatty acids that are found in butter are useful for aerobic muscular activity, and are easier to digest. Therefore there is no

more metabolic veto for those who enjoy a breakfast of bread, butter and jam (which is helpful in the prevention of hypoglycemia that can be brought about by the consumption of prepackaged filled pastries, which are far more dangerous), or for those who prefer to lunch on a risotto with butter, and some kind of meat, or to dine on a dish of cheese. What is important is not having all three on the same day and not exceeding the recommended limit of 20 grams of fatty acids, especially for those people with high cholesterol and who are sedentary.

At a recent conference in Thiene, university professor and nutritional science expert Pier Luigi Rossi stated: "butter is part of the national nutritional and gastronomic capital of our country. Is it an erroneous nutritional choice to consider butter only in terms of its cholesterol. A single portion of this condiment (10 grams) contains 24 mg of cholesterol, equivalent to 8 percent of the recommended daily amount (300 mg). The human organism requires cholesterol at all stages of life, and if it is not introduced through diet, the cells will form by themselves (endogenous cholesterol). Not including it in the diet causes the liver to produce more cholesterol in order to provide the vital response to each individual's daily requirement of cholesterol, which is then transformed into various essential hormonal steroids necessary for the proper functioning of the entire human body.

RENZO PELLATI





Abruzzese cuisine as seen on tv

CNN advises against eating “brodetto” claiming that it increases your girth; RAI 3 features a chef who upends the typical recipe of the “virtues” from Teramo.

BY PINO JUBATTI

Academician, Vasto Delegation

The embarrassment that struck us was deep insofar as it was unusual and of great import; in other words, it was proportionate to the uproar created by the report the omnipotent CNN spread on its web site and addressed to its fans. It all happened at the end of the past year with this alarming headline: “Italy for Eaters: Nine Destinations that’ll Destroy Your Waistline” that was meant as an alert to those people who struggle to maintain their figures. The author of such a learned intervention aimed at alerting the tourist from overseas – we hope with a good deal of caution – when he dared to show up in search of food among less known Italian towns and regions and their tables. To reach such objective, he called into question seven single regional items and three composite ones whose consumption “would destroy the waistline” (his exact

words). This was not a reductive judgment; irony apart, it provoked a few serious reflections. The suspicious items belong to nine localities in only seven regions, to wit: the *spaghetti* with capsicum of Matera (Basilicata); the dessert of *granita* of Randazzo (Sicily); the *bufala mozzarella* of Caserta (Campania); the multiple sausages known as “gluttony made in Norcia” that take the name of the locality as “*norcinerie*”; *panettone*, the sweet symbol of Milan (Lumbardy); various products from Orgosolo (Sardinia) defined as “the land of pork and honey”; the fried hot pepper (*crusco*) of Matera (Basilicata); the *brodetto* from Vasto (Abruzzo); the hand made chocolate of Modica (Sicily); and finally, a last category devoted to “eating and drinking” encompassing various specialties defined as hard to digest and food from the countryside of Umbria, specifically from Borgo di Carpiano, on the hillsides of Gubbio (Umbria).

Let us state that we do not intend to deal with details that are important but not decisive, such as the language used or the criteria for the selection of elements under review, the accuracy of analysis or the choice of individual destinations. Unfortunately, as any observer can see without necessarily being an Academician, the cited destinations represent a circumscribed rotation that is far from representative, but pejorative in character, of “Italy for big eaters”. Let us then focus, with the minimum of knowledge available to us, on “our specialty”, the *brodetto a la Vasto*, since the treatment of this specialty, with a negative tone and a

cheeky approach that in some cases takes on the attitude of deliberate intolerance, a few improprieties were added in the recipe. This is not a defense *ex-officio* nor an unwise communal stand; rather, it is a spontaneous and honest action to reestablish a kind of balanced and necessary “reconsideration” in favor of the typicality of Vasto, that has been consecrated by reliable judgments in good taste. In fact, our specialty does not deserve the definition of *gigantic fish soup* due to the simple reason that it is not a soup, which should be evident to all. Authoritative texts on culinary art, including the well known *Ricettario* of the Academy, spell it out by qualifying the specialty as healthy.

