



Have you ever been at Vinitaly? will you be attending this year?

Yes, many times but I won't be attending this year as I will be elsewhere in the world on wine business.

What other wine shows do you attend and what do you enjoy most about them.

Vinexpo, London International Wine Fair, Prowein, Vancouver Playhouse International Wine Festival; part of the enjoyment of these shows is their location and the fact that one can basically tour the world of wine, taste product and meet with producers, all without having to travel to the individual countries.

Which show do you prefer attending and why?

I really love Vinitaly because of Verona. It's gorgeous. I also love the setup, venue, special tastings and dinners for the press, side trips and having a couple glasses of wine at Bottega del vino.

In your opinion what are the most interesting stories from the world of wine in the past year?

Climate change, the economy, corporate buy-outs, wine blogging, the rise of argentinian Malbec, China as an emerging market, India as an emerging producer, Brazil as an emerging producer, wine lists on iPads.

If you were to give Italy as a country wine advice, what would it be?

Focus on your indigenous varieties. When someone buys a bottle of Italian wine they are looking for a taste of Italy, not another cabernet or chardonnay.

What is your biggest compliment and criticism for the wine market as it is now?

I assume you mean in general, compliment - much more experimentation in winemaking going on; criticism - too much alcohol in table wine, although global warming could account for much of this, with drinking and driving laws more stringent than ever, one would think producers would be looking for some way to reduce alcohol levels, not increase them.

In your opinion where will be the best market for wines for the next year, 5 years, 10 years?

China with its immense population is a huge untapped market.

Which countries wine industry do you think has the best competitive advantage as we climb out of the recession and why do you think so?

Argentina - a huge producer of wine, compared to other countries it has less expensive labour, great climate, Malbec is hot, good value for the dollar, To-

rontes will come on strong.

Your favorite wine type, style, varietal?

Although I like and appreciate many wine types, styles and varieties, I lean toward bigger reds.

Your favorite Italian wine?

Amarone.

Top 5 Italian wines, producers, or wineries?

Amarone, Brunello, Barolo, Aglianico, Nero d'Avola.

What kind of Italian wines do you recommend to restaurants?

All kinds.

Why would you choose Italian wines over some other countries?

I find them extremely food friendly, most consistent in quality in every price range, vast variety and choices.

What makes Italian wines popular among American consumers?

The love of Italian food and Italian wines match them perfectly, also there are many Italian immigrants in America.

There are thousands of varieties of Italian wines, what do you think needs to be done to get all these unknown wines into restaurants and on the minds of consumers?

2 words: education and marketing. Education: through educational seminars, public wine shows/fairs and public tastings. Marketing: magazine/newspaper/tv/radio ads, tastings and wine trips for the media focusing on unusual and unknown varieties so they will write/broadcast about them.

Edward Finstein, The Wine Doctor, is an internationally-recognized wine expert. He is the award-winning author of "Ask the Wine Doctor", former co-host and writer of the TV show "Vine and Dine", weekly Radio host of "The Wine Doctor" on boom 97.3 FM (formerly EZ Rock), renowned wine journalist (magazines, newspapers, internet), international wine judge (in competitions around the world), Professor of Wine (George Brown College's School of Hospitality & Culinary Arts), consultant, appraiser and tour guide. Look for his new, wine, mystery novel ("Pinot Envy" published by Bancroft Press) available Fall 2011 and a new TV show in the works. His website is www.winedoctor.ca. You can also follow him on Twitter (www.twitter.com/drwineknow) and Blogspot (www.thewinedoctor.blogspot.com).