

# Alto Adige Wines U.S. Newsletter

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# Alto Adige Wines Return to New York City and San Francisco with a Successful Series of Tasting Events



*This past April, Alto Adige Wines hosted technical seminars in both New York City and San Francisco. A walk-around tasting was also held in conjunction with the seminar in New York. Over 25 producers showcased their wines for key industry professionals and influencers, including beverage directors, buyers, educators, and press.*



Each seminar was hosted by a panel of winery principals including: Martin Foradori Hofstätter of Tenuta J. Hofstätter, Ines Giovanetti of Castelfeder, and Tobias Zingerle of Kaltern Caldaro. The panel was moderated by Tim Gaiser, nationally renowned wine expert and Master Sommelier. The panel focused on three age-worthy Alto Adige varieties— Pinot Bianco, Gewürztraminer, and Pinot Nero. The seminars welcomed a full house of trade and press attendees in both markets.

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## Alto Adige Wines Return to NYC and SF with a Successful Series of Tasting Events.

For the first time this year, Cornerstone Communications collaborated with the Consortium in helping Alto Adige wine producers find U.S. representation. A special self-pour section at the New York City Grand Tasting showcased a range of wineries seeking to bring their products to the U.S. market. Interested attendees were provided with information on each producer, including contact details, pricing, etc. The program was implemented by Cornerstone to connect these wineries with importers, distributors, and ultimately generate trade awareness and sales in the United States. Cornerstone also conducted follow-up with importers after the event.



## Guild of Sommeliers Scholarship Enrichment Trip to Alto Adige

In partnership with the Guild of Sommeliers, four influential restaurant wine buyers and sommeliers will receive a scholarship for an educational trip to the region in late October 2015. The selected group of sommeliers will receive an immersion in the wines and culture of Alto Adige. Winery and vineyard visits, tastings, as well as food and wine pairings, will allow the sommeliers to better appreciate and understand the diversity and impeccable quality of the wines. Scholarship recipients will become ambassadors of Alto Adige, taking their newly-acquired expertise and knowledge back to their four respective cities and restaurants. They will educate their peers and customers about the wines of the region, and share their appreciation and passion for these wines.

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**Südtirol Wein**  
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## Guild of Sommeliers Scholarship Enrichment Trip to Alto Adige

### The Guild of Sommeliers Scholarship Recipients:

#### Allegra Angelo

**Sommelier at  
Mercer Restaurant Group  
San Francisco, CA**

Based in San Francisco, Allegra is a longtime fan of Alto Adige wines. Allegra is a sommelier with the Mercer Restaurant Group which includes the AQ restaurant and bar and the newly-opened Bon Marché Brasserie. She is also in the process of creating a new wine program for restaurant TBD, which is slated to re-open in January 2016. Previously, Allegra lived in Miami, FL, where she was the head sommelier at Michy's restaurant. She has also consulted on the beverage programs for top restaurants including Blue Collar, Mignonette, 27 at the Freehand, and Root and Bone. Allegra earned the Advanced Sommelier certification through the Court of Master Sommeliers. A graduate of the Culinary Institute of America, Allegra has also worked as a pastry chef at Jean-Georges in New York City.



#### Timothy Gemelli

**Wine & Beverage Director  
& Assistant General Manager  
at The Milling Room  
New York, NY**

Born in San Francisco and raised in Southern California, Timothy earned his MBA at the University of New Haven, before going on to graduate from the International Culinary Center's Intensive Sommelier Training program. He is currently pursuing his Advanced

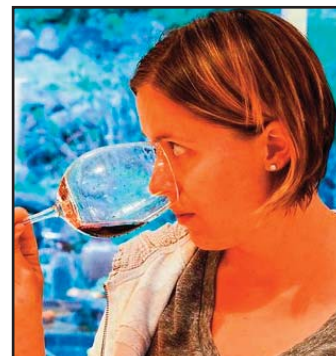


Certification through the Court of Master Sommeliers. Timothy's responsibilities include all wine and beverage purchasing, floor sales, and staff education at the Milling Room, an American restaurant with global influences.

#### Mary Kole MacDonald

**Wine Director and  
Partner at Parella  
Minneapolis, MN**

Based in Minneapolis, Mary is the Wine Director for the newly-opened modern Italian restaurant, Parella. She is responsible for designing and maintaining an entirely Italian wine list, as well as the staff education program, and enjoys sharing her passion for Italian wines with her customers at Parella. Mary is a Certified Sommelier through the Court of Master Sommeliers. She also has her own blog where she covers food and wine. Mary's husband, Todd MacDonald, is the chef at the restaurant.



#### Jorie Taylor

**Assistant Bar Manager at  
Cielo at the Four Seasons  
St. Louis, MO**

Jorie previously worked her way through various management positions in Colorado bars and restaurants, learning about the wine industry from the ground up. She made her way to Atlanta, continuing her beverage career with a well-respected restaurant company. During her time in Atlanta, Jorie expanded her wine education, and became a Certified Sommelier through the Court of Master Sommeliers. Currently based in St. Louis, Jorie manages the bar and beverage program at the Four Seasons' modern Italian restaurant, Cielo, where she oversees two floor sommeliers and is responsible for purchasing, menu design, and selling on the floor.



