

VINO NOBILE DI MONTEPULCIANO, TOSCANA
È LA STORIA CHE FA LA DIFFERENZA



PRESS FOLDER 2025



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. here are about 1.200 hectares of vineyards registered for Vino Nobile di Montepulciano and about 390 for Rosso di Montepulciano.



OF TRULY “NOBLE” ORIGIN



Wine and Montepulciano share a deep 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 Montepulciano’.

Francesco Redi the 17th century poet, doctor and naturalist attested to the nobility of the wine, singing its praises in the 1685 poem *Bacco in Toscana* (Bacchus in Tuscany). Referring to wine from the Montepulciano area, Redi spoke of Bacchus and Ariadne praising the best wines of Tuscany declaring 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)

The first document mentioning "Vino Nobile" dates back to this date and comes from the archive of the Jesuits of Montepulciano, currently preserved at the State Archive of Florence. The term "Nobile" marked a fundamental stage in the oenological journey of Montepulciano, with the Jesuit fathers of the local college playing a key role.

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

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.

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

1766

1803

1873

1933

1966

1980

2022

2025

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.

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.

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

Pieve on the market for the first time

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 (31.12.2024): About 2.000 hectares

PRODUCTION POTENTIAL

VINO NOBILE DI MONTEPULCIANO (31.12.2024):

1.200 hectares approx. (fonte Artea)

GRAPE PRODUCTION 2024 Vino Nobile di Montepulciano DOCG:

8.850 tons

NUMBER OF BOTTLES ON THE MARKET IN 2024 Vino Nobile di Montepulciano DOCG

6.734.276 bottles

PRODUCTION POTENTIAL

ROSSO DI MONTEPULCIANO (31.12.2024)

390 hectares approx.

GRAPE PRODUCTION 2024 Rosso di Montepulciano DOC

3.475 tons

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

2.337.263 bottles

THE VINO NOBILE IDENTITY CARD

81 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 million Euro approximately

WINE PRODUCING ESTATES PROPERTY VALUE

1 billion € approximately

IMPACT OF WINE ON OTHER SECTORS (RESULTANT)

Over 70%



VINO NOBILE DI MONTEPULCIANO MARKET 2024



ITALY 34,5 %

CENTER	62%	OF WHICH TUSCAN 42 %
SOUTH AND ISLANDS	5,30 %	OF WHICH ORGANIC
NORTH ITALY	33,00 %	44,7 %

EXPORT 65,5 %

CONTINENT	%	OF WHICH ORGANIC
AMERICA	35 %	35 %
EUROPE (excluding Italy)	29,2 %	19,5 %
ASIA	1 %	0,5 %
AFRICA	0,1 %	-
OCEANIA	0,2 %	0,3 %

TOP 13 COUNTRIES FOR EXPORT

NATION	%	OF WHICH ORGANIC
GERMANY	37 %	11%
UNITED STATES	28 %	42 %
NETHERLANDS	6,7 %	19,2 %
CANADA	5 %	5 %
BELGIUM	4,1 %	3,9 %
SWEDEN	3,6 %	5 %
DENMARK	3,5 %	3 %
UNITED KINGDOM	2,5 %	4 %
SWITZERLAND	4,6 %	2 %
FRANCE	2,2 %	3 %
JAPAN	1,9 %	1,9 %
SINGAPORE	0,7 %	-
RUSSIA	0,2 %	-



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 (pectinedes ostreides) 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 Smell: intense, ethereal and characteristic aroma Flavour: dry, balanced and persistent
RELEASE FOR CONSUMPTION	Vino Nobile di Montepulciano: After compulsory two-years aging beginning on January 1 st of the year following the harvest Vino Nobile di Montepulciano Riserva: After minimum three-years maturation and 6 months of bottle refinement, beginning on January 1 st of the year following the harvest



