

Sul New York Times la terra del vino, dell'oro e degli italiani in fuga

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A Swiss Region Where the Gold Comes in Solid and Liquid Forms

By JOHN TAGLIABUE

MENDRISIO, Switzerland — The Swiss like to think their country is a gold mine. But it's not the gold that's in the hills surrounding this town in the south of Switzerland that's the real gold. It's the wine. The red gold is here because the world's major gold refineries are in Swiss soil, those of them here in Mendrisio, a sleepy town of 10,000 people, turning roughly one-third of the world's gold into bars and ingots. The gold is here because over the past several decades this Italian-speaking region has emerged as the largest wine-growing area in Switzerland, and because the Swiss have a big claim on the world wine market.

There, said Luigi Zanini, 46, whose family began making wine here in the 18th century, it's not just the wine that's important, but also the people. "A king, queen, prince and all the nobility," he says, "the emperor and his father-in-law, Napoleon, and the Kaiser, and the pope." In Mendrisio, the largest wine-making area in Switzerland, producing about 100,000 tons of wine a year.

It is, Zanini says, a beautiful area, with a view of a vineyard and a house with a red roof. Zanini is a farmer and a wine maker. He is also a member of the local government, and he is one of the few people in Mendrisio who are still making wine.

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Top, the cellar of Vinattieri Ticinesi, Switzerland's largest winemaker, in Mendrisio. Above left, Maurizio Perini, who grew up a banking career and turned to winemaking, sitting in Mendrisio in the 1980s. The town also has three major gold refineries.

M. Zanini said, "But maybe there's more to it. It's not just the wine that's important, but also the people. It's a beautiful area, with a view of a vineyard and a house with a red roof. Zanini is a farmer and a wine maker. He is also a member of the local government, and he is one of the few people in Mendrisio who are still making wine.

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La regione dell'oro e del vino. Il Canton Ticino, e più precisamente il Mendrisiotto, è protagonista di un lungo e interessante articolo apparso **giovedì 3 gennaio sul New York Times**. Il pezzo, a firma di John Tagliabue si intitola «*A swiss region where the gold comes in solid and liquid forms*» e descrive l'ascesa del «*dark red merlot*», il gioiello rosso prodotto a poche decine di chilometri dal confine italiano. Come quello di **Luigi Zanini**, imprenditore di seconda generazione dell'azienda Vinattieri Ticinesi, che produce vino dagli anni ottanta e che è diventato il maggior produttore della Svizzera con le sue **500mila bottiglie all'anno**. Dal vino, «l'oro liquido», si passa poi a quello vero e proprio. Anche questo settore si potrebbe definire in ascesa: la crisi infatti ha spinto molti investitori e risparmiatori a orientarsi verso beni rifugio, per definizione più sicuri. L'aumento della domanda ha favorito anche i grossisti, alcuni dei quali hanno sede proprio a Mendrisio. La velocità di questo sviluppo si può facilmente intuire considerando che, come si legge nell'articolo del New York Times, «il prezzo dell'oro si aggira oggi intorno a 1.700 dollari all'oncia, **contro i 300 dollari di una dozzina di anni fa**». Il quotidiano approfondisce poi altre peculiarità del territorio compresa la massiccia presenza di frontalieri italiani e la fuga dall'Italia di alcune aziende. Fuga dovuta per molti anche da ragioni di

«*quality of life*». «Lo scorso settembre - riporta il New York Times - Roberta Pellin, che vive a Olgiate Comasco, in Italia, a 20 minuti di macchina dal confine, ha aperto un piccolo negozio di fiori in Corso Bello, strada pedonale nel vecchio centro di Mendrisio, dopo aver lavorato per 25 anni nello stesso settore in Italia. "Ho valutato la situazione in Italia e ho deciso che in Svizzera è più semplice" spiega la signora Pellin».

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