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## Interview with Arthur Hon, Beverage Director at Michelin Star-Rated Sepia in Chicago, IL

*A trained visual artist, Beverage Director Arthur Hon likens his work in the world of wine to expressing his creativity in a four-dimensional outlet. A member of the savvy Sepia team since the restaurant's 2007 opening, his natural artistic affinity allows him to create exceptional sensory experiences through food and wine.*

Hon began his personal pursuit of wine working in restaurants while earning his undergraduate and advanced degrees from the School of the Art Institute of Chicago. When Sepia opened, he joined the team as a server and wine captain. He continued to explore wine under the tutelage of Sepia's then-sommelier, Scott Tyree. Hon credits Tyree for championing his interest and providing training and encouragement which helped him to become the wine professional he is today.

As beverage director at this Michelin star-rated restaurant, Hon oversees Sepia's seasonal, food-driven wine list of approximately 500 bottles, featuring boutique winemakers and lesser-known grapes and wine regions. Hon is also responsible for discovering new wines and creating wine pairing events and dinners at Sepia throughout the year. In his role, he leads weekly staff training events to foster the servers' wine knowledge and passion. Since 2013, Wine Enthusiast magazine has included Sepia on its list of "100 Best Wine Restaurants" in America.

Hon's approach to wine captured the attention of the James Beard Foundation in 2012; Sepia has been named a semifinalist in the "Outstanding Wine Program" category consecutively ever since. Hon was awarded "Best Sommelier" at the Jean Banchet Awards in January 2015 and in September of this year, *Wine & Spirits* magazine named him "Best New Sommelier". He is certified by the Court of Master Sommeliers and is currently studying for the Advanced Level exam.



### You traveled to Alto Adige in 2013. What were your impressions of the wines of the region?

I have to say that trip was probably one of the most memorable wine trips I have been on. I was in love with the wines from Alto Adige before visiting there; and after returning, I am a true believer that everyone should drink more wines from Alto Adige. One thing that really jumped out at me was the intense historical background of the region. The challenge of having both German and the Italian-speaking people lends another layer of complexity to these wines. Also, the importance of co-operative wineries really impressed me during my visit.

### Is there one grape variety that you think stands out as the signature of the region?

Gewürztraminer for white and Lagrein for red. But, if I had to choose one of them, I would say it is Gewürztraminer. The expressions of Gewürztraminer from Alto Adige are some of the most attractive and most well-balanced versions between the structure of the wine and the innate expressive qualities of the grape.

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## Interview with Arthur Hon

**Do you think there are any challenges in selling wines from Alto Adige to your clients at Sepia restaurant? If so, what are they?**

I think one of the major challenges about wines from Alto Adige is the general market awareness, the same with other lesser-known wine regions around the world. There are definitely plenty of high quality wines at comfortable price points from Alto Adige. However, for the U.S. consumers at least, Italy is not a wine region known for its whites, the red wines outshine the whites. I think some of the best wines from Alto Adige are the white wines. Nevertheless, I think within the wine trade community, there is definitely solid awareness of the region and its wine. I think that by continuing long-term promotion and education, the growth of Alto Adige market share in U.S. will increase tremendously. I often think of Alto Adige as one of the most unique wine regions in Italy, just because what you can get there, you can't get anywhere else. There isn't really another Italian wine region that both white and red wines are equally dynamic and long lived.

**In your opinion, what are the key selling points of Alto Adige wines?**

Varietal labeling, international grape varieties that are well made, and the historical background, as opposed to recent adaptation. Alto Adige has a very interesting historical background as it has not been part of modern day Italy for that long. It boasts the highest volume of DOC level wines produced in all of Italy, and over all, the wines of Alto Adige are extremely diverse and food-friendly.

**What are your favorite pairings with Alto Adige wines?**

Ever since my trip and the immersion of Schiava, I am totally in love with the pairing of Schiava and cured meats. There is something magical about how these two elements work together. I also see myself utilizing the Terlaner blend and

Arthur Hon teaching the Sepia staff about wine in his weekly class.



Pinot Bianco Riserva in replacement of white Burgundy. My all-time favorite pairing with Alto Adige wine is what Sepia currently has on our lunch menu: chicken, glazed summer vegetables, tahini vinaigrette with dry Gewürztraminer from Alto Adige.

**Other thoughts?**

Another point I want to make in regards to the versatility of food and wine pairings when it comes to Alto Adige is that with contemporary American cuisine, there are a lot of different flavors on a plate. Alto Adige wines, both white and red, tend to handle a wider range of different flavor components better than others. It's a place that is full of appealing and fascinating stories both ancient & contemporary that are perfect for attracting new wine consumers.