CNN went overboard with comments that ignore good sense and even made use of the inelegant term “assassin” when dealing with the use of the delicious and creative capsicum. While it is advisable to avoid the sterile dispute concerning obvious excesses, it is opportune to dismiss unsubstantiated comparisons. Such is the case when it is stated that the *brodetto* from Vasto “causes damage to the waistline” not just because of the quantity of bread that accompanies it, but on account of the incredible notation that it makes use of the residual sauce with “boiled angel hair” (not even *spaghetti*, how about some seriousness?). Far be it from us the intention of invoking a dose of reliability of research and information of which CNN is always boasting. It is not in our style to do so even though it is part of the institutional duties of the newly established Aca-



demy Delegation of Vasto to which we belong without vain pride. It is our opinion, however, that from such a qualified yet strident presentation we should bring home a coherent lesson. With the American text in front of us, expressions such as “self restraint”, “belt straining”, “angel hair” and “huts over poles”, “ray and waistline”, “gigantic fish soup for two” and last but not least “soaked bread” and “sea broth”, all of this can blithely pass as fattening cuisine. In fact, the very pretentious beginning of the report, inspired in part by the film “Raging Bull” with Robert De Niro (playing the role of the fighter Jake La Motta) trying to gain weight for the demands of the role is based upon the symbolism of getting fat as applied to Italy. Let us say that the insinuation is intentional and premeditated, a disparaging hint that does not deserve additional com-

ment. This brand of hilarious sarcasm cannot pass unnoticed when faced with the authentic scientific studies of alimentary figurehead and inventor of the Mediterranean Diet Ancel Keys (Colorado Springs: 1904-2004), whose nutritional model rewards our typical specialty as a conceptual extension. A different kind of embarrassment, somewhat humiliating, is connected with the case of the so-called “virtues”: on January 8th, the RAI 3 network aired a report about a well known specialty from Teramo featuring a female chef from Aquila. The report caused an uproar and strong protests on social networks, as it happens nowadays, as many extreme conservatives of Teramo’s gastronomic traditions aired their disdain for multiple showy “alternatives” of ingredients associated with innovative models. The aftermath prompted the local newspapers to publish

headlines such as “Teramo’s insurrection. Don’t interfere with the virtues”. The insurrection condemned what was perceived as an attempt to pervert gastronomic nature. It was also reported that the chef from Aquila took the public stand that it was all about her “personal re-visitation” of a typical dish, by all means a legitimate action. The same press sources took note of the fact that the explanation by the chef did not change the hostile mood. In conclusion, Vasto and Teramo, in differing ways, have caused the region of Abruzzo to come into a dubious limelight through the loss of a certain style at the table and the updating of tradition in the kitchen, something that it is difficult to achieve, due to the attempt to cater to the conservative school of thought. As always, gastronomy refuses to yield.

PINO JUBATTI

GUIDELINES FOR CONTRIBUTIONS TO THE MAGAZINE

Academics’ contributions to the magazine are not only welcome, but essential. However Academics should keep in mind some important guidelines so that their contributions, which are the fruit of their passion and dedication, are expeditiously published.

- **Articles:** it is essential that the **text of articles be sent via email**, in MS Word format (not pdf) to the following address: redazione@accademia1953.it

- **Article length:** it is important that articles are **between 3,500 and 7,000 characters** (including spaces); this is the best way to avoid cuts that are bothersome for both the editors and those submitting the texts. All computers should be able to provide character counts..

- Each issue of the magazine is printed one month ahead of the cover date so that it can be delivered to the Academics by that date. Those submissions that are time sensitive should be sent in ample time.

