



VINO NOBILE
DI
MONTEPULCIANO
T O S C A N A

A glass of beauty

PRESS FOLDER 2022



PRODUCTION ZONE



VINO NOBILE DI MONTEPULCIANO



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 about 1.300 hectares of vineyards registered for Vino Nobile di Montepulciano and about 550 for Rosso di Montepulciano.

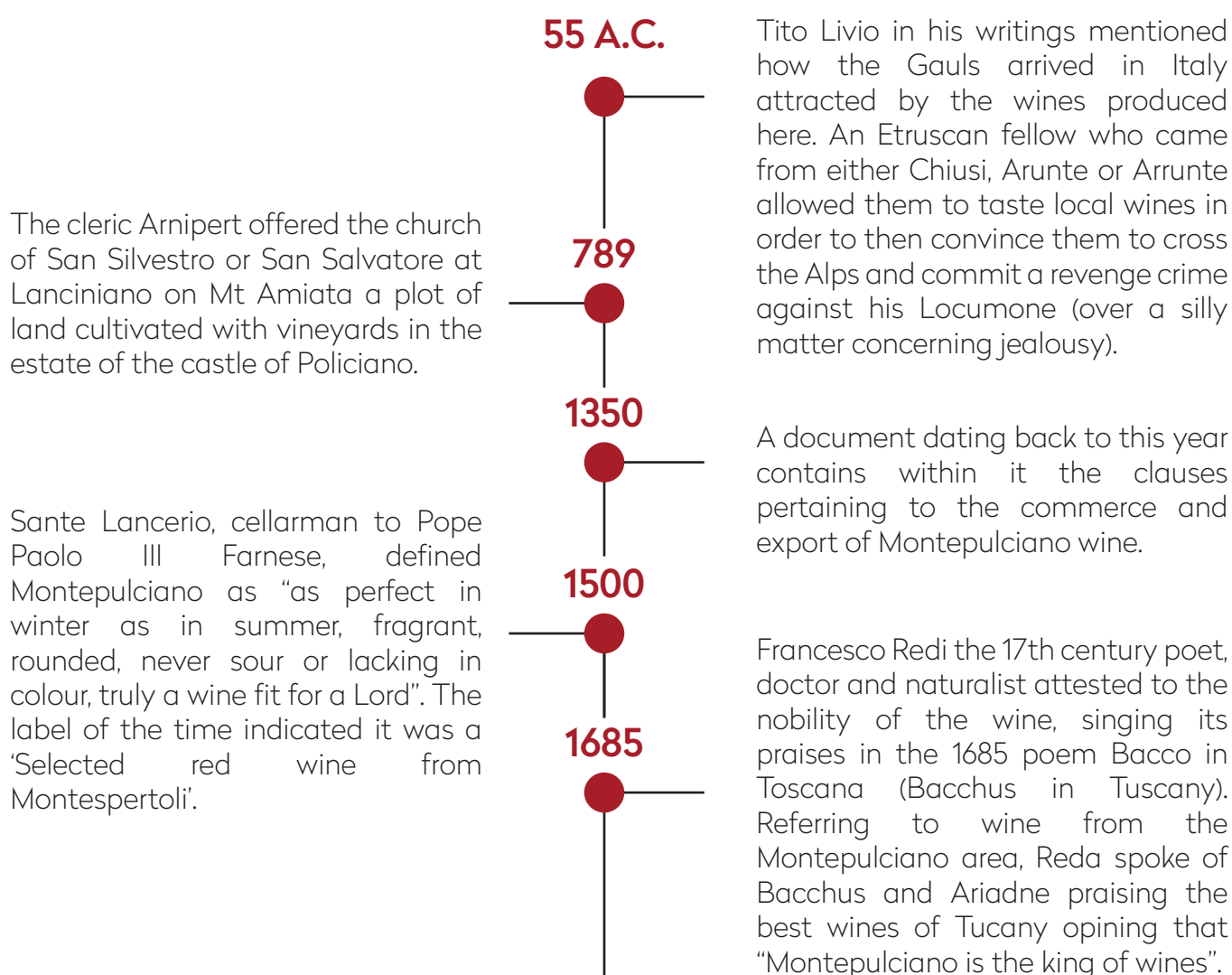


OF TRULY “NOBLE” ORIGIN



Wine and Montepulciano share a profound historical link – that is a Tuscan territory that is long associated with extraordinary natural and artistic patrimony. Geographically located amongst beautiful countryside lies an architectural jewel of a city that has remained structurally unchanged since 1580. The landscape appears almost “privileged” because of the valuable wine produced here.

