



Enoteca Regionale Piemontese Cavour - Grinzane
Saturday, September 23, 2023 – 9:00 a.m. – 6:30 p.m.

International Seminar

Vermouth di Torino IGP and Barolo Chinato DOP

Past, present and future of flavoured wines

in between Protected Designations of Origin

and Collective Marks

Since ancient times in Egypt and Cyprus there is evidence that combination of wine and spices was highly valued. Greeks and Romans were used to add resin, spices and honey to wine amphorae, resulting in complex and aromatic products, and even today Retsina is testifying this tradition. These wines were appreciated for their taste, but also for their therapeutic and digestive properties. At the end of the 18th century, Vermouth (or Vermouth) di Torino appeared in Piedmont, thanks to expert liqueur connoisseurs, combining Moscato di Canelli wine – a recent DOCG - with medicinal herbs and spices, namely artemisia. Vermouth di Torino spread first to France and Spain, then all over the world. Alongside this fascinating history, that of Barolo Chinato unfolds, thanks to pharmacists trained in the medicinal use of cinchona, which led to production of chinato wines. Barolo Chinato is produced within the Barolo DOCG specification; Vermouth di Torino is a Protected Geographical Indication, having specific regulations governing its production and composition. The conference will explore aromatized wines from a legal perspective, with focus on labelling and intellectual property protection issues.

The conference will be streamed live in the Vinophila metaverse.

To watch the event from a smartphone, please download the Vinophila app from the stores, log into the metaverse and head to the EVENT area. Approaching the welcome desk will open the event menu. Here click on "Participate."

To watch the event from a computer, access the metaverse through www.vinophila.com and follow the same path.

For any doubt, please look to the attached demo.

PROGRAM

Official Greetings and introductory remarks: (9:00 a.m.):

- o Dott. Roberto Bodrito (President Enoteca Regionale Piemontese Cavour)
- o Dott. Roberto Bava (President Consorzio del Vermouth di Torino)
- o Dott. Matteo Ascheri (President Consorzio Barolo, Barbaresco, Alba, Langhe, Dogliani)
- o Dott. Mariano Rabino (President Ente Turismo Langhe Monferrato Roero)
- o Prof. Marco Devecchi (President Accademia di Agricoltura di Torino)
- o Prof. Vincenzo Gerbi (President OICCE)
- o Avv. Diego Saluzzo (President UGIVI)

Brief introduction to Vinophyla Metaverse: Dott. Lorenzo Biscontin

1^ SESSION – Vermouth di Torino IGP and relevant procedural guidelines (9:30 – 10:45 a.m.)

Chair, introducing the proceedings: Avv. Diego Saluzzo - President UGIVI
President UIA Agrifood Law Commission - Lawyer at the Court of Turin

- o Dott.ssa Giusi Mainardi (Lecturer Expert in the History of Wine - University of Turin - Academy of Agriculture of Turin)
Vermouth of Torino: historical background
- o Dott. Pierstefano Berta (Consorzio del Vermouth di Torino – Academy of Agriculture of Turin – UGIVI)
Vermouth di Torino IGP and relevant procedural guidelines
- o Piero Porcu (Agenzia delle Dogane Monopoli)
The control plan for Vermouth di Torino

2^ SESSION – Barolo Chinato DOP (10:45 – 12:00 a.m.)

Chair: Prof. Oreste Calliano - Lecturer Jean Monnet for Food Law and Consumer Protection Law, University of Turin - Academy of Agriculture of Turin) -UGIVI

- o Prof. Luciano Bertello (Langa and Roero History Expert, Cultural animator)
Barolo chinato in Langhe history and tradition
- o Dott. Andrea Dani (Sommelier Rapporteur AIS Piemonte)
Characteristics of barolo chinato
- o Dott. Matteo Ascheri (President Consorzio del Barolo Barbaresco Alba Langhe e Dogliani)
Barolo chinato: current trends and future developments

Round table: Botanicals of Vermouths: characteristics and applicable regulations (12:00 a.m.– 1:00 p.m.)

Moderator: Dott. Alberto Cugnetto (Academy of Agriculture of Turin - UGIVI)

Dr.ssa Maria Teresa Della Beffa (Istituto Protezione Piante del CNR presso Orto Botanico University of Turin – Academy of Agriculture of Turin)

Dott. Mauro Chiusano (Aromata Group)

Avv. Andrea Ferrari (UGIVI - Lawyer at the Court of Asti)

LUNCH

3^ SESSION - Labelling and IP protection of flavoured wines (2:00- 3:45 p.m.)

Chair: Stefano Dindo: Past President UGIVI, Lawyer at the Court of Verona)

- Avv. Ermenegildo Mario Appiano (UGIVI – Lawyer at Court of Turin) – Avv. Mirella de Martiis (UGIVI – Lawyer at the Court of Turin)

Labelling of flavoured wines

- Dott. Stefano Sequino (ConfCooperative – UGIVI)

Flavoured wines: list of ingredients and nutritional values

- Avv. Paolo Veronesi (UGIVI – Lawyer at the Court of Verona) - Avv. Stefano Vergano (UGIVI - Lawyer at the Court of Turin) - Dott.ssa Maria Cristina Baldini (OICCE)

IP protection of flavored wines: secret ingredients, protected designations of origin and collective marks

- Dott. Martin McNeese (McNeese Customs & Commerce - UGIVI)

Exporting flavoured wines to USA: tips and tricks

4^ SESSION – Flavored wines: international context and possible developments

(3:45-5:15)

Chair: Avv. Filippo Moreschi (Vice president UGIVI – Lawyer at the Court of Mantua)

- Prof. Avv. Theodore Georgopoulos (University of Rheims – Past President AIDV)

Retsina Wine – A unique history and unique ingredients

- Avv. Mattia Dalla Costa (Rechtsanwalt, D.E. S. en Droit Européen- Vice President LES Italia and Les International)

German flavoured wines: which kind of protection?

- Prof. Stefano Massaglia (University of Turin - Dipartimento di Scienze Agrarie, Forestali e Alimentari - DISAFA)

- **Economic and strategic development profiles of flavored wines and new markets**

- Avv. Floriana Risuglia (Vice president UGIVI – Lawyer at the Court of Rome)

Flavoured wines and new trends – drinks based on flavoured wines.

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Round Table: Flavored wines as a benchmark of the global F& B market

(5:15 – 6:30)

- Moderator Avv. Marco Didier (UGIVI – Lawyer at the Court of Asti)

Bordiga, Bosca, Martini & Rossi, Cocchi, Colla, Toso, F.lli Branca, La Canellese, Quaglia, Vinophyla

AT THE END OF THE CONFERENCE, A WINE TASTING IS PLANNED

