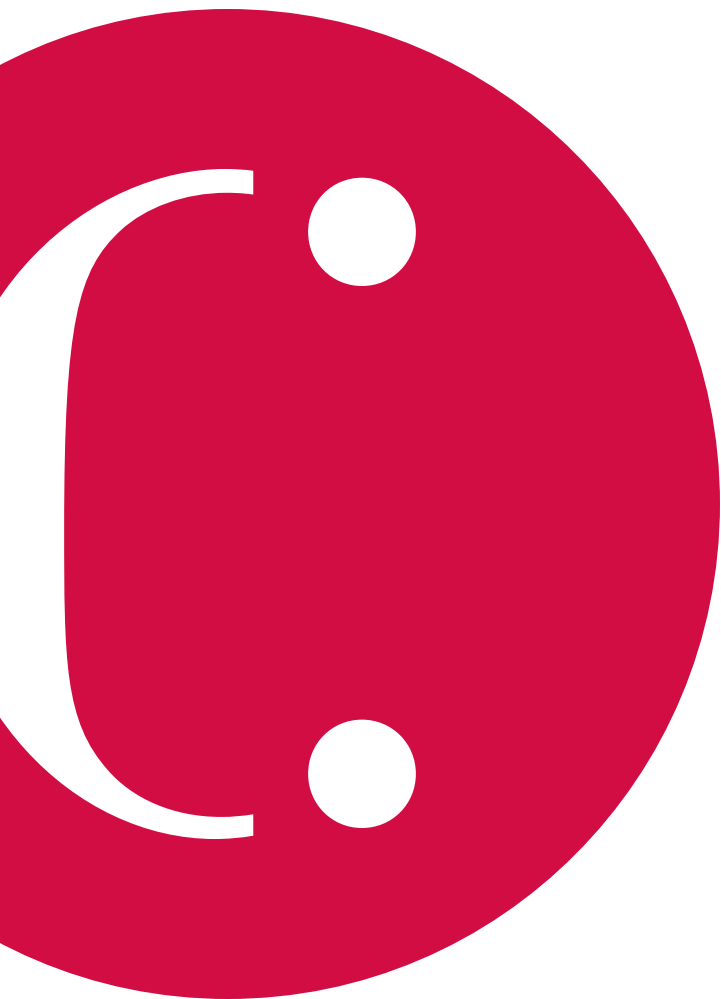


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Chianti®



The origins of the Consortium

The Consorzio VINO Chianti was established in 1927 by a group of wine producers in the provinces of Florence, Siena, Arezzo and Pistoia. Subsequently the Consortium expanded its operations to include the whole production area recognized by the 1967 Regulations, later assimilated into the Guaranteed Registered Designation of Origin (DOCG) recognized in 1984 and updated, for the last time, with a decree dated June 19th 2009.

The Consortium protects over three thousand sixhundred producers, working more than 15,500 hectares of vineyard, producing in excess of 800,000 hectoliters of Chianti wine of various zones and typologies and has been attributed the “ERGA OMNES” recognition for its representative status. It’s responsible of carrying out functions regarding consumer information, protection, promotion and valorization, as well as the general care of interests related to D.O.C.G. “Chianti”, through a Decree issued by the Ministry of Agricultural, Food and Forestry Policies on September 3rd 2012.

The Chianti production area

The Chianti production area consists of territories which are demarcated by law, located in the provinces of Arezzo, Florence, Pisa, Pistoia, Prato and Siena. This environment is characterized by hills with large terraces and valleys crossed by rivers.

The origins of Chianti date back centuries but the wine received its first accolades in the 19th century, the first official demarcation in 1932 and was granted the Registered Designation of Origin (DOC) by means of a Decree of the President of the Republic on August 9th 1967, which established the wine's characteristics through special Production Regulations.

Chianti wines

The “Chianti” Designation can be integrated with the specifications of “Colli Aretini”, “Colli Fiorentini”, “Colli Senesi”, “Colline Pisane”, “Montalbano”, “Rùfina” and “Montespertoli”, the first of which correspond to the geographical sub-zones in the first territorial demarcation established by the Ministerial Decree dated July 31st 1932, while the last, Montespertoli, was recognized with a Decree dated September 8th 1997. In these specific areas, more restrictive production methods and special requisites have been established for the wines.

It is interesting to note the return of the “Superiore” typology which has superior characteristics and potentially refers to the whole Chianti wine district.

