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## News



### Sting, Padoan honor Montalcino

"We're honored to be here for the first time", rock star Sting declared during the unveiling of the celebratory tile he created for the 2017 vintage with his wife, Trudie Styler. "A good wine is like a good song: it tells the story of those who make it when you open it. That's why I thank those who made a wine whenever I drink one", he added. Minister for the Economy Pier Carlo Padoan was also in Montalcino, and he told WineNews that Italian wine "is a great asset based on the quality of the product, on the professionalism of its producers and on the excellence of the raw materials and of the territory. It's very hard to think about something like it in other sectors of the economy".



### Chianti Classico eyes AGIs

The Consortium of the "Black Rooster" has been increasingly evaluating the possibility of introducing additional geographical indications, or AGIs. In layman's terms, a sort of "cru-ization" that will be focused not so much on quality per se, but on the nine historical municipalities of the Tuscan denomination itself: namely, Castellina, Gaiole, Radda and Greve in Chianti, San Casciano and Tavarnelle Val di Pesa, Barberino Val d'Elsa, Poggibonsi and Castelnuovo Berardenga, and other historical areas. "This journey is just beginning", Sergio Zingarelli, president of the Consortium of Chianti Classico, told WineNews, "it will of course present some issues, but we are and we will undoubtedly work on it further in the future", he concluded.

## Report

### Five stars for Nobile's 2017

Even though the 2017 harvest has been very scarce (down 30% in volume), and not an easy one either, the Consortium of Nobile di Montepulciano has nonetheless decided to give it its top rating: 5/5 stars. The territory of Nobile, in any case, is one of Italian wines' most lively of late. In the last 15 years, a grand total of 340 million Euros have been invested there, with sustainability as the guiding star, and in the last decade 42% of all wineries have either been newly created or have changed hands.



## First Page

### 70 nationalities in Brunello's melting pot

Brunello di Montalcino is a symbol of "Made in Italy" high-quality products, and has a territorial identity that is simply unmistakable, no matter where a bottle of it is opened, but it is also an example of "wine globalization", so to speak, since it is created in a territory that hosts people from over 70 different countries. According to a WineNews analysis of local census data, foreign citizens count for 16.51% of the local population (977 out of 5.919 residents), which is twice the national average rate (8.4%). Such a big presence of foreigners is vital for the on going economic success of the cradle of Brunello di Montalcino: over 9 million bottles of one of Italy's most iconic and famous reds made in 2017 and a total turnover of around 170 million Euros. Additionally, mergers and acquisitions quite simply never cease around Montalcino, leading to a growth in value of one hectare of vineyards that has reached the impressive figure of 700.000 Euros (provided one can find a seller, to begin with). Growth is over 4.405% in the last 50 years compared to 1967, when the local Consortium was newly created. Back in the day, no more than 60 hectares of Brunello di Montalcino vineyards existed (compared to today's 2.100, out of 3.500 hectares of vineyards in total), and each one of those was worth a mere 1.800.000 Liras. Unsurprisingly, this on going and growing economic prosperity has attracted workers and families from all over the world. Albanians, Rumanians and Kosovars are in the lead, but also countries such as the UK, France, Germany, Russia, the States, Canada, Brazil, Argentina, Morocco, Tunisia, Japan, Australia, Poland, Portugal, Spain, Chile, Cuba, Mexico, Sri Lanka, Egypt, Ireland, Greece, Turkey, India, Laos, the Philippines and even Luxembourg, Mali, Guinea Bissau, Georgia, Kirghizstan and Thailand are now represented as well, while back in 2008, according to that year's WineNews analysis, only 44 countries were represented in Montalcino. They work in all levels of wine production, from the vineyard to the shelf, in an economic phenomenon that is now being felt in the entire area of Southern Tuscany.

## Focus

### The economy of wine in the Grand Duchy

According to data from State agency ISMEA, the value of PDO and PGI wines for the Region of Tuscany hovers around one billion Euros. This is an eye-popping figure that is the sum of the economic performances of different territories. Chianti Classico has grown both at home and abroad, though the 2017 harvest was down 27% y-o-y (to 206.000 hectolitres), but the turnover of the district is over 700 million Euros, and the value of bottled wine is around 400. In 2017, 37 million bottles were sold worldwide (up 50% since 2009) and the U.S. is the number one market (33%, up 1%). Also in 2017, 5.1 million bottles of Vernaccia di San Gimignano were produced, for a turnover of 16 million Euros, and an export rate of 52%, while in Montepulciano a grand total of 7 million bottles of Nobile and 2.8 of Rosso were produced, and exports reached 78%. In Montalcino, Brunello generated a total of 180 million Euros in value in 2017, 9 million bottles of Brunello and 4.6 of Rosso, and an export rate of 70%. The U.S. are the main market (30%), followed by the EU (20%), Asia (15%) and Canada (12%). In the last 50 years the price of one hectare of Brunello vineyards has grown 4.405%, to 700.000 Euros.



ARNALDO CAPRAI  
Viticoltore in Montefalco

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## Wine & Food

### The very best of Tuscan previews in the glass

Here are the very best examples of what Tuscan wine's consortiums showcased during the many preview events that took place last week, beginning with the "minor" denominations of the "Anteprime di Toscana" event (<https://goo.gl/cmwaZX>), the newly created "duo" Chianti and Morellino di Scansano (<https://goo.gl/dlgnY9>), the revered "Black Rooster" of Chianti Classico (<https://goo.gl/jEyYGm>), Vernaccia di San Gimignano (<https://goo.gl/vkAURD>), Nobile di Montepulciano (<https://goo.gl/sp8fdF>), and the gran finale, Brunello di Montalcino (<https://goo.gl/YHoR2b>).

## For the record

### In Tuscany, unity comes from diversity

Giovanni Busi, President of the Consortium of Chianti, and Alessio Durazzi, director of the Consortium of Morellino launched a joint message during the Anteprime di

Toscana event, "Let's promote each other together. Tuscany is strong if it's united, and diversity is our biggest asset. Our format works, and in 2019 more will join us".