PIEVE VINO NOBILE DI MONTEPULCIANO

APPELLATION	Pieve Vino Nobile di Montepulciano Denominazione di Origine Controllata e Garantita (DOCG)
DELIMITED ZONE	Decree by the President of the Italian Republic on August 5, 1980 and subsequent modifications. The wines must be obtained exclusively from the vinification of grapes produced from vineyards conducted by the bottling company.
VINEYARDS	Vineyards must be at least 15 years old.
VARIETIES	Sangiovese Prugnolo Gentile minimum 85%, Canaiolo Nero; Ciliegiole, Mammolo, Colorino maximum 15%. Not allowed grape varieties: international and white berry varieties.
MINIMUM PLANT DENSITY PER HECTARE:	2.5 kg per vine.
MAXIMUM GRAPE OUTPUT	Maximum yield 70 quintals per hectare.
MATURATION	Minimum 36 months, of which at least 12 months in wood with free use of the format and type. Followed by a bottle aging period of an additional 12 months.
ANALYTIC AND ORGANOLEPTIC CHARACTERISTICS	Color: Ruby red tending to garnet with aging Aroma: Intense, ethereal, characteristic fragrance Taste: Dry, balanced, and persistent Total acidity: 5g/l Minimum total alcoholic strength by volume: 13% Minimum non-reducing extract: 26 g/l Maximum volatile phenols: 450µl
RELEASE FOR CONSUMPTION	After completing a mandatory maturation period of 3 years, starting from the following January 1 st after the harvest.





PIEVE



In 2020, the Consortium started a course that led a few years later to the determination of a new appellation for Vino Nobile di Montepulciano: "Pieve".

In 2024, the publication in the Official Gazette announced the approval of the specifications for the "Vino Nobile di Montepulciano Pieve." The first vintage to be available for sale, the 2021 harvest, is finally on market in 2025.

The idea of creating the "Pieve" designation for Vino Nobile di Montepulciano originated from a methodological process that garnered consensus and participation from all the producing wineries.

A study within the appellation itself, marked by moments of meetings,

discussions, and collective analysis, led to the emergence of a unified vision for Vino Nobile di Montepulciano.

This vision is supported by the research conducted by experts.

The historical study of the geology and geography of the region resulted in the identification of 12 zones, defined in the production specifications as "UGA" (Additional Geographical Units), which will be highlighted with the "Pieve" mention on the label. This aspect represents the identity of Vino Nobile di Montepulciano, looking back to its past. The decision to use territorial names associated with those of the ancient parishes that divided the land since the late Roman and Lombard periods stems from a deep exploration of historical, landscape, and viticultural production perspectives.

In particular, the Consortium of Vino Nobile di Montepulciano aims to reaffirm and codify a physically rooted reality with an ancient historical connection, which characterized the Montepulciano territory until the modern era. This historical connection is also echoed in the Leopoldine cadastre of the early decades of the 19th century, which divided the territory into subzones defined by toponyms.

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.

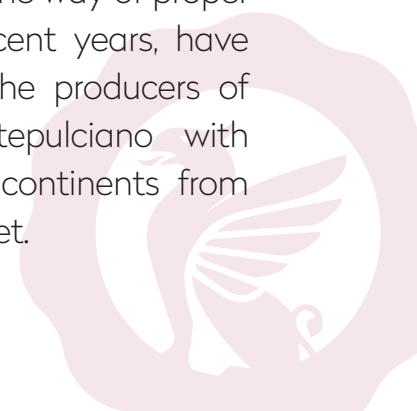
Consortium for the terroir

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 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.



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. From 2023, the Consorzio del VINO Nobile di Montepulciano has been recognized as professional operator for the SQNPI certification to support the member companies. The Consortium also has in operation a network of 50 weather stations for data collection in order to facilitate the sustainability activities.

The project also encouraged the Municipal Administration of Montepulciano, in 2024, to be certified, first in Italy, as a sustainable tourist destination. **In 2023, the Consortium of VINO Nobile di Montepulciano published its first sustainability report.**



VINO NOBILE VINTAGES



2021	★★★★★
2020	★★★★★
2019	★★★★★
2018	★★★★
2017	★★★★★
2016	★★★★★
2015	★★★★★
2014	★★★
2013	★★★★
2012	★★★★★
2011	★★★★
2010	★★★★
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1994	★★★
1993	★★★★
1992	★★
1991	★★★★
1990	★★★★★