The controls and the DOCG

The particular value of Chianti wines was also recognized by the Guaranteed Registered Designation of Origin (DOCG) attributed by the Decree of the President of the





Republic dated July 2nd 1984. From that time onwards, in addition to the existing controls, Chianti wines also had to be subjected to an organoleptic examination by a state Tasting Committee at the Chamber of Commerce, as well as specific chemical analyses.

Only once the Chianti has passed these examinations can it be bottled and a verification mark added attesting to its validity. The Ministerial Decree dated August 5th 1996 amended the previous regulations by issuing two distinct sets of regulations for Chianti and for Chianti Classico wines.

Grape varieties

The basic grape varieties used in the Chianti vineyard are: minimum 70% Sangiovese, additional grapes up to 30%, with a maximum of 10% for white grape varieties and 15% for Cabernets.

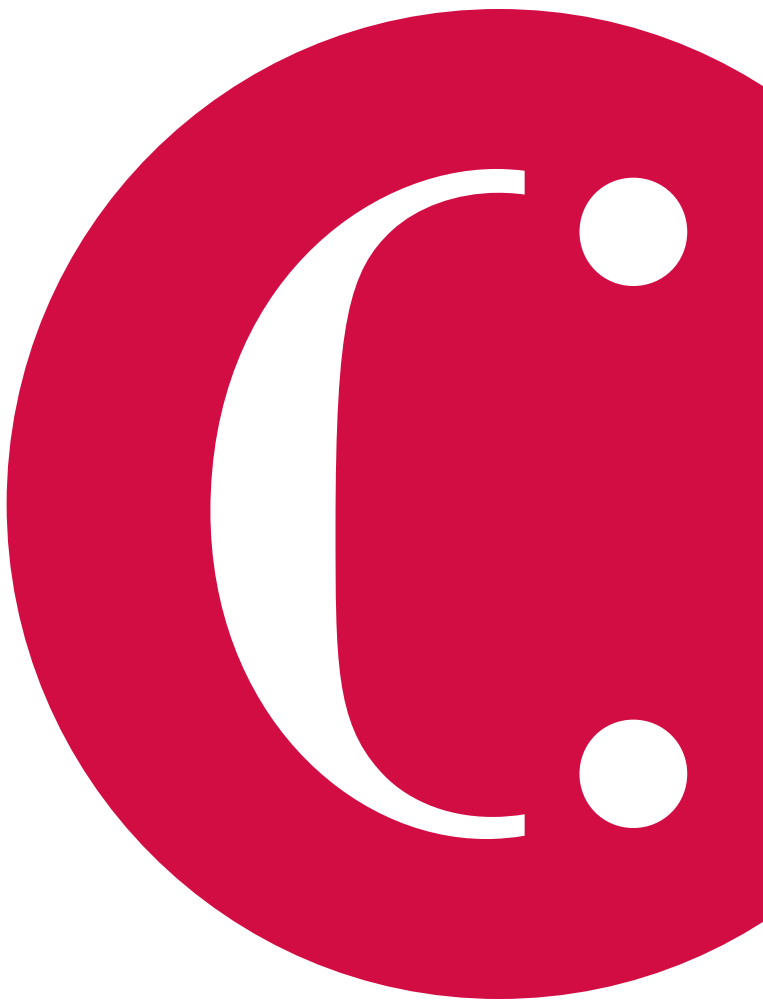
The maximum yield of grapes per hectare, for high density plantations, is 11 tons for Chianti, 9,5 tons for Colli Aretini, Colline Pisane, Montalbano, Rùfina and Montespertoli and Chianti Superiore, 9 tons for Colli Fiorentini and Colli Senesi. Chianti wine has a ruby red color, which tends towards garnet with aging. It has a harmonious, dry, sapid, slightly tannic flavor, with an intense, vinous aroma, as well as hints of violet. Some typologies can be consumed as young, fresh wines which are pleasant on the palate, whilst some areas are best known for their medium-long aged wines, which present a more mature color, bouquet and unmistakable flavor.

