

CONSORZIO DEL VINO NOBILE  
DI MONTEPULCIANO

**Press Folder**



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## THE CONSORZIO

The Consorzio del Vino Nobile di Montepulciano was founded in 1965 with the aim of protecting and promoting the image of Vino Nobile di Montepulciano (and later, Rosso di Montepulciano and Vin Santo) in Italy and the rest of the world. There are currently 230 members of the consortium representing over 90% of the vineyards and 70 bottlers.

## ACTIVITIES AND PURPOSES OF THE CONSORZIO

Among the various activities carried out, the Consorzio del Vino Nobile is directly involved in protecting and promoting Vino Nobile di Montepulciano in Italy and around the world.

In 2006 the name “Vino Nobile” was registered at the O.H.I.M. (European Trade Marks and Designs Office). Previously the “Vino Nobile di Montepulciano” name was registered with the principal reference markets in order to protect the DOCG.

### **Supervision of correct adherence to specifications on the part of producers**

In 2009 with the effect of the “CMO Wine” EC regulation, monitoring activities were passed from the producers’ Consorzio, which had been responsible since 2003, to a third party, Valoritalia.

A team of technicians and agronomists equipped with the necessary experience and qualifications carry out daily monitoring activity in the vineyards, cellars and finished products to assess the precise application of the production specifications referring to the DOCs. These activities guarantee the unique features, character and quality of Vino Nobile di Montepulciano (as well as Rosso di Montepulciano DOC and Vin Santo di Montepulciano DOC) all over the world, allowing the DOC to uphold its prestigious reputation and reliability which are the result of a long historical journey.

### **Support and training to member wineries**

Among its other activities the Consorzio offers support and training to its member wineries in various sectors, facilitating daily bureaucratic tasks for individual producers.



### **Traceability**

An easily accessible computerized system which can be consulted online allows anyone who has purchased a bottle of Vino Nobile Docg, Rosso and Vin Santo Doc to learn about the entire production process through a simple operation. The software, designed by Federdoc for the Italian Consortiums, has been functional for several years and was created to provide a guarantee of the purchased product. By visiting the website <http://www.consorziovinonobile.it/tracciabilita/it/> users can consult an easily accessible drop-down menu to discover the production process of any bottle produced in Montepulciano. First select the type of wine (Nobile, Rosso, Vin Santo), then answer the requests for bottle format, serial number and marks shown on the neck-strip. At this point a simple click on the mouse will activate a brief search before the history of this bottle appears with detailed information about the year, place, winery and other notes about the type of wine.

### **Promotion of the product**

As well as monitoring, the Consorzio also promoted the Nobile, Rosso and Vin Santo DOCs. From the Preview Tastings of Vino Nobile di Montepulciano (held annually in February in Montepulciano) to the Consorzio's participation in the sector's leading Fairs and thematic workshops and tastings all over the world.

Every year the Consorzio's marketing and communications department organizes a real promotional tour. The Consorzio also organizes events in loco to promote the area's wine and food products, in particular "A Tavola con Il Nobile", a wine and food contest open to the eight Medieval districts of Montepulciano: in 2010 this classic and important summer promotional event reaches its 8th edition. Originating from an idea by journalist Bruno Gambacorta, the contest involves a growing number of journalists each year who form a panel to judge the dishes presented by the districts' kitchens.

## VINO NOBILE DI MONTEPULCIANO: A PRODUCT FOR AN AREA

### **History**

Montepulciano's history has always been closely linked to its famous vines and wine, as demonstrated by the centuries-old cellars in the town's old centre (the only ones in Italy and the rest of the world). Further confirmation of this historical link is provided by documents from 790 AD which register the donation of a vineyard to the church, and Repetti's mention of a document in 1350 (in his "Historical and Geographical dictionary of Tuscany") which drew up the terms for trade and exportation of *Vino Nobile di Montepulciano*.

Sante Lancerio (1530), cellarman to Pope Paul III, defined Montepulciano's wine as "vino perfectissimo" while Francesco Redi is famous for writing "Montepulciano d'ogni vino è Re" ("Montepulciano is of all wines the king") in his "Bacco in Toscana" (1685). In his "Candide" (1759), Voltaire mentioned "maccheroni, Lombardy partridge and Montepulciano wine". Recent research has shown that the official name of *Vino Nobile di Montepulciano* dates back to 1787, and was used in a "nota spese" (expenses account) by Giovan Filippo Neri (Governor of the Regio Ritiro di S. Girolamo, a historical Montepulciano institution) for a trip to Siena.



### **Production Regulations**

Three years after the issue of the Denominazioni di Origine law, the President of the Republic issued a Decree on 12th July 1966 which recognised the Denominazione di Origine Controllata (D.O.C.) “Vino Nobile di Montepulciano”, and prescribed the regulations for its production.

Since 1st July 1980 the “Nobile” has enjoyed the more important recognition of Denominazione di Origine Controllata e Garantita (D.O.C.G.) which places it alongside the most prestigious wines in Italy. Vino Nobile was also the first national D.O.C.G. to be sold and this enabled the Consortium to obtain the first D.O.C.G. neck stickers: they still have the series from no. 1 to no. 50.

According to the current production regulations, the maximum permitted yield per hectare is 80 quintals with an effective yield in wine of 70%. The wine can only be sold after ageing for two years. Vinification and ageing must by law take place in the municipal area of Montepulciano.

Vino Nobile undergoes strict monitoring and can only be sold under this name, and using the appellation D.O.C.G., after passing a series of chemical and organoleptic tests carried out by a ministerial board.

In 2009 the producers’ Consorzio modified the production specifications for the Nobile and Rosso di Montepulciano and Vin Santo di Montepulciano (started from June 2008).

