

PRESS KIT 2020

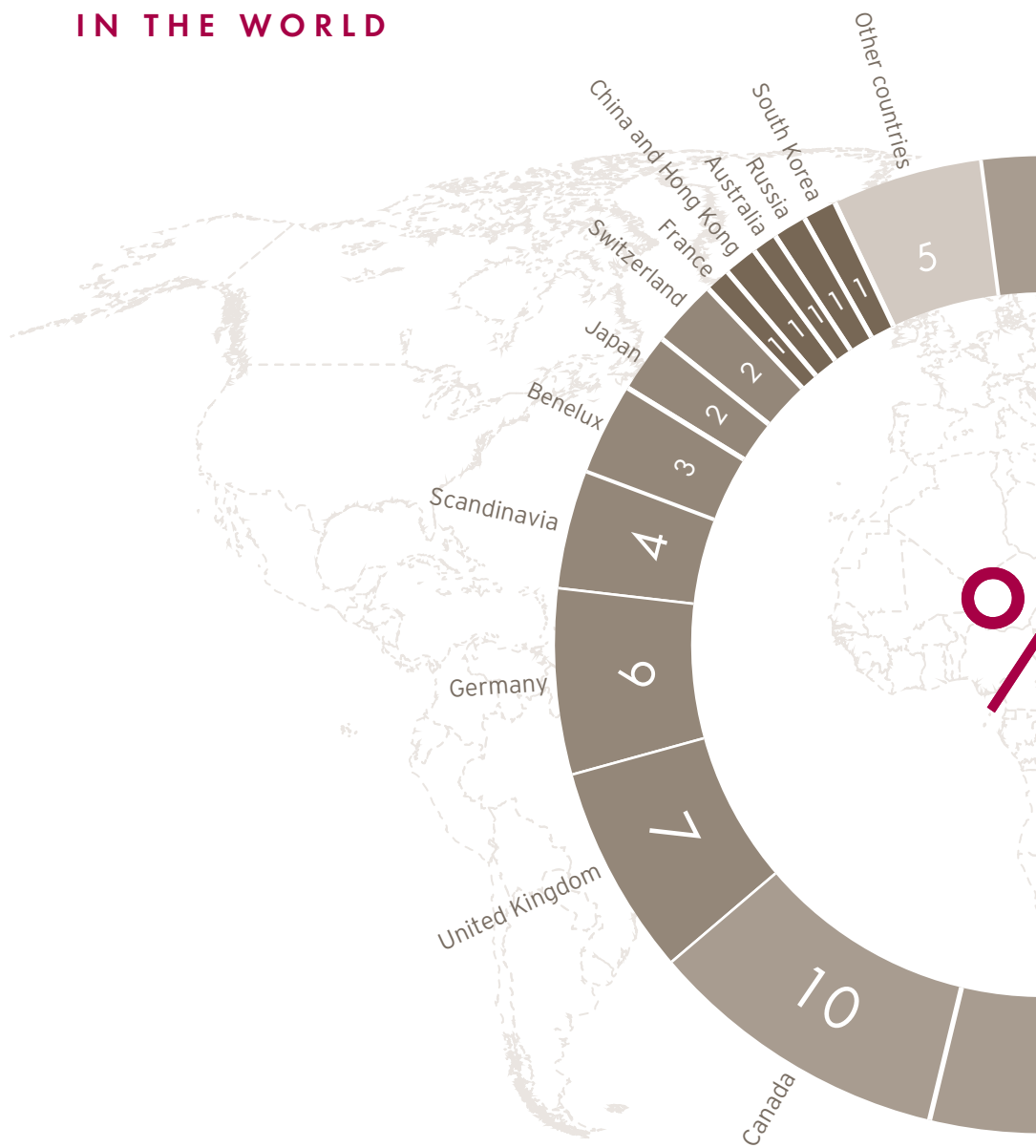
CHIANTI CLASSICO

PASSPORT

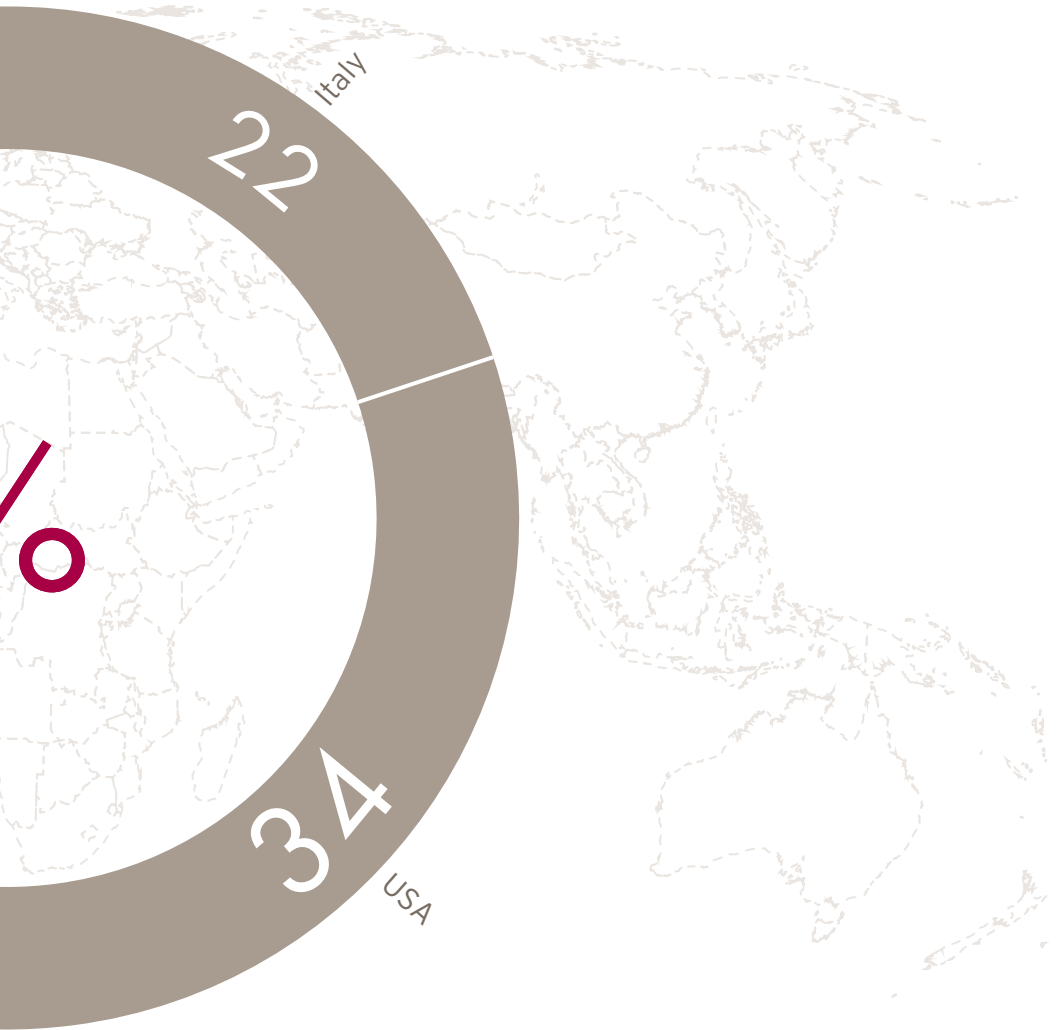
<p>Name Chianti Classico DOCG</p>	<p>Date of birth 1716: the borders of the production zone are delimited</p>
<p>Place of birth The territory lying between the provinces of Florence and Siena that covers the municipalities of Castellina in Chianti, Gaiole in Chianti, Greve in Chianti, Radda in Chianti and parts of Barberino Tavarnelle, Castelnuovo Berardenga, Poggibonsi and San Casciano in Val di Pesa.</p>	<p>Total area of the territory 70.000 ha / 172,900 a</p>
<p>Total vineyard area 10.000 ha / 25,000 a</p>	<p>Vineyards registered as Chianti Classico 7.200 ha / 18,000 a</p>
<p>Grapes permitted by production regulations Sangiovese: between a minimum of 80% and a maximum of 100% Other permitted red grapes (indigenous or international): maximum 20%</p>	<p>Average annual bottle output (last 10 years) 35/38 million</p>
<p>Average annual output (last 10 years) 270.000 hl / 7,135,000 gal</p>	<p>World Export To more than 130 countries</p>
<p>Consorzio Vino Chianti Classico members 515</p>	<p>Of which bottlers 354</p>