With such a glorious and important past, the territory of Montepulciano holds its history and its Vino Nobile close. These elements essentially guarantee a mark of quality and authenticity to everything sourced in such a “noble land” both now and in the future.



At the international wine exposition of Vienna enologist of the British monarchy complains that there is only one wine of Montepulciano in the tasting, instead counting it among his favourites.

1803

The president of the United States of America, Thomas Jefferson, placed an order of 123 bottles of Sangiovese wine from Montepulciano. In 1806 the same president wrote to a certain Mr. Appleton, who was a resident of Italy, asking for a further 473 bottles of Montepulciano wine of the previous year's vintage.

1873

1933

When the first market exhibition of local wines is held in Siena a wine called Vino Nobile di Montepulciano is presented to the public for the first time. It is greatly appreciated.

The Consorzio del Vino Nobile di Montepulciano is established in order to give life to the first Denominazione di origine controllata (DOC) recognized that same year.

1966

1980

Vino Nobile di Montepulciano is the first Italian wine to be awarded the Denominazione di origine controllata e garantita (Docg) label.

MINISTERO DELL'AGRICOLTURA E DELLE FORESTE

CAMERA DI COMMERCIO I.A.A. - SIENA

VINO A D.O.C.G. VINO NOBILE DI MONTEPULCIANO

serie AA

lt. 0,750

N° 000001



THE FEATURES OF WINE



IN MONTEPULCIANO

TOTAL SURFACE AREA: About 16.500 hectares

TOTAL VINEYARD EXTENSION (31.12.2021): About 2.000 hectares

PRODUCTION POTENTIAL

VINO NOBILE DI MONTEPULCIANO (31.12.2021):

1.210 hectares (fonte Artea)

GRAPE PRODUCTION 2021 Vino Nobile di Montepulciano DOCG:

7.270 tons

NUMBER OF BOTTLES ON THE MARKET IN 2021 Vino Nobile di Montepulciano DOCG

6.886.784 bottles (+1.224.364 bottles compared to 2020)

PRODUCTION POTENTIAL

ROSSO DI MONTEPULCIANO (31.12.2021)

305 hectares (fonte Artea)

GRAPE PRODUCTION 2021 Rosso di Montepulciano DOC

1.775 tons

NUMBER OF BOTTLES ON THE MARKET IN 2021 Rosso di Montepulciano DOC

2.667.920 bottles (+142.427 bottles compared to 2020)

THE VINO NOBILE IDENTITY CARD

75 wineries members (representing more than 90% of vineyards)

WINE SECTOR WORKERS

Approximately 1.000 permanent workers and 1.000 seasonal workers

AVERAGE VALUE OF WINE PRODUCTION IN MONTEPULCIANO

65 milioni di euro circa

WINE PRODUCING ESTATES PROPERTY VALUE

1 billion € approximately

IMPACT OF WINE ON OTHER SECTORS (RESULTANT)

Oltre il 70%



VINO NOBILE DI MONTEPULCIANO MARKET 2021



ITALY 30 %

CENTER	57%	OF WHICH TUSCAN 40 %
SOUTH AND ISLANDS	8,50 %	
NORTH ITALY	34,30 %	OF WHICH ORGANIC 42 %

EXPORT 70 %

CONTINENT	%	OF WHICH ORGANIC
AMERICA	35 %	42 %
EUROPE (excluding Italy)	31 %	25 %
ASIA	3 %	1,9 %
OCEANIA	1 %	0,2 %

TOP 10 COUNTRIES FOR EXPORT

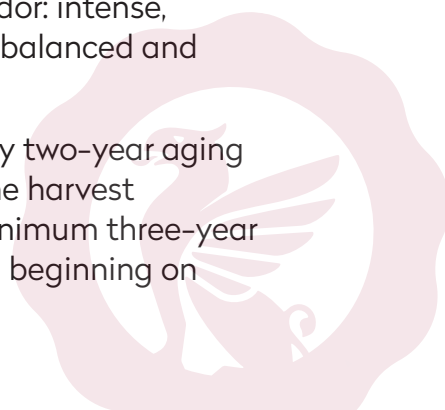
NATION	%	OF WHICH ORGANIC
GERMANY	39 %	15 %
UNITED STATES	26 %	41,4 %
NETHERLANDS	8 %	21,5 %
BELGIUM	5 %	4,2 %
CANADA	4,5 %	3,7 %
SWEDEN	4 %	3,7 %
SWITZERLAND	4 %	2,1 %
DENMARK	3 %	2,1 %
RUSSIA	2,5 %	1,8 %
UNITED KINGDOM	2,5 %	2,3 %
JAPAN	1,5 %	2,2 %

