

beverage dynamics

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WINE, BEER & SPIRITS FOR RETAIL DECISION MAKERS

Retailer HOT LIST

By Pameladevi Govinda

Two all-Italian wine shops in Manhattan tell us where the buzz is. "I call them funky whites, the wine by Gravner, Radikon and Damijan Podversic. There is an almost oxidized quality and for people that like that style, those wines fly off our shelves," stated Chris Deas, vice president of marketing, at Italian Wine Merchants.

Though technically not in Italy but on the Slovenian side of the border, Deas tells us that Movia has a following. "Movia produces biodynamic wines and is a firm believer in little intervention. These are some of the best value wines because he's on the Slovenian side. Owner and winemaker Ales Kristancic does an amazing job with Ribolla, with blends, and he makes a sparkling wine that is released undisgorged. When you open the bottle you have to do so neck downwards in a bucket. It's been really popular, partly because it's such a show, but Ales really believes that you strip the wine of its soul when you take it off the lees."

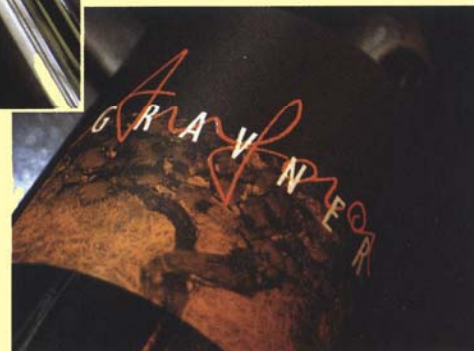


Both Radikon and Gravner wines have seemingly reached cult status.

He added, "Piedmont is holding ground, especially since it's had such solid vintages from 1996 through to 2001. Barbaresco is hot too. Producers that we sell a lot of are Giacosa, Gaja, Marchese di Gresy and La Spinetta.

"Sicily's indigenous varietals are doing very well. We really like the wines produced by Murgo. Plus, there's other fun stuff going on there like the traditional Marsalas produced by De Bartoli — they're really keeping quality Marsala alive," said Deas.

As for Campania, Deas is a huge fan of Mastroberardino's wines. "The Radici Taurasi Riserva is one of the best under-\$40 wines because it has structure, acidity, mineral



and can age for another 30 years." For the whites, Deas mentions another producer. "Pallagrello Bianco is an antique grape from Campania. Vestini Campagnano makes a phenomenal wine with the variety. We've had a lot of customers return for this wine."