CHIANTI CLASSICO

IN THE WORLD



EXPORTED TO
MORE THAN **130** COUNTRIES IN 2019

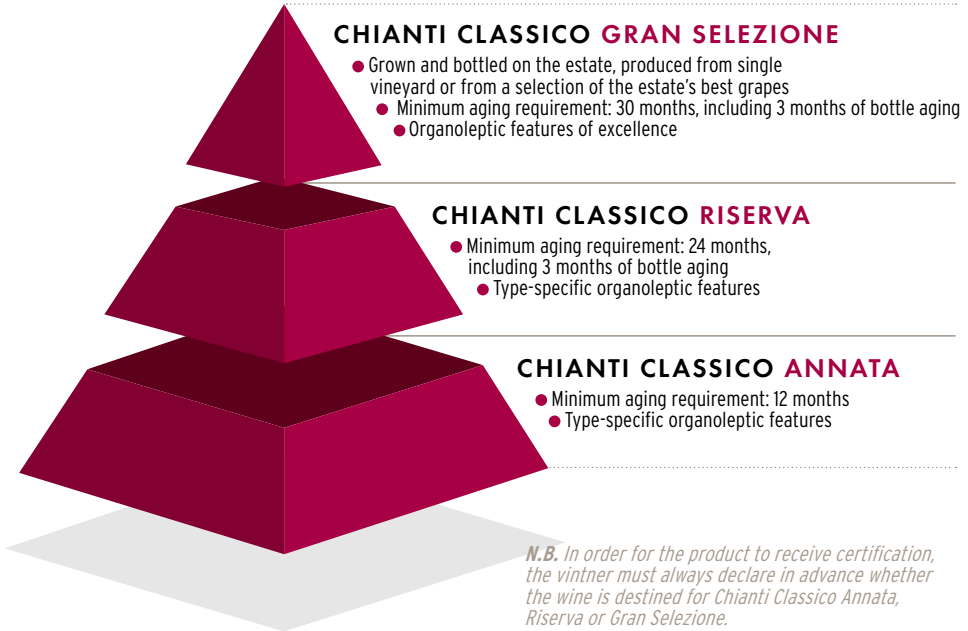


CHIANTI CLASSICO

THE PRODUCTION REGULATION

In 2013 the Consorzio Vino Chianti Classico Members' Assembly approved important changes to the production regulations leading to a reorganization of the Black Rooster DOCG, and added another typology, Gran Selezione, on top of the traditional two, Annata and Riserva.

THE QUALITY PYRAMID



QUALITY PRODUCTION: AN INTENTIONAL CHOICE

Another important fact is that, for the product to receive suitability certification, **the vintner must always declare in advance** whether the wine is to be used for Chianti Classico Annata, Riserva or Gran Selezione.

A PRODUCT THAT'S ALWAYS CERTIFIED

Under the current regulations, batches of Chianti Classico wine can be marketed only if certified as suitable by the pertinent control organization. Uncertified bulk wine can no longer be marketed; even in the case of blends of already certified batches the blend itself must undergo suitability tests.

AN EVEN STRONGER BRAND: ENERGY, PRIDE AND ELEGANCE

The Black Rooster trademark that since 2005 has stood for the entire Chianti Classico denomination has been given a graphic revision in 2013 to make it stand out even more on every bottle of Chianti Classico, always Bordeaux-style shaped. The logo with the Black Rooster symbol, is not anymore on the governmental seal, but it is to be located more visibly, **on the neck of the bottle or rear label.**



	CHIANTI CLASSICO ANNATA	CHIANTI CLASSICO RISERVA	CHIANTI CLASSICO GRAN SELEZIONE
Alcohol content (minimum)	12% vol.	12.5% vol.	13% vol.
Aging (minimo)	12 months	24 months	30 months
Minimum non-reductive extract	24 g/l	25 g/l	26 g/l
Total minimum acidity	4.5 g/l	4.5 g/l	4.5 g/l
Characteristics	Fruity, fine, appealing, nicely balanced and easy to drink, fresh, with balanced maturation.	Fruity, with fineness enhanced by wood that doesn't stand out but accompanies and sustains the wine's structure, consistency and persistence.	Fruity, spicy, enveloping where elegance, structure, fineness and balanced tannins and acidity beget wines of great substance and aging potential.