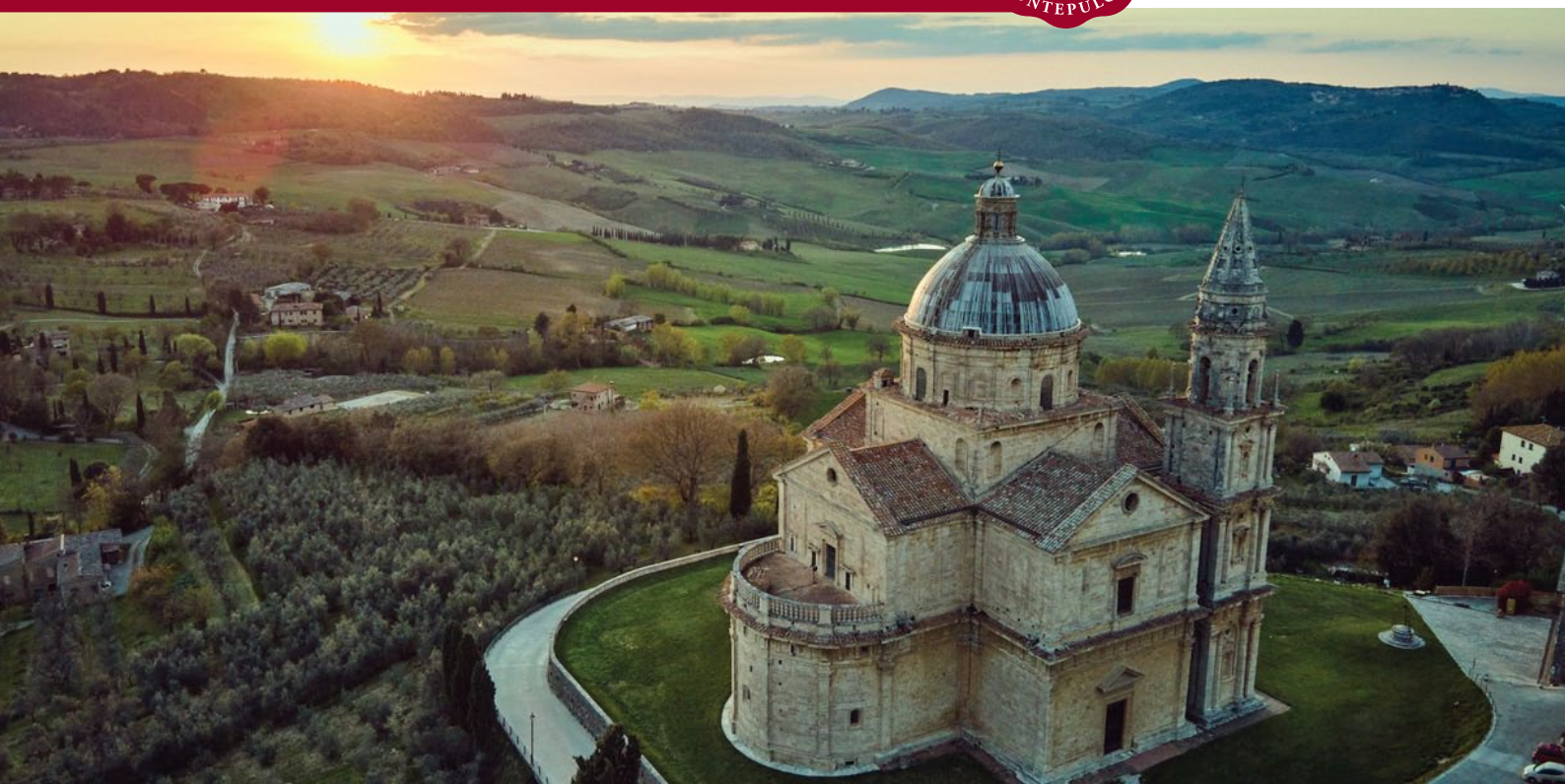
1989	★★★
1988	★★★★★
1987	★★★
1986	★★★★
1985	★★★★★
1984	★
1983	★★★★
1982	★★★★
1981	★★★★
1980	★★★

The vintage rating is expressed in stars and corresponds to the following classification

★	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





**PHOTOGALLERY
CONSORZIO**





CONSORZIO
VINO NOBILE DI MONTEPULCIANO

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