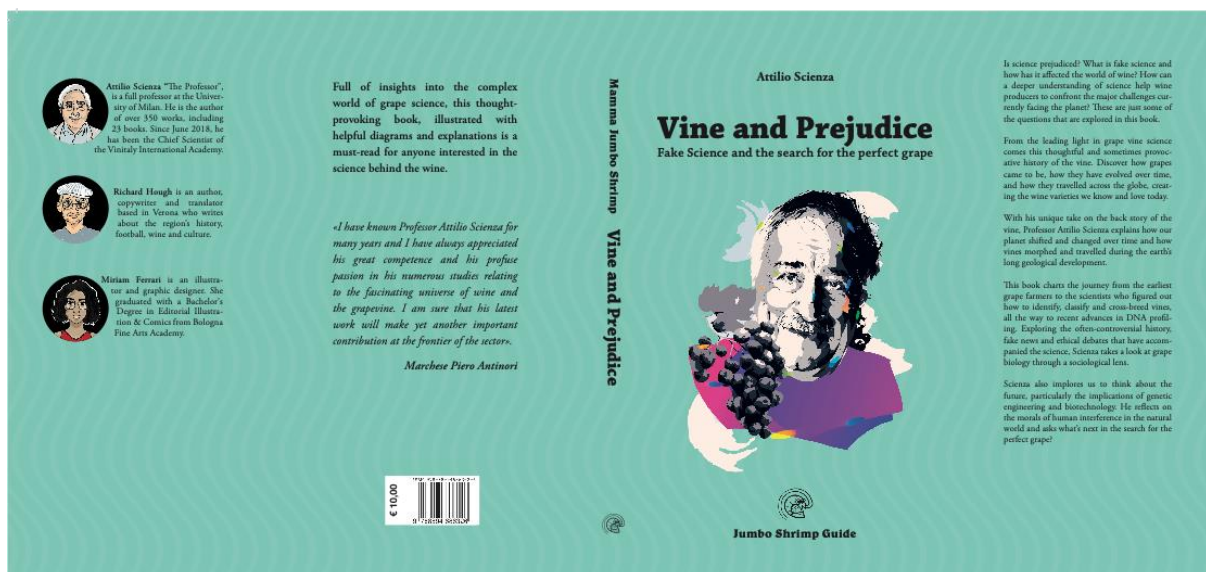


Press Release
Wednesday, 25 July 2022

Italian wine community unites to welcome Scienza's new book: "Vine & Prejudice, fake science and the search for the perfect grape"

Vine & Prejudice, the new book by Professor Attilio Scienza, has received a warm welcome from leading figures in the Italian wine community ahead of its official publication later this summer.



Leading figures from the Italian wine community have lined up to lavish praise on Professor Scienza's new book, *Vine & Prejudice, Fake Science and the Search for the Perfect Grape*, due for release in September 2022. Accolades for the professor's new book have been received from senior enologists, leading academics and internationally renowned wine producers. They include Marchesi Piero Antinori, Carlo Petrini, President of Terra Madre International; Angelo Gaja, President of Gaja Wine; Luigi Moio, President of the International Organisation of Vine and Wine; Riccardo Cotarella, President of Enologi; Francesco Salamini, former Director of Max Planck Institute and Member of the National Academy of Science; and Silviero Sansavini, professor emeritus, University of Bologna.

The comments are reproduced in full below.

Piero Antinori (President, Marchesi Antinori):

“I have known Professor Attilio Scienza for many years and I have always appreciated his great competence and his profuse passion in his numerous studies relating to the fascinating universe of wine and the grapevine. I am sure that his latest work will make yet another important contribution at the frontier of the sector.”

Carlo Petrini (President, Terra Madre International):

“Drinking wine is for everyone, but only a few know how to really talk about wine. Passion, study and experience have distinguished Attilio Scienza as one of the most authoritative voices in the oenological field. If we know today what we are drinking, it is only thanks to people like Attilio!”

Angelo Gaja (President, Gaja Wine):

“With learned and pleasing erudition, Scienza offers the reader a precious tool to understand the differences between the European and American vine”.

Luigi Moio (President, International Organisation of Vine and Wine):

“Scienza tells us, with his contagious enthusiasm, the biological history of the vine, reminding us that for both the vine and the wine the future is knowledge and not simply belief!”

Riccardo Cotarella (President, Enologi):

“The issue of genetic improvement of the vine raises profound scientific questions, not to mention scepticism and even out-right hostility. It is an issue that divides public opinion, not least because of inadequate knowledge and understanding of the subject. But genetics also represents the future of viticulture. It’s the only tool we have to reduce the impact of chemicals on the environment. This welcome and informative contribution on the subject represents a first step towards understanding the great biodiversity of the vine and the prospects genetics offers for the creation of resistant vines capable of producing high quality wines.”

Francesco Salamini (former Director of Max Planck Institute and Member of the National Academy of Science):

“Having digested the guide, I asked myself if questions still needed to be asked on vine origins, varieties, uses, cultural role and scientific knowledge. I concluded that the reader may reach the end of the book without any occasion to formulate a new one!”

Silviero Sansavini (Professor Emeritus, University of Bologna):

“Attilio Scienza, an established scholar of the history, origins and evolutionary genetics of the vine, invokes the need to consider the various species of American vines together with *Vitis vinifera* to promote knowledge of their value in order to allow them to be used correctly in the creation of resistant vines. Thus, it will be possible to deal with the strong risks deriving from the contamination of languages and the current communication distortions, even in countries with ancient viticultural traditions such as Italy.”

Background

“Vine & Prejudice, Fake Science and the Search for the Perfect Grape” is a new book published by Mamma Jumbo Shrimp that charts the journey of the vine from the earliest grape farmers to the scientists who figured out how to identify, classify and cross-breed vines, all the way to recent advances in DNA profiling. Exploring the often-controversial history, fake news and ethical debates that have accompanied the science, Scienza takes a look at grape biology through a sociological lens. Scienza also implores us to think about the future and the implications of genetic engineering and biotechnology. He reflects on the morals of human interference in the natural world and asks: ‘what’s next in the search for the “perfect” grape?’ Full of insights into the complex world of grape science, this thought-provoking book, illustrated with helpful diagrams and explanations, is a must-read for anyone interested

in the science behind the wine. Mamma Jumbo Shrimp – is an umbrella brand that harnesses podcasts, books, maps, and videos, bringing together a global community of wine, food, and travel lovers.