CHIANTI CLASSICO

THE TERRITORY



* On January 1st, 2019 the municipalities of Barberino Val d'Elsa and Tavarnelle Val di Pesa were merged in one municipality, Barberino Tavarnelle.

CHIANTI CLASSICO

THE TERRITORY

CHARACTERISTICS

The Chianti Classico territory's capitals are Siena and Florence and it is shared between the provinces of the two municipalities. The zone amounts to 70,000 hectares (172,900 acres) and includes the entire territories of the municipalities of Castellina in Chianti, Gaiole in Chianti, Greve in Chianti and Radda in Chianti and parts of those of Barberino Tavarnelle, Caselnuovo Berardenga, Poggibonsi and San Casciano in Val di Pesa.

The Chianti area is mainly covered with **woodlands**, principally oak, chestnut and pine as well as cypress, situated on a plateau at altitudes between 200 and 800 metres. The highest altitude for growing grapes for Chianti Classico wine is 700 metres a.s.l. The local climate is continental with significant day-night temperature variation, generally low winter temperatures - below 4-5°C - and hot, dry summers, often reaching temperatures of over 35°.

Geologically the land is a **shield of clayey schists (marl), with layers of scaly clay, alberese and fine limestone sandstone**. The dark brown soil tends not to be deep, with structures ranging from clayey-sand to stony with average clay content.

The type of land varies considerably from one area to another, making it impossible to make a clear subdivision of the various soil types typical of Chianti. But it can also be said that marl-based soil is widespread in the San Casciano in Val di Pesa, while Greve in Chianti and all the lower altitude areas have typically clayey limestone soil; large sandstone rocks characterize the Monte dei Chianti ridge; alberese is the principal element of the central-southern area, and tuffstone rock is found in most of the Caselnuovo Berardenga area. The area with a marked sandstone presence are severe and steep while the limestone hills are softer and rounder, and the clayey hills are even gentler. Almost all the Chianti Classico production area, though, has soil rich in **stony material**, especially marl.

CHIANTI CLASSICO

THE ORIGINAL

There has always been an idiomatic-geographic confusion between two different DOCGs: Chianti Classico and Chianti. While in the enological field there are two separate terms, “Chianti Classico” and “Chianti,” from the historical-geographical standpoint there is only the term “Chianti.”

For consumers, but even for wine insiders, the borderline between these two contexts is so unclear that the adjective “Classico” is often omitted in describing a Chianti Classico in tastings, comments and articles. In fact, that adjective is very important, because it distinguishes Chianti Classico from Chianti wine. They are two distinct and separate DOCGs, with two different sets of production regulations, production zones and consortiums for the protection of the product.



CHIANTI

The name of a territory delimited in 1716 that today covers 8 municipalities under the provinces of Florence and Siena.

CHIANTI

The name of a wine made in Tuscany but not in the geographical zone called “Chianti”.

■ Chianti DOCG wine production zone

CHIANTI CLASSICO

The name of the wine made in the geographical zone called “Chianti”. **Only this wine is entitled to be identified with the historic Black Rooster symbol.**

■ Chianti Classico DOCG wine production zone



CHIANTI CLASSICO

CHIANTI

BLEND

Sangiovese	80% - 100%	70% - 100%
Other authorized red grape varieties	Up to 20%	Up to 30%
White grape varieties	Not permitted	Up to 10%

CULTIVATION

Vine density per hectare	4.400 plants	4.000 plants
Maximum grape output	7.5 tons per hectare 2 kilos per vine	9 tons per hectare 3 kilos per vine
Irrigation	Limited under ministerial approval	Limited under ministerial approval

MINIMUM ALCOHOL CONTENT

Annata	12% vol.	10.5% vol.
Riserva	12.5% vol.	11.5% vol.
Gran Selezione	13% vol.	