INFO



VINO NOBILE DI MONTEPULCIANO DOCG

APPELLATION	Vino Nobile di Montepulciano Denominazione di Origine Controllata e Garantita (DOCG)
LAWS	Decree by the President of the Italian Republic on August 5, 1980 and subsequent modifications
DELIMITED ZONE	Unchanged since 1966 (Presidential decree of July 12, 1966), it includes the boundaries of the municipal area of Montepulciano excluding the flat area of Valdichiana.
NATURE OF THE TERRAIN	Hills ranging in height from 250 to 600 metres above sea level. The lithological composition of the soil is mainly represented by loosely combined sands and sandy clays with lenticular intercalations of pebbles and presence of fossils (pectinoides ostreoides) of the middle-late Pliocene.
VARIETIES	Sangiovese called "Prugnolo Gentile" in Montepulciano, in a minimum of 70%, along with a maximum 30% of other red grapes recommended or authorized by the Tuscany Region.
MINIMUM DENSITY OF VINES PER HECTAR	New vineyards (since 1999) must have 3.330 vines
INITIATION OF PRODUCTION OF VINEYARD	From the 3rd year after planting with 60% of the potential From the 4th vegetative year, 100% of the potential
MAXIMUM GRAPE OUTPUT	8 tons per hectare
YIELD OF WINE FROM GRAPES	Must not exceed 70%
ANALYTIC AND ORGANOLEPTIC CHARACTERISTICS	Minimum total alcohol 12.5% vol; for the Riserva: 13.0% vol Color: ruby red tending to garnet when aged Odor: intense, ethereal and characteristic aroma Flavour: dry, balanced and persistent
RELEASE FOR CONSUMPTION	Vino Nobile di Montepulciano: After compulsory two-year aging beginning on January 1 of the year following the harvest Vino Nobile di Montepulciano Riserva: After minimum three-year maturation and 6 months of bottle refinement, beginning on January 1 of the year following the harvest



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 c.a. 270 members of the consortium (of which 75 bottlers) representing almost the totality of the vineyards. The Consorzio also carries out the role of managing the appellation, of monitoring the wines on the market, of legal guardianship of the brand in Italy and around the world, of promoting and improving the whole appellation.

Consortium for the terroir

Many activities have been carried out by the Consortium and its members to support the region of origin and to protect the environment through the use of non-invasive farming methods and the maintenance of roads and vineyards. Down through the years, the companies engaged in the production of Vino Nobile di Montepulciano have also been involved in activities to support the local artistic and architectural heritage. Of the many projects carried out, particularly worthy of note is the restoration of the Fortress of Montepulciano, where the offices of the Consortium are headquartered today, and which acts as a venue for international exhibitions.

THE CONSORZIO'S ACTIVITIES AND PURPOSES

To promote and protect the appellation in Italy and abroad

Protection, surveillance and promotion of the entire appellation. These are the functions carried out by the Consortium, in compliance with the directions of the Ministry of Agricultural, Food and Forestry policies, with regard to all producers of Vino Nobile D.O.C.G. Protection and surveillance activities are extended to the trademark and are constantly pursued worldwide through market studies and product sales analyses. In this respect, down through the years, the Consortium has played a vital role in registering the trademark in over 50 nations worldwide to protect it from product counterfeiting and thereby safeguarding the interests of end-consumers and local producers.

Brand promotion is another important task entrusted to the Consortium. Promotional activities take place both in Italy, in the form of many different events and participation at trade fairs, and in the rest of the world in the way of proper "missions" which, in recent years, have put the spotlight on the producers of Vino Nobile di Montepulciano with resonance in different continents from east to west of the planet.



VINO NOBILE DI MONTEPULCIANO



PIEVE

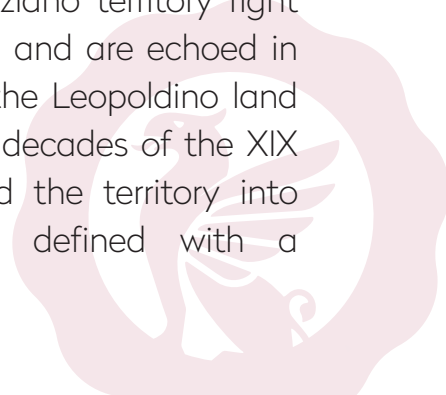


This is the result of a complex analysis and research process carried out by the Consortium for over a year. This is a wine that will be rich in characteristics from its specific territory (with sub-zones, and additional geographical units). The grape blend will be tied to Sangiovese and complementary native varieties allowed by the Consortium, with grapes exclusively produced by the producer.