- **“From the Delegations” Section:** In order to facilitate reading, please **limit articles to a maximum of 2,500 characters including spaces.**

- Please remember that in the “From the Delegations” section as well as elsewhere, **descriptions of meetings held outside the territory of the Delegation or in the homes of Academics, unless they are associated with an important event, will not be published.** Also, **please do not include a list of dishes and wines.** Such listing should appear on the appropriate rating form regarding convivial meetings.

- **Rating forms for convivial meetings:** should be sent to the Secretariat (segreteria@accademia1953.it). It is also important to limit remarks in the “notes and comments” section of the form to **800 characters** (maximum 1,000) spaces included in order to avoid cuts. Rating forms that reach the Secretariat more than 30 days after the event will be discarded.

- We also request that you not submit reports on convivial meetings held **outside the territory of the Delegation**, or that take place in the **homes of Academics**, or are otherwise not held in restaurants or public venues, as they will not be published.



European legislation on wine quality

The first provisions in the world for the protection of Chianti Classico came about in Tuscany in 1716.

BY MAURO GAUDINO
Academician, Rome Nomentana Delegation



cessary because, as we can see from the written announcement that has been preserved in the offices of the Chianti Classico Consortium, these wines were the only ones “fit for travel”, that is, authorized for export to far away lands. The territory and production system of these wines bestowed upon them unique antioxidant properties, which at the time enabled them to embark on long sea voyages without “maderization”. Maderization is a

typical change that occurred in the wines of that time owing to the movement of the ship and the temperature swings that affected them during their many months’ journey to their destination. Actually the term derives from the name of the Archipelago of Madera in the Atlantic Ocean, from whence ships loaded with Portuguese wines destined for America departed. The oxidation that was originally considered undesirable is still today the same process that confers the special taste on some valuable port wines such as Madeira.

To ensure that the wine maintained its antioxidant properties and to avoid potential fraud that would have damaged the image and economy of the Grand Duchy of Tuscany (one of most prosperous European states at the time), Cosimo III developed a system of controls, with precise production and marketing norms, that led to a second edict that

established the “Congregation of Vigilance Over Production” (organizations that were not unlike today’s consortia). In France, however, the first attempts to safeguard the quality of wine took place at the beginning of the 1900s when the vines were decimated by phylloxera (a parasite that started in France and ultimately wiped out a large part of European wines). The drop in wine production encouraged the spread of poor wine making processes, from watering down the wine to devices to enhance taste and reduce acidity (sometimes even including the use of lead and its derivatives). This severely compromised both the wine’s quality and its healthiness. Thus the first associations aimed at protecting the quality of wine began to be formed, thanks to the expertise of a brilliant wine maker (Baron Le Roy). In 1925 he developed a method for controlling the quality of wine production that was subsequently adopted by many countries.

In Italy during the same period (after the First World War) the city of Marsala was faced with a grave crisis that led many disreputable merchants to adulterate the wine produced in their city. So to protect consumers from fraud and imitation, in 1931 local producers joined in a consortium that defined the characteristics of a true “Marsala” wine. This was the fundamental starting point from which the wine norms and “denominations of origin” promulgated in 1963 (with DPR of July 12 number 930) departed. The first four DOC wines were established in 1966 through the appropriate DPR: *Vernaccia* of San Gimignano; *Est! Est! Est!* of Montefiascone;

As part of the celebrations being the “first wine territory” for three centuries, the “Chianti Classico Collection” of Florence - a collection of “Black Rooster” labels - was presented on February 16 in Tuscany. The purpose of the festival, which will continue through the year and culminate on September 24, is to remind us that three hundred years ago in Tuscany the first historical and legal provisions for the protection of wine quality were established. This is why the Chianti Classico brand, one of the participators in the event, includes the phrase “since 1716” beneath the emblematic black rooster on its label. History tells us that on September 24, 1716, the Grand Duke of Tuscany Cosimo III de’ Medici issued a special edict limiting the territory of production of the following wines: Chianti, Pomino, Carmignano and Valdarno Superiore. This action was ne-



Ischia (white, red, and superior) and Frascati. Marsala's DOC was recognized on April 2, 1969. This denomination was followed by DOGC, referring to higher quality wines aged over ten years. Their quality and reputation is assessed by a tasting committee during bottling. The first wines to enter this category, in 1980 and 1981, were *Brunello di Montalcino*, *Barolo*, and *Vino Nobile di Montepulciano*.