RELEASE FOR CONSUMPTION

Annata	From October 1 of the year following the harvest	From March 1 of the year following the harvest
Riserva	24 months aging from January 1 of the year following the harvest (including 3 months of bottle fining)	24 months aging from January 1 of the year following the harvest
Gran Selezione	30 months aging from January 1 of the year following the harvest (including 3 months of bottle fining)	

CHIANTI CLASSICO

THE HISTORY

Cosimo III, Grand Duke of Tuscany, officially delimited the production zone of Chianti wine.

Creation of the Consortium for the Protection of Chianti wine and its Mark of Origin; the trademark chosen is the Black Rooster.

1716

1924

1932

1984

The adjective “Classico” is added by ministerial decree to distinguish the original Chianti from the wine made outside the territory delimited in 1716.

The first document containing the oldest mention of Chianti, denoting the origin of its wine, dates back to 1398. Chianti as a wine is mentioned in a letter of 1404 from the owner of Vignamaggio to the merchant Datini. Documents from 1427 show that Chianti was an established red wine. And in the 1500s it began to be consumed by Popes, for example Pope Paul III in around 1536 on the recommendation of Sante Lancerio, historian, geographer and above all, the Pope's personal wine bottler. In the 16th century, too, Giorgio Vasari wrote that: “This, Sir, is Chianti, with the river of the Pesa and Elsa valleys, the horns full of fruit, at their feet a more mature Bacchus, for the excellent wines of that land; and in the distance I drew Castellina, Radda, and Brolio, with their emblems; and the arms of the shield held by that young man, representing Chianti, is a black rooster in a yellow field”.

In **1716 Cosimo III**, Grand Duke of Tuscany, officially delimited the Chianti production zone: an area lying between the cities of Florence and Siena where the homonymous wine was produced and was already enjoying great success. At that time

the wine called “Chianti” was made in the territory called “Chianti”. The unbreakable link between the wine and the area sharing a name was protected in the notice of Cosimo III, to determine ope legis which products could bear the name Chianti, and establishing that “Chianti has been defined and shall be from Spedaluzzo to Greve; from there to Panzano, with all the domain of Radda, which is in three parts, Radda, Gajole and Castellina, to the border of the State of Siena”. The legislator's task was further anticipated with a notice in July of the same year through the institution of a monitoring congregation for production, delivery, control against fraud, and wine sales. The phenomenon of fraudulent sales of Chianti wine for export, especially England, had become widespread.

In the early 20th century, when the fame of Chianti wine was increasing year by year and its production territory was no longer able to meet a growing national and foreign demand, wine began to be made outside the Chianti zone delimited in 1716, which was also called “Chianti” or “Chianti-style” wine.

Chianti Classico obtains DOCG status (Controlled and Guaranteed Denomination of Origin), the highest recognition for premium Italian Wines.

The assembly of the Consorzio Vino Chianti Classico members approves a set of changes to production regulations leading to an authentic revamping of the denomination. Gran Selezione is born.

1996

Chianti Classico becomes an independent DOCG.

2010

A change to an Italian law bans the production of Chianti wine in Chianti Classico production zone.

2013

2016

Chianti Classico celebrates its 300th anniversary.

And so in **1924** to defend their own wines, makers of the original Chianti founded the “**Consorzio per la tutela del vino tipico del Chianti e della sua marca di origine (Consortium for the Protection of Typical Chianti Wine and its Mark of Origin)**”. The trademark immediately chosen was the **Black Rooster**, historic symbol of the Chianti Military League and depicted by famous painter Giorgio Vasari on the ceiling of the Salone dei Cinquecento at Palazzo Vecchio in Florence.

In **1932** a specific ministerial decree was issued to distinguish the Chianti made in its zone of origin by adding the **adjective “Classico”**. Since then, Chianti wine produced outside the geographical area has been called “Chianti” while Chianti Classico is the wine made within the original production zone, the one known since 1716 as “Chianti”.

