

**VINO NOBILE DI MONTEPULCIANO, TOSCANA.  
THE HISTORY-TELLER.**



**PRESS FOLDER 2023**



# 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



**W**ine 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.

The cleric Arnipert offered the church of San Silvestro or San Salvatore at Lanciniano on Mt Amiata a plot of land cultivated with vineyards in the estate of the castle of Policiano.

Sante Lancerio, cellarman to Pope Paolo III Farnese, defined Montepulciano as "as perfect in winter as in summer, fragrant, rounded, never sour or lacking in colour, truly a wine fit for a Lord". The label of the time indicated it was a 'Selected red wine from Montespertoli'.

Francesco Redi the 17th century poet, doctor and naturalist attested to the nobility of the wine, singing its praises in the 1685 poem Baccho in Toscana (Bacchus in Tuscany). Referring to wine from the Montepulciano area, Reda spoke of Bacchus and Ariadne praising the best wines of Tucany opining that "Montepulciano is the king of wines".

**55 A.C.**



**789**



**1350**



**1500**



**1685**



Tito Livio in his writings mentioned how the Gauls arrived in Italy attracted by the wines produced here. An Etruscan fellow who came from either Chiusi, Arunte or Arrunte allowed them to taste local wines in order to then convince them to cross the Alps and commit a revenge crime against his Locumone (over a silly matter concerning jealousy).

One of the most interesting documents testifying to the existence of a Montepulciano wine production district dates back to 1350: a notarial registration of a company for the marketing and export of wine produced in the vineyards of the noble del Pecora di Montepulciano family, through the intervention of the merchant Jacopo di Vanni of S. Fiora. The parchment testifies that the "exquisite wine of Montepulciano... has been sent abroad since ancient times" (Repetti)

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.

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.

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.

The Consorzio del Vino Nobile di Montepulciano is the first Italian denomination to receive the sustainability certification according to the EQUALITAS standard

2022



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 (31.12.2022): About 2.000 hectares

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### PRODUCTION POTENTIAL

VINO NOBILE DI MONTEPULCIANO (31.12.2022):

1.208 hectares (fonte Artea)

GRAPE PRODUCTION 2022 Vino Nobile di Montepulciano DOCG:

7.860 tons

NUMBER OF BOTTLES ON THE MARKET IN 2022 Vino Nobile di Montepulciano DOCG

7.164.554 bottles

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### PRODUCTION POTENTIAL

ROSSO DI MONTEPULCIANO (31.12.2022)

324 hectares

GRAPE PRODUCTION 2022 Rosso di Montepulciano DOC

2.460 tons

NUMBER OF BOTTLES ON THE MARKET IN 2022 Rosso di Montepulciano DOC

2.804.031 bottles

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### THE VINO NOBILE IDENTITY CARD

80 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 2022



## ITALY 32 %

CENTER	63%	OF WHICH TUSCAN 43 %
SOUTH AND ISLANDS	5,40 %	
NORTH ITALY	31,60 %	OF WHICH ORGANIC 42 %

## EXPORT 68 %

CONTINENT	%	OF WHICH ORGANIC
AMERICA	35 %	42 %
EUROPE (excluding Italy)	30 %	25 %
ASIA	2,5 %	2 %
OCEANIA	0,5 %	0,4 %

## TOP 10 COUNTRIES FOR EXPORT

NATION	%	OF WHICH ORGANIC
GERMANY	37 %	13%
UNITED STATES	27 %	42 %
NETHERLANDS	6 %	21,5 %
SWEDEN	6 %	3,7 %
CANADA	5 %	5 %
BELGIUM	4,5 %	4,2 %
SWITZERLAND	4 %	2,1 %
DENMARK	4 %	2,1 %
UNITED KINGDOM	2,5 %	2,4 %
RUSSIA	2 %	1,8 %
JAPAN	2 %	2,2 %