### **The production area**

The production area is limited to a small portion of land in the municipal area which is specifically suited to winegrowing, and the wine made here owes its quality to the geological features of the vineyards situated between 250m and 600m a.s.l.

There are 1,207 hectares of vineyards registered for Vino Nobile di Montepulciano and 350 for Rosso di Montepulciano.



Consorzio del  
Vino Nobile di  
Montepulciano  
figures

TOTAL SURFACE AREA

16.500 HA

TOTAL SURFACE AREA OF VINEYARDS

(ON 31.12.2009)

1.963 hectares (including c.400 of Chianti Colli Senesi)

NUMBER OF BOTTLERS

90 (of witch 70 Consorzio members)

VINEYARDS REGISTERED AS VINO NOBILE

DI MONTEPULCIANO (on 31.12.2009)

1.207 hectares (61.5% of total)

AVERAGE ANNUAL PRODUCTION

Vino Nobile di Montepulciano DOCG

c. 56.000 hectolitres

NUMBER OF BOTTLES ON THE MARKET IN 2009

Vino Nobile di Montepulciano DOCG

8.077.822

VINEYARDS REGISTERED AS ROSSO

DI MONTEPULCIANO (on 31.12.2009)

350 hectares (17.8% of total)

AVERAGE ANNUAL PRODUCTION

Rosso di Montepulciano

c. 17.000 hectolitres

NUMBER OF BOTTLES ON THE MARKET IN 2009

Rosso di Montepulciano DOC

2.469.192

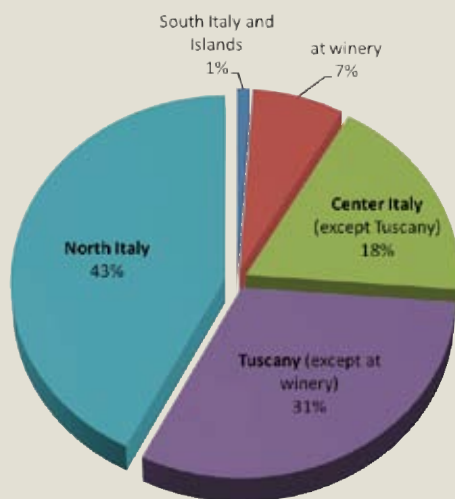


### SALES INDEX (% BOTTLES SOLD)

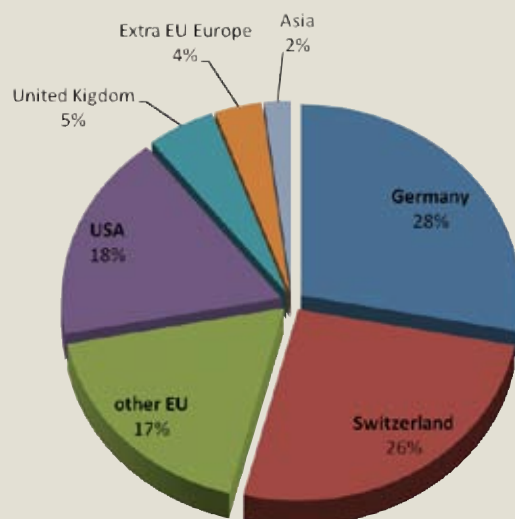
**Italy**  
32%

**Export**  
68%

### ITALIAN MARKETS (% BOTTLES SOLD)



### PRINCIPAL FOREIGN MARKETS (% BOTTLES SOLD)



MONTEPULCIANO:  
EVENTS IN 2010

**18<sup>th</sup>-20<sup>th</sup> January**

Wine Tasting - Anversa and Rotterdam

**1<sup>st</sup>-4<sup>th</sup> February**

"The Italian Wine Masters" - Chicago and New York

**9<sup>th</sup> March**

Wine Tasting in Milan

**21<sup>st</sup>-23<sup>rd</sup> March**

Pro Wein – Dusseldorf

**8<sup>th</sup>-12<sup>th</sup> April**

Vinitaly - Verona

**May**

Cantine Aperte, a weekend dedicated to visiting wineries and tasting wines and typical products.

**9<sup>th</sup> June -28<sup>th</sup> July**

"I Mercoledì del Nobile". Vino Nobile tastings every Wednesday evening.

**18<sup>th</sup> July- 1<sup>st</sup> August**

35<sup>th</sup> Cantiere Internazionale dell'Arte. Artistic Director: Detlev Glanert. Opera, symphonies, chamber music, ballet, art exhibitions and workshops. At the end: "Baccanale d'Arte" in Piazza Grande.

**10<sup>th</sup> August - S.Lorenzo**

Town centre - Calici di Stelle organised by Strada del Vino Nobile di Montepulciano. Tasting of Montepulciano products, observation of the night sky, music.

**Week of 15<sup>th</sup> August**

In Piazza Grande, performance of Bruscello Poliziano. Musical Melodrama, acted and sung by local artists.

**21<sup>th</sup>- 22<sup>st</sup> August**

Cantine in Piazza, food and wine contest "A Tavola con il Nobile", presentation of the "Bravio", night-time tryouts for pushing teams, proclamation by the Gonfaloniere, candle procession, food and wine events.

**29<sup>th</sup> August**

Bravio delle Botti: contest between the eight districts of Montepulciano to push barrels weighing 80 kg. In honour of co-patron saint S.Giovanni Decollato.

**September/October**

Events during the harvest.

**October/March 2011**

Drama season at the Teatro Poliziano.

**November**

Wine Tasting in Japan and China

**December**

Oil week

**December**

Christmas at Montepulciano, concerts, plays, nativity scenes, guided tours.

**31<sup>st</sup> December**

In Piazza Grande New Year's party opening of the enoteca of the Consorzio del Vino Nobile



## THE VINO NOBILE DI MONTEPULCIANO PRODUCTION ZONE

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