Another surprise is the implementation of an internal commission within the Consortium composed of oenologists and wine technicians. These experts will be delegated the task of assessing the characteristics correspond to the specification before the required legislative steps. With the unanimous approval of the specifications by the assembly and then

by the Region of Tuscany, the document is currently being examined by the Wine Committee of Mipaaf (Ministry of Agriculture, Food and Forestry Policies) which should give a response within 2022. If one considers the possibility of making the specification retroactive back to the 2020 harvest, and that the aging times are 36 months, the first vintage should be put on the market in 2024. 'Pieve' will be used to characterize the territory of the wine. Research undertaken of the geology and geography of the territory around Pieve has identified 12 zones (UGA), which will be mentioned before each "Pieve" on the bottled wines label. The choice to use territorial toponyms is a reference to the Pievi (churches) that existed when the territory was subdivided from late Roman and Lombard eras, sourced from a study and historical analysis of the areas wine production, landscape, and history.

In particular, the desire of the Consorzio del Vino Nobile di Montepulciano is to reaffirm and encode a modern-day reality to its ancient historical roots; roots that have characterized the Poliziano territory right up to the modern era and are echoed in documents found in the Leopoldino land registry from the first decades of the XIX century which divided the territory into distinctive sub-areas defined with a toponym.



SUSTAINABILITY



Sustainability is the macro-objective of the Consorzio del Vino Nobile di Montepulciano. Together with a number of institutional and scientific partners, the Consorzio seeks to assert the production area of DOCG Vino Nobile di Montepulciano as the first wine-growing district in Italy that is able to certify territorial sustainability on the basis of the Equalitas standard certified by the third party body, Valoritalia. This will be achieved through carefully established good-production practices by wine producers.

More than 70% of producers have already invested in sustainability projects, and 90% have planned

production projects underway.

More than 70% of the Vino Nobile di Montepulciano estates have a photovoltaic system, whilst 35% have solar thermal systems for heat production. 20% have wastewater recovery systems and 10% of companies have invested in geothermal energy. In recent years, around half of all producers have utilized natural farming practices, such as fertilization, grassing or the use of less damaging cultivation methods. This is linked to the general concept of biodiversity which has resulted in most of the Vino Nobile estates practicing organic farming, some of which are biodynamic.



VINO NOBILE VINTAGES

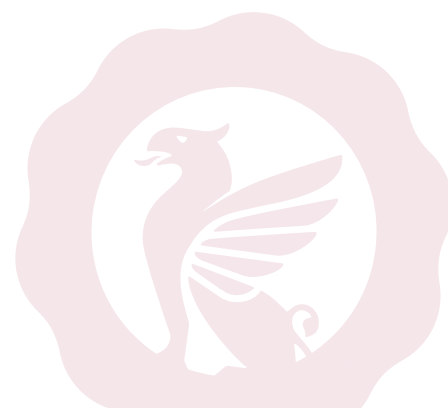


2020	★★★★★
2019	★★★★★
2018	★★★★
2017	★★★★★
2016	★★★★★
2015	★★★★★
2014	★★★
2013	★★★★
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1982	★★★★
1981	★★★★
1980	★★★

La valutazione dell'annata è espressa in stelle e corrisponde alla seguente classificazione

★	insufficiente
★★	discreta
★★★	pregevole
★★★★	ottima
★★★★★	eccezionale



TEN THINGS NOT TO BE MISSED IN MONTEPULCIANO



PIAZZA GRANDE CON IL DUOMO E IL POZZO DEI GRIFI E DEI LEONI



LA FORTEZZA



LA TORRE DEL PALAZZO COMUNALE



IL MUSEO CIVICO PINACOTECA CROCIANI



TERRAZZA PANORAMICA DI PIAZZA SAN FRANCESCO



CHIESA DEL GESÙ



CANTINE SOTTERRANEE DEL CENTRO STORICO



“REGIO” TEATRO POLIZIANO



TEMPIO DI SAN BIAGIO



LAGO DI MONTEPULCIANO



NOTES





CONSORZIO
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