## VINO NOBILE DI MONTEPULCIANO DOCG

<b>APPELLATION</b>	Vino Nobile di Montepulciano Denominazione di Origine Controllata e Garantita (DOCG)
<b>LAWS</b>	Decree by the President of the Italian Republic on August 5, 1980 and subsequent modifications
<b>DELIMITED ZONE</b>	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.
<b>NATURE OF THE TERRAIN</b>	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 (pectinedes ostreides) of the middle-late Pliocene.
<b>VARIETIES</b>	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.
<b>MINIMUM DENSITY OF VINES PER HECTAR</b>	New vineyards (since 1999) must have 3.330 vines
<b>INITIATION OF PRODUCTION OF VINEYARD</b>	From the 3rd year after planting with 60% of the potential From the 4th vegetative year, 100% of the potential
<b>MAXIMUM GRAPE OUTPUT</b>	8 tons per hectare
<b>YIELD OF WINE FROM GRAPES</b>	Must not exceed 70%
<b>ANALYTIC AND ORGANOLEPTIC CHARACTERISTICS</b>	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
<b>RELEASE FOR CONSUMPTION</b>	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 80 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.

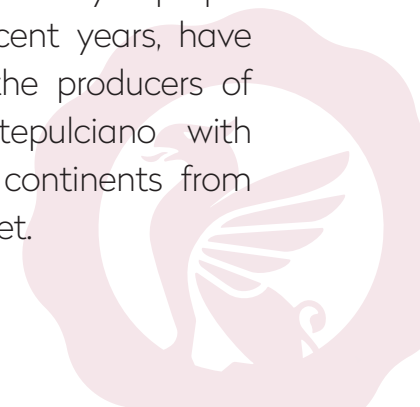
## **Consortium for the terroir**

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 DOCG. 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.





## 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 2025. '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



The VINO NOBILE di Montepulciano Denomination district was the first in Italy to be certified with the EQUALITAS standard. As of May 2022, VINO NOBILE di Montepulciano was the first Italian denomination to receive the certification mark for sustainability according to the Equalitas standard. The Equalitas protocol is exceptionally challenging in that it requires conformity with a high number of environmental requirements, such as measuring the carbon footprint, the water footprint, and the assessment of socio-economic requirements, such as verifying compliance with the independence of trade unions and of equal opportunities. Furthermore, Equalitas has also provided for the achievement of progressive objectives and the drafting of a sustainability report wherein the results obtained are to be disclosed and submitted. This perspective of sustainability was born in Montepulciano at a time when few were

considering such measures. In the years between 1985 and 1990, a network of meteorology stations was set up throughout the production area to record weather data. Expert agronomists would issue weekly “green reports” based on the conditions found. In the early 1990s, the Consortium was one of the first in Italy to survey productive soils through a zoning project called “VINO NOBILE di Montepulciano Zonazione e Valorizzazione del Territorio” (VINO NOBILE Di Montepulciano Zoning and Territorial Enhancement), which covered the vineyards in production over the 1992-1994 three-year period. Then in 2015, at the Milan SMAU (Salone Macchine e Attrezzature per l’Ufficio [Office Equipment Trade Fair]) the VINO NOBILE di Montepulciano Carbon Footprint project was awarded an environmental best practice, which then became a nationwide model.



# VINO NOBILE VINTAGES



2020	★★★★★
2019	★★★★★
2018	★★★★
2017	★★★★★
2016	★★★★★
2015	★★★★★
2014	★★★
2013	★★★★
2012	★★★★★
2011	★★★★
2010	★★★★
2009	★★★★
2008	★★★★
2007	★★★★★
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1995	★★★★★
1994	★★★
1993	★★★★
1992	★★
1991	★★★★
1990	★★★★★