In **1984**, Chianti - and consequently the older area of origin of Chianti Classico - obtained **DOCG** (Denominazione d’Origine Controllata e Garantita), the highest recognition of quality for Italian wines. At the close of a 70-year legal journey, the ministerial

decree of 5th August **1996** declared Chianti Classico at last an **independent D.O.C.G.**, with separate production specifications from Chianti wine. Since then, Chianti and Chianti Classico have been two separate DOCG names with separate specifications and production zones.

In 2010 a law banned the production of Chianti DOCG wines within the production zone of the Chianti Classico DOCG wines.

In 2013 the Consorzio Vino Chianti Classico members’ assembly approved important changes to the production regulations leading to a reorganization of the Black Rooster DOCG, and added another typology, **Gran Selezione**, on top of the traditional two, Annata and Riserva.

In 2016 the territory of Chianti Classico celebrated 300th Anniversary since the issue of Cosimo III’s notice and it was announced that the territory of Chianti Classico is applying for the candidacy as a UNESCO World Heritage Site.

CHIANTI CLASSICO

THE CONSORTIUM

From its foundation the Consortium has been protecting, overseeing and valorizing the Chianti Classico denomination. From the Consortium for the protection of Chianti wine and its mark of origin of the 1924 to today's Consorzio Vino Chianti Classico the organization has changed its name and the design of its logo, but its trademark has always been the historic symbol of the Black Rooster.

Today the Consortium, which represents nearly 96% of the DOCG production, is one of the principal representative for the institutional organizations in Italy and in the European Union in the grape-growing and winemaking sector. It is internally organized into different departments performing its official tasks: safeguarding the denomination, valorizing the brand and providing a variety of services to its members.

The entire production chain, from grape growing to wine bottling, is supervised by a tracking system the data of which are entered into a public database. This system enables consumers all over the world to check the bottle they've purchased only by surfing the www.chianticlassico.com website.

The Consortium also closely monitors its wines on the market.

Another important part of its activities consists of research and development in the agronomic and enological fields, in collaboration with prestigious educational and research institutes.

ERGA OMNES

After the issue of the European Community CMO (Common Market Organization) on wine, Italy passed a decree that replaced the former law on denominations of origin so that now organizations with a high degree of representation of a denomination can act for all their wineries to valorize the denomination and its trademark.

Consortia for protection that represent at least 66% of the denomination and 40% of its wineries are therefore permitted to manage all control, protection and valorization work, reinforcing their roles.

In addition, the law enables a consortium with these requirements to define policies to drive the offer in order to safeguard and protect product quality and help to better coordinate how the denomination is put on the market.

CHIANTI CLASSICO

THE LEGEND

The trademark always found on bottles of Chianti Classico is the Black rooster, historic symbol of the Chianti Military League and among other things depicted by famous artist Giorgio Vasari on the ceiling of the Salone dei Cinquecento at Palazzo Vecchio in Florence.

The history of this symbol also includes a curious legend from medieval times recounting an event that in actual fact led to the definition of the political boundaries of the Chianti territory, with a black rooster's behavior ostensibly decisive.

As the legend has it, in medieval times when the Republics of Florence and Siena were bitterly fighting for dominance, Chianti territory - because it lies between the two cities - was constantly fought over. To end the dispute and establish definitive borders of dominion, a very odd method was chosen. It was agreed that two knights would depart from their respective cities and fix the boundary point at where they met. Departure was to be at dawn and the signal to ride given by rooster crow, quite logical for an epoch when daily routines were paced by natural rhythm. In preparing for the event, more importance was given to the choice of the rooster than of the rider or the horse. The Sienese chose a white rooster, and the Florentines a black one, which they kept in a small, dark chicken coop and practically starved for so many days that it was desperate.

On the fatal day, as soon as it was freed from the coop the rooster began to crow, although dawn was still far away. His loud crowing allowed the Florentine knight to set off posthaste and much ahead of his Sienese counterpart who had to wait for daybreak for his rooster to crow. And since the Florentine horseman had such a head start he met up with the Sienese knight at Fonterutoli, a mere 12 kilometers from the latter's departure point. And so nearly all of Chianti was brought under the power of the Republic of Florence, much earlier than the defeat of Siena itself.

