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2016

The original wine region's 300th anniversary.

Italian Weekly

Wine News.it



Issue 295 - Feb. 18th-20th, 2017 (Previews Special Issue) - Expressly for wine lovers, professionals and opinion leaders the world over
Registration number 709, Courthouse of Siena, March 31st, 2001 - Editor-in-chief: Alessandro Regoli

News



Five stars for Brunello

"The future of Brunello di Montalcino, which has a relatively short history, hinges on zoning, which must be done in order to keep up with Italy and the world's other great territories. Also, on the fact that the public must be informed about the diversities between zones, which wine lovers want to know, and on investing in single vineyards and crus, and this process has just started". This is what Monica Larner, Italian editor for Robert Parker's "The Wine Advocate", said from "Benvenuto Brunello 2017", where "5 stars" were officially given to the 2016 vintage, as embodied by the traditional celebrative "tile" signed by the Michelin Guide (pictured above).



I billion Euros for Tuscany

The combined 2016 turnover of the 16 DOP wine consortiums in Tuscany, united in the AVITO Consortium, has ballooned to over 1 billion Euros. And exports are the main reason for that, boasting a 2.05% growth, to 586 million Euros. Foreign sales of white DOP wines have gone up steadily, and demand has risen in new markets, particularly Asia and Portugal, which has cushioned a slowdown of denomination reds on all their main markets. Between January and September 2016, sales of Tuscan denomination reds have gone down in markets like the United States and Germany, but also in Canada, and even China. France, notably, has been the only exception to this trend, reaching 8.3 million Euros, compared to the 7.5 million of 2015.

Report

The sustainability of Nobile

The territory of VINO Nobile di Montepulciano has chosen sustainability as its guiding star. In 10 years they have invested 8 million Euros and 70% of all wineries have on-going environmental projects, such as solar and geothermal ones. Furthermore, the districts aim to become a "zero-emissions" area by 2020. This view is embodied today by Michele Manelli's Salcheto winery, the first Italian winemaker that is entirely "off the grid", and which many other wine entrepreneurs are also pursuing.



A CAMPAIGN FINANCING IN ACCORDING TO REG. EC N. 1306/2013

First Page

Global wine is a matter of territory

The relationship between wine and territory is the key concept of the denomination system and a vital part of European winemaking. It is also becoming more and more important in Anglo-Saxon countries, from the U.S. to Australia, where, for now, grape variety has been the main criteria for consumers choice, and the protection of the trademark at the legislative level. It is an important process for quality winemakers globally, but can keep on growing only if the most important territories in each winemaking country - United States first and foremost - will join forces. And, this is exactly the objective of the "Joint Declaration to Protect Wine Place & Origin", signed by 20 top wine regions (Bordeaux, Burgundy, Champagne, Tokaj, Jerez, Rioja, Douro, Porto, Sonoma County, Willamette Valley, Walla Walla Valley, Napa Valley, Washington State Wine, Long Island, Santa Barbara, Oregon, Paso Robles, Barossa, Wine Victoria and Western Australia), "guests of honour" of Chianti Classico during last week's "Chianti Classico Collection". "We've seen great wines", Giuseppe Liberatore, General Director of the Consortium, commented, "but the ones that evoke their territory give us that extra something that is fundamental". Liberatore's opinion is shared by Jean Marie Barillère, President of Comité Champagne, which is "twinned" with Chianti Classico: "the place where a wine is born, its territory, is an asset, an added value, a collective one that belongs to many. But today, it is less protected than the single brand, and this is not normal for us. We're small, taken on our own, but being together gives us the legitimacy to be heard at a political level". "An alliance between the territories is fundamental", César Saldana, General Director of Consejo Regulador de Las Denominaciones de Jerez, added, "we must convince everyone that the denominations protect producers and consumers". And, things are changing in the Anglo-Saxon world, as Garry Peterson-Nedry, of the Oregon Wine Board, stated: "Even in the U.S. the consumer is more attentive to the origin of the wine he chooses, and this will change things at a legislative level too".

Focus

The "Black Rooster" keeps on singing

Chianti Classico's "Black Rooster" has a bright future ahead of itself. The yearly production was around 400 million bottles in 2016 - the 300th "birthday" of the denomination, given Cosimo III de' Medici's 1716 decree which defined its boundaries. One of the world's most important wine territories sold more than 285.500 hectolitres of wine, the best result in the last 10 years, with sales going up 48.5%. "And we have two first-tier vintages, 2016 and 2016, maybe the best ones of the decade", Giuseppe Liberatore, General Director of the Consortium, told WineNews during the 2017 "Chianti Classico Collection". Its leading market is the United States, where 32% of all its wine is shipped, but Italy is growing as well, reaching a 22% market share. And the Consortium is looking ahead, since "we're facing great challenges", Sergio Zingarelli, President of the Consortium, said, "like the creation of the rural district in Chianti and the candidacy as UNESCO world heritage": moreover, "Chianti Classico" is being registered in Chinese ideograms, and the partnership with "Comité Champagne" is becoming a reality for the protection of two unique denominations.



ARNALDO CAPRAI

Viticoltore in Montepulciano

CAMPAIGN FINANCED ACCORDING TO EC REGULATION N.1306/13

Wine & Food

Winenews' top tastings from the 2017 Tuscan previews

Chianti Classico, with a great-looking 2015 vintage (<https://goo.gl/Vxqzpd>), Brunello di Montalcino, with a 2016 vintage that should be another one to remember (<https://goo.gl/WnQCDW>), and Nobile di Montepulciano, with a 2014 that is probably going to be remembered as one of the most problematic of the last decade (<https://goo.gl/TDvjZ9>); it's been a hectic week for Tuscan wine, also including Vernaccia di San Gimignano (<https://goo.gl/7YvEdN>) and the other winemaking territories of the "Grand-Duchy" (<https://goo.gl/L2oVtv>).

For the record

Vernaccia's future wine academy

Vernaccia di San Gimignano is the oldest Italian denomination, and, being at least 7 centuries old, it is the Tuscan white wine by definition. More than 3 million tourists visit its

territory each year, and in order to give them a proper wine experience, the Consortium will soon launch "Vernaccia Academy", tastings and education going hand in hand.