“Vin Santo del Chianti” and “Colli dell’Etruria Centrale”

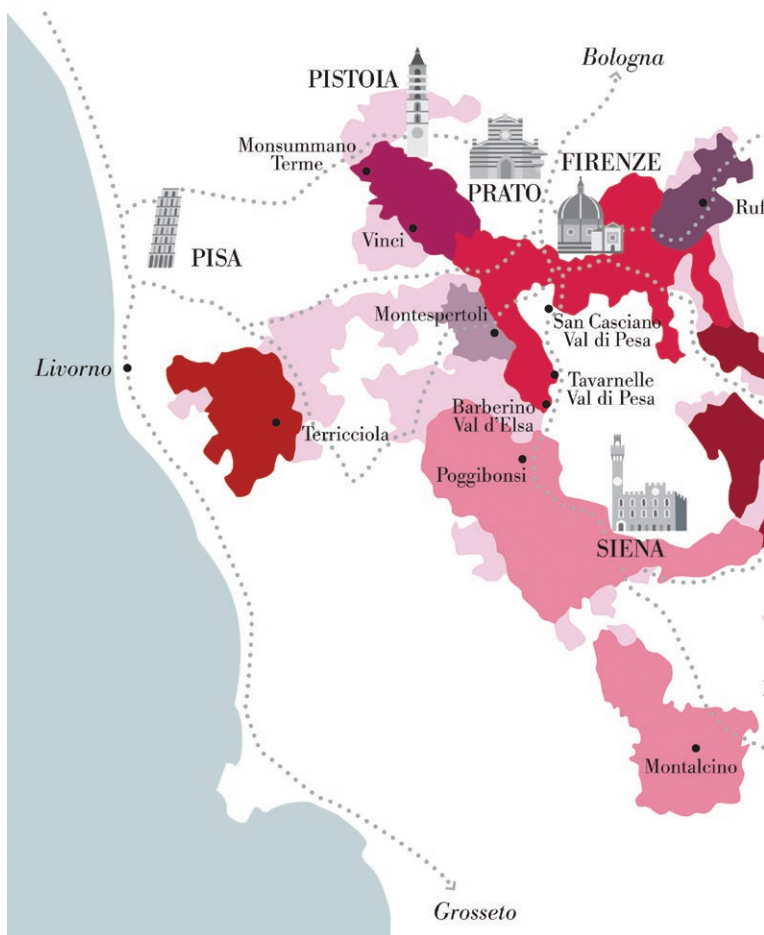
A Decree issued by the Ministry of Agricultural, Food and Forestry Policies on September 3rd 2012 granted recognition and responsibility also for valorizing, promoting and monitoring the following classifications: Vin Santo del Chianti and Colli dell’Etruria Centrale. The “Colli dell’Etruria Centrale” designation is positioned alongside the D.O.C.G. Chianti designation and permits the production, in the same area, of wines of a different quality from Chianti, with red wines being joined by whites, rosés, “novello” and Vin Santo. The recognition of the “Vin Santo del Chianti” designation, with the possibility of using the various sub-zones, marks an important step in the valorization of this product that represents so much for the traditional and production skills of the Chianti area and for which the Consortium has fought so long.

General data related to the protected classifications

Medie Pluriennali		Vini Chianti D.O.C.G.	Colli dell’Etruria Centrale D.O.C.	Vin Santo del Chianti D.O.C.
Superfici vigneto	Ettari	15.500	30	100
Vino prodotto	Etolitri	800.000	700	1.250
Imbottigliamento	N° recipienti	105.000.000	100.000	170.000
	Etolitri	800.000	700	1.250



THE CHIANTI LANDS





- Chianti
- Chianti Colli Fiorentini
- Chianti Colline Pisane
- Chianti Montespertoli
- Chianti Colli Aretini
- Chianti Colli Senesi
- Chianti Montalbano
- Chianti Rufina

Chianti Colli Aretini D.O.C.G.



A “middle earth” if you like, between the historic Chianti Classico, Valdarno Superiore, Val di Chiana and Cortona, which boasts a very long tradition and well-established style, already known and reported in the Medicean Notice of Cosimo III De’ Medici (1716). It is also a trove of winegrowing treasures, where antique and forgotten grape varieties, such as Abrusco del Valdarno or Lacrima del Valdarno, which represent the real genetic heritage of Tuscan viticulture, continue to exist despite having lost their popularity. Cultivation here is very rustic, with some mountainous stretches in the areas right between the Chianti Mountains and the Apennines with their point of reference “Croce del Pratomagno”, but there are also areas of low hills, similar to those of the neighbouring Chianti Colli Senesi subzone. The history of these lands is one of the oldest in Tuscany, boasting fundamental testimonies from the “Chimera di Arezzo” to Piero della Francesca, via illustrious families in all the social spheres that have marked culture and literature. The wines made in this area tend to be a little rougher around the edges but with outstanding consistency: thicker tannins denote concentration and body, along with a generous and quite intense palate.

Chianti Colli Fiorentini D.O.C.G.