The European Economic Community intervened with its regulation CEE 823 in 1987 (subsequently incorporated into regulation CE 1622 in 2000) calling for different classifications based on quality wines produced in specific regions. The pre-existing national denominations of DOC and DOCG flowed into a single new classification, the 1992 Law 164 calling for VQPRD (quality wines produced in a specific region). Another new classification, that of "table wine", included regular wines, with or without the geographic origin indication (IGT); that is, ordinary wines coming from fairly large areas. With the 1992 Law 164, at the time of harvest and or marketing producers could choose which category best suited their wines, thereby assuring the coordination of product quality and denomination across all phases of production.

With the 1992 Regulation CEE 2081 were born the denominations of protected origin (DOP) and geographic indication (IGP). These emblems of quality were originally only applied to agricultural food products and excluded wines and alcoholic beverages.

All these concepts would be streamlined and clarified under the 2006 Regulation CE n. 510, while a subsequent 2008 regulation CE n. 479 regarding the reform of Common Market's wine sector specifically demonstrated the need to reinforce quality control at the local level. The imposition of the aforesaid regulation (CE n. 510) for DOP and IGP was aimed at addressing questions of denomination of origin or geographical indication. The denominations of DOC, DOCG and IGT converged under this designation, but it preserved the traditional references as called for by Article 54 of the same Regulation. The IGT designation became IGP, which characterized a higher level of quality in that it was more stringent than the previous one. It included new controls, from descriptions of the wine's analytic and organoleptic qualities, to the requirement that the wine be produced in the same area where the grapes were grown, as well as quality controls called for in the other IGP designations.

With the legislative decree n. 2 of April 8, 2010, the Italian laws were adapted to match the 2008 European Regulation CE n. 479. The new law calls for the "Protection of denomination of origin and the geographic indications of wine". It became law on May 11, 2010. Thus designations such as "quality wines produced in a specific region" (VQPRD) were eliminated.

As in the past, the reference to traditional specifications DOC and DOCG (as in the sense of the 2010 decree n. 61) would converge under DOP. The desi-

gnation IGT, like the French "*Vin de Pays*" and German "*Landwein*" would fall under IGP. Such designations could replace, respectively, the IGT abbreviation from Valle d'Aosta and the autonomous province of Bolzano. Sparkling wines are designated as VS (sparkling wine), VSQ (quality sparkling wine) and VSAQ (aromatic quality sparkling wine). The saying "table wine" has disappeared, and in practice such wines are now called "common" or "generic". In addition to other optional descriptions, their labels may contain the following information: wine, sparkling wine, bubbly wine and color specification (red, white, rosé).

On November 21, 2012 the 2006 Regulation 510 was abrogated and replaced with Regulation n. 1151 regarding quality standards of agricultural and food products. This regulation, which does not compromise the current European Union norms regarding wines and spirits, defines a DOP product as originating from a specific place, region, or in some cases even country: its qualities or characteristics depend essentially or exclusively on a specific geographical environment, its associated intrinsic natural and human factors, and its production is carried out in a limited geographical zone. An IGP product is defined as originating from a specific place, region or country upon whose geography depend its unique characteristics, reputation and quality. At least one phase of its production takes place the specific geographical area.

MAURO GAUDINO

THE ACADEMY SILVER PLATE



An elegant silver plated dish engraved with the Academy logo.

This symbolic object may be presented to restaurants that display exceptional service, cuisine and hospitality.

Delegates may contact the Milan Headquarters

(segreteria@accademia1953.it) for more information and orders.