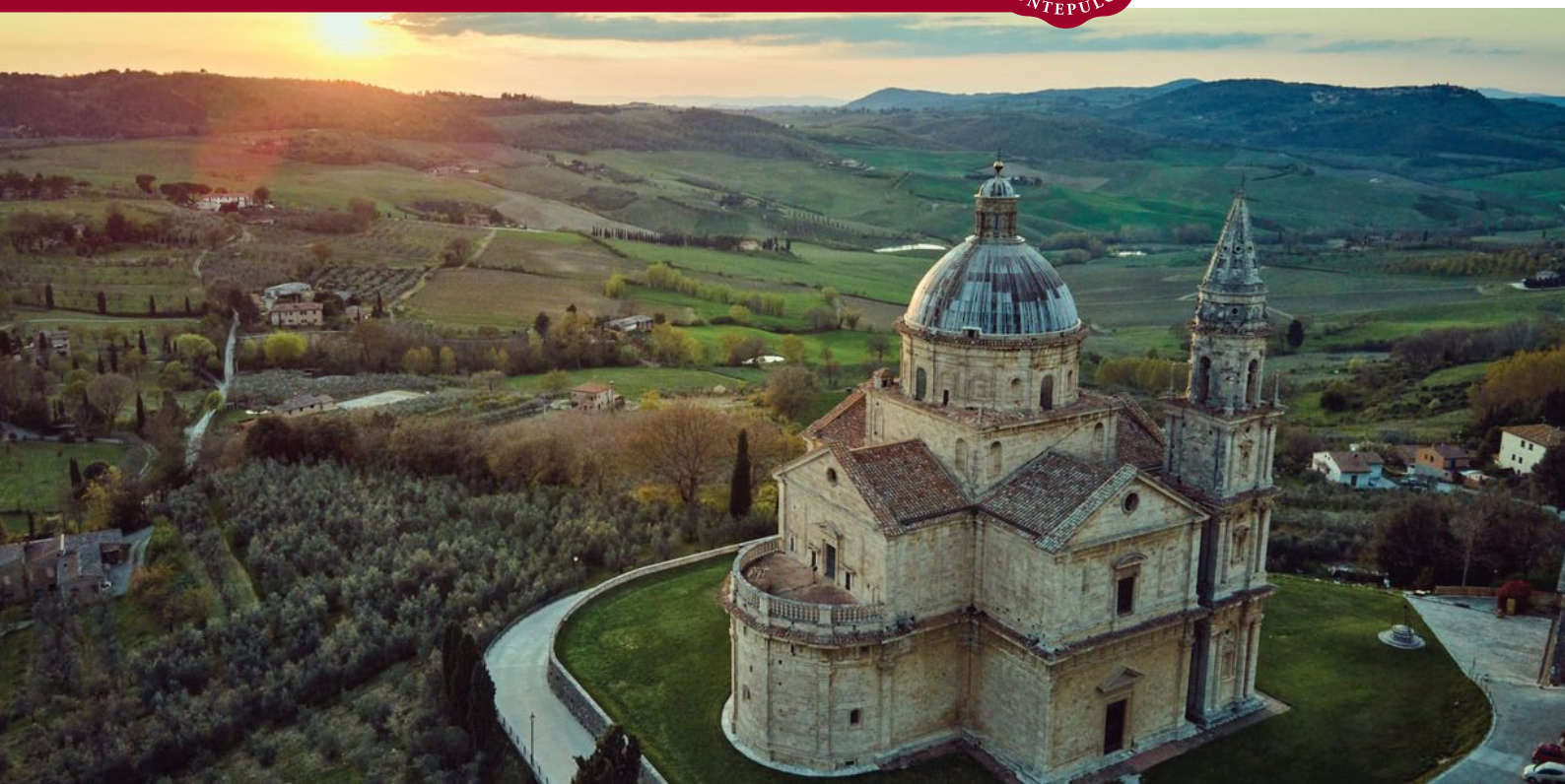
1989	★★★
1988	★★★★★
1987	★★★
1986	★★★★
1985	★★★★★
1984	★
1983	★★★★
1982	★★★★
1981	★★★★
1980	★★★

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









**CONSORZIO  
VINO NOBILE DI MONTEPULCIANO**

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