The wine of Florence! Grown in the hills around the famous city, in vineyards located mostly at medium altitudes, for centuries they have characterised an area symbolic of art, history and famous people. All the hills around the city are crossed by numerous little freshwater streams, which have left a richness and stratification during the various geological phases that are more varied than in other areas: sometimes clay, sometimes of mixed consistency, calcareous rock, river stones, etc. This variety, together with a milder microclimate than in other subzones, is quite consistently reflected also in the wines, which reveal a rich character and evident finesse. Blessed with a pleasing temperament even when young, they age well in the medium and relatively long term.

Chianti Colli Senesi D.O.C.G.



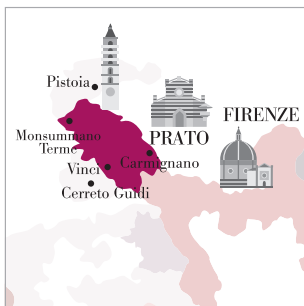
Like Chianti Colli Fiorentini, this is without doubt the most representative and historical subzone with a vast territory set around the ancient city of Siena, traditionally the rival of the city of Florence in terms of politics, art, food and beautiful scenery. The city of the Palio and the contrade! A hilly area set in central-southern Tuscany, with medium altitude hills and gentler slopes, this land has had a vocation for viticulture for centuries, along with other things too: the Crete Senesi and the cultivation of cereal crops, often portrayed in beautiful photographs, are famous. Its wines, renowned for their excellent quality, are usually smoother and more elegant than those produced in inland Tuscany, meaning that they are ready to drink a little sooner. The Sangiovese grown here, often of the “Grosso” variety, ripens earlier but gives a certain richness and depth, with distinct fruity notes, greater sweetness and body.

Chianti Colline Pisane D.O.C.G.



The westernmost and most coastal Chianti, that of the city of Pisa, whose famous leaning tower features clearly in the imagination of people all over the world. A territory that was of considerable importance to development when Chianti began to be widely exported. Pisa and the neighbouring areas initially provided significant reserves of raw material for blending with the basic product from the regional areas further inland. Subsequently, it developed a more important vocation of its own, creating a more modern version of the wine, no longer playing a merely supporting role but becoming independent, with characteristics of its own. Generally speaking, the wines made here are very smooth and not quite as sharp as other Chianti wines. This is because the soils are very soft and sandy (despite being rich in marine fossil stone), the vineyards are located at low altitudes and, most importantly, the temperatures are mitigated by the sea breezes that blow in from the coast influencing the gentleness of the Sangiovese grape.

Chianti Montalbano D.O.C.G.



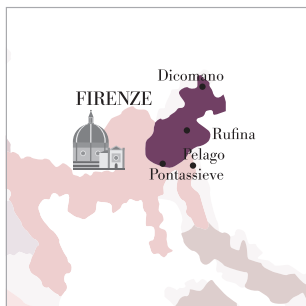
A production area historically recognised in its own right, being right next to another historical appellation, Carmignano, which owes its character to the Medicean vision and to the rural and sylvan use that these areas have always been associated with. From the famous Medici hunting grounds, the so-called Barco Reale, to the more mountainous areas of Pistoia, Montalbano falls within the provinces of Florence, Prato and Pistoia. The area enjoys excellent exposure to the sun and temperature ranges which, together with a frequent presence of mixed consistency soils and limestone rock, give the wines a good structure and a pleasant, vinous flavour. Despite the fact that this isn't one of the smallest areas, not many winemakers actually market Chianti Montalbano d.o.c.g. today. Greater growth is expected over the next few years, partly due to the recent replanting of vineyards by various producers.

Chianti Montespertoli D.O.C.G.