CHIANTI CLASSICO

AT THE TABLE

PAIRINGS

	ANNATA	RISERVA	GRAN SELEZIONE
White meats	•		
Grilled meats	•	•	
Roasts, stews, braised meats		•	•
Game, wildfowl		•	•
Soups	•	•	
Cheeses	•	•	•
Sushi	•		
Ethnic dishes	•	•	•

The great versatility of Chianti Classico makes it possible to pair this wine with a great variety of foods. And while traditional Tuscan recipes have always been enhanced by a “nice glass” of Chianti Classico, through the years it has also proved a winning choice with many international cuisines. Excellent with grilled meats, game and wildfowl, roasts, braised meats and aged cheeses, Chianti Classico also passes with flying colors in quite unusual combinations, for instance with very spicy ethnic dishes such as the Chinese and Indian as well as with the Japanese sushi that has by now become standard fare.

To enjoy Chianti Classico best the bottle should be opened a few hours beforehand to let the wine breathe and release all its aromas. Ideal serving temperature is 16° to 18°C (61° to 65° F); if warmer the sense of alcoholic strength might cover up its fragrances and if cooler the acidity might be sensed as higher than its real value. It is also important, whatever the pairing, to choose the right glass: to valorize Chianti Classico it should be served in a tulip glass, with a slightly tapered mouth, to exalt its bouquet.

CHIANTI CLASSICO

NOT JUST WINE

Il Consorzio Olio DOP Chianti Classico, (Chianti Classico PDO Olive Oil Consortium) was founded in 1975 in the wake of the Consortium for protection of the homonymous wine. Since 2001 has been safeguarding and promoting the DOP (Protected Denomination of Origin), following the same criteria that for more than thirty years have established whether or not an extra-virgin olive oil can be a certified Chianti Classico DOP. The consortium assists producers in their constant efforts to create oils that always maintain high levels of the components that actively benefit health and give the product “classic” flavors and fragrances. Featuring fine fruity taste with hints of raw artichoke and fresh grass, clean and nicely spicy on the palate, Chianti Classico DOP olive oil is the result and expression of the territory in which it is made by more than 300 consortium members. The work of the Consorzio Olio DOP Chianti Classico doesn't end among the olive trees and oil presses, however, but extends to other fields, promoting the Black Rooster's extra-virgin through scientific and educational events throughout the world.
www.oliiodopchianticlassico.com

La Fondazione per la Tutela del Territorio del Chianti Classico - Onlus (Foundation for the Protection of Chianti Classico Territory), is a non-profit organization founded in 1991 by the Consorzio Vino Chianti Classico. Since its start the foundation's specific mission has been to protect the territory's environmental assets and valorize its artistic and cultural heritage. Chianti has always been a borderland, harsh and difficult, that over the centuries thanks to human endeavor managed to become one of the world's most appealing rural areas. In addition to being a fundament of its cultural identity, Chianti's land is one of its main resources and therefore needs defending and protecting. Since 2016, the Fondazione was been promoting the candidacy of the territory of Chianti Classico as Unesco World heritage site.
www.chianticlassico.com/consorzio/fondazione/

Chianti Classico Company. Founded in 2013. Complementary to the institutional role of the Consortium, the Company develops marketing strategies to promote the Black Rooster brand through management of the merchandising line and the launch of Gallo Nero stores in Italy. The main event organized by Company involves the area's best-loved sport: cycling. Every year the *Granfondo del Gallo Nero*, a race for professionals and amateurs, attracts hundreds of fans from all over the world.
www.granfondodelgallonero.it

Casa Chianti Classico

Today, the 18th century former convent of Santa Maria al Prato houses the Consorzio's public area, with two permanent exhibitions. The first is *Feeling Chianti Classico*, which leads visitors through the sensory approach to tasting, focusing specifically on the features of Gallo Nero wines. The second, *Millesettecentosedici*, offers a simple, accessible account of the three centuries of socio-economic and cultural history that have shaped the Chianti Classico area, using the great events of world history as a constant guide and reference. At the Casa visitors find also a bistrot-wineshop, with a selectioned traditional menu and a wine list rich of wine form the territory.
www.casachianticlassico.it



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