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**Vini Alto Adige**  
WINES OF THE ITALIAN ALPS



## Press Highlights



## What the Press Has to Say: Alto Adige in the Media

"Few places outside of Burgundy permit the fickle pinot noir grape to achieve the razor-thin balance of ripeness and freshness essential to success. But Südtirol/Alto Adige in northern most Italy is such a place."

Dave DeSimone  
*Pittsburgh Tribune-Review*  
July 1, 2015

when it comes to whites...In my opinion Alto Adige's single most striking attribute is the ability of wines to express the essence of vintage, variety and site with crystalline purity."

Antonio Galloni, *Vinous*  
May 1, 2015

"The Alto Adige region is one of the most intriguing wine and culinary destinations in all of southern Europe."

Robert Haynes-Peterson,  
*Bergen County the Magazine*  
June 3, 2015

"Picturesque Alto Adige is the northern part of Trentino-Alto Adige, dominated by the majestic Dolomite Mountains. This region vies with Friuli for being the home of Italy's best white wines."

Ed McCarthy  
*Beverage Media Group*  
April 22, 2015

"Alto Adige, in northeastern Italy, is not only breathtakingly beautiful, but also home to world-class producers like Elena Walch, Kaltern Caldaro, and Abbazia di Novacella."

Brian Freedman  
*Philadelphia Weekly*  
May 13, 2015

"Unlike quantity-driven operations in many other parts of Italy, Alto Adige's cooperatives focus on quality and consistently produce fantastic wines, like those from St. Michael-Eppan, Nals Margreid, Cantina Terlano and St. Pauls Winery."

Kerin O'Keefe  
*Wine Enthusiast*  
April 14, 2015

"I strongly believe Alto Adige is one of the world's elite wine regions, especially

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## News from Twitter:

**Ted Loos @LoosLips**

**Aug 14, 2015:**

Lunch @cookshopny with @marsha-palanci and a proper looking major general. Yummy @altoadigewines from #Italy



**WLG @LeWinePusher**

**August 1, 2015:**

Who needs DQ for peaches & cream when you can have fantastic glass of @Kellerei Terlan #Pinot-Grigio @AltoAdigeWines



**Jameson Fink**

**@JamesonFink, July 24, 2015:**

We @AltoAdigeWines: "The greatest Pinot Black the Region That Is Known least in the US." - @islewine #IPNC #ipnc21015.

**Alyssa Vitrano**

**@Grapefriend, July 11, 2015:**

Everyone is FLIPPING for this wine. Nothing makes me happier! One of my faves from Alto Adige, with veal francese.



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## Press Highlights

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"It makes perfect sense that one of Italy's smallest regions produces some of its most distinctive wines...After all, Alto Adige is where Alpine slopes meet a Mediterranean climate, providing the combination of warm, sunny days and cool nights that grapes love...and so its vintners often display a marvelous mashup of Italian passion and German precision."

Bill Ward, *Minneapolis Star Tribune*  
March 25, 2015

"Italy's Alto Adige — the landlocked region in the north that cozies up to Austria and Switzerland — creates magical wines with amazing structure and flavor."

Sandra Silfven, *Detroit News*  
March 23, 2015

### News from Twitter continued:

#### HayleyHamiltonCogill

@DallasUncorked, July 10, 2015:

Fresh red wines for summer sipping in my post @DSideDish. @WinesOfCA @LanguedocWines @winesofwa @AltoAdigeWines #Rosé  
<http://sidedish.dmagazine.com/2015/07/09/what-to-drink...>

#### Eric Asimov @EricAsimov,

June 19, 2015:

@AltoAdigeWines beautiful, in both its schiava and trolinger guises!

#### Steven M Giles @smgwinespeak, May 8, 2015:

@AltoAdigeWines enjoyed this tasting event! excellent examples of Gewürztraminer, Sauvignon, Pinot Blanc & Lagrein from many producers!

#### Gordana Josovic

@gordanajosovic,

Apr 30, 2015:

Alto Adige Seminar.  
Thank you Tim Gaiser  
& Vini Alto Adige  
#TasteAltoAdige  
@AltoAdigeWines  
[https://bay181.afx.ms/att/ ...](https://bay181.afx.ms/att/)



#### Aimée Lasseigne New

@VendedoraDeVino, Apr 28, 2015:

Any day I study with Tim Gaiser is a great day! Thanks for letting me explore the age worthiness of Alto Adige!

#### Janel Lubanski @janellubanski,

Apr 28, 2015:

Tasting yummy Kerner from @abbazia winery here at @AltoAdigeWines event. #tastealtoadige #abbazia #italianwine



## Contact Information

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[altoadigewines@gmail.com](mailto:altoadigewines@gmail.com)

Changed importers?  
News from your winery?  
Questions about the campaign?  
Let us know!

Email Elyse at  
[egenderson@cornerstonepr.com](mailto:egenderson@cornerstonepr.com)  
with updates, questions, and to receive all information regarding upcoming campaign activities.

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