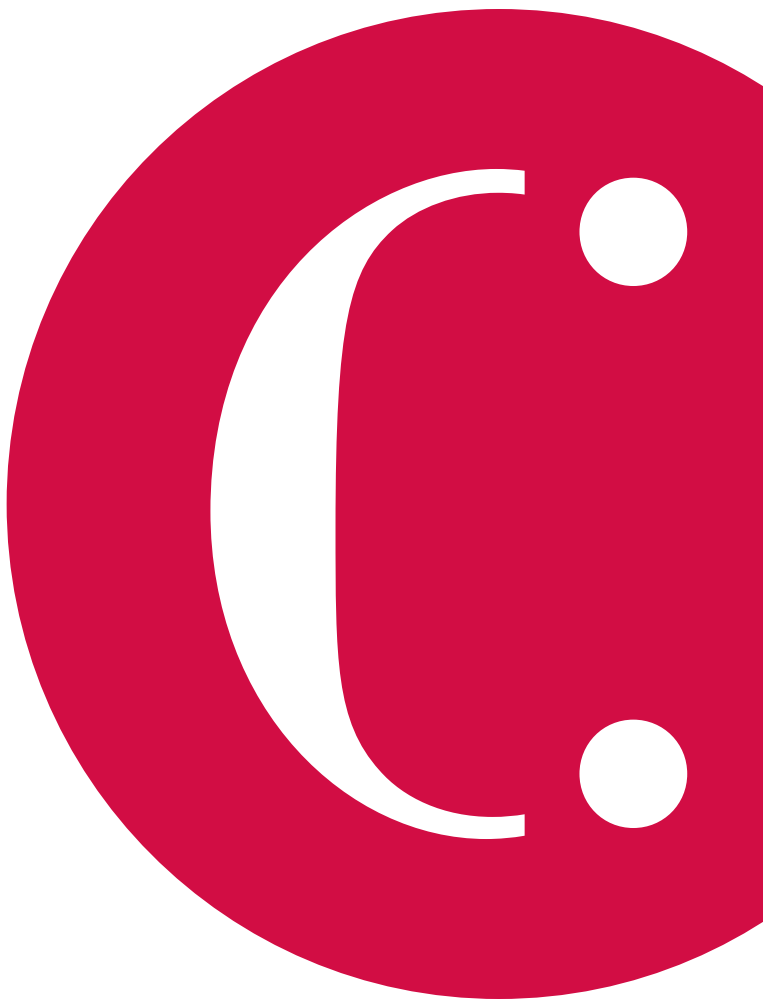


The most recent subzone to be annexed to the production of Chianti d.o.c.g. in 1997. It is a very small territory, but it boasts a long winemaking tradition and also holds the record for being the area with the highest concentration of vineyards in the whole of Tuscany. The little village of Montespertoli is surrounded by very colourful and extensively cultivated bucolic landscapes, crossed by several watercourses that have made it a fertile and lively area of production over the centuries. Its soils, which never reach particularly high altitudes, are often very mixed in composition: from alluvial and clayey deposits to calcareous rock, sand and marine fossils. This great variety of micro-ecosystems now offers an equally varied range of very creative range of wines, which, although relatively recent as an appellation, have a lot of character and personality to express.

Chianti Rùfina D.O.C.G.



This is one of the oldest production subzones, mentioned and protected in the famous Medicean Notice of Cosimo III way back in 1716. Its territory is located in the Province of Florence and mainly occupies the foothills, divided by two watercourses, the Arno and Sieve rivers. Rather high average altitudes (from 250 to almost 700 metres above sea level) and steep slopes make it the “highest” Chianti. The soil composition is quite varied, although there is a predominance of clay and galestro that make it a distinct terroir for the cultivation of Sangiovese with slow and late ripening. The significant temperature range at night, especially during the crucial period of veraison, is another of its distinguishing features, giving the wines a certain crispness and fine floral aromas. In addition to this, the innate acidity of the Sangiovese grape tends to be naturally enhanced here, generating wines that express themselves better over the years, often ageing for a very long time in the case of Chianti Rùfina Riserva.





Chianti.
lovers

Chianti style

Few wines in the world can be called by a name that is so recognisable and unmistakable.

Experts say that “*Chianti*” is statistically one of the top ten Italian words known in the world, together with “*Mamma*”, “*Pizza*”, “*Ciao*”, “*Amore*”, etc., among those familiar and special words that, when pronounced, even from the furthest corner of the earth, evoke places, smells, flavours and sounds deeply etched into the collective imagination. The word Chianti is a sort of singular “*abracadabra*” of wine: just as soon as you close your eyes and say it, the magic happens.

Say *Chianti* and Tuscany comes to mind, with its enchanted hills, its soft maternal curves, its vineyards and its cypresses. Say *Chianti* and history and culture are evoked: art towns, music, literature, cinema and the Italian dolce vita. Say *Chianti* and you inevitably think of food and wine. Red, intense.

The word takes you on an adventure without even moving from the spot.

You almost don't pronounce it, you invoke it! Chianti is a tribute to life, an ode to the unbridled and benevolent beauty of Nature: you don't say *Chianti*, you wish for it.

“Chianti exists!”

You've most certainly drunk it at least once, or your parents or grandparents have. If you think about it, your life has crossed paths with our wine at some point: it was there, you just didn't notice.

Chianti is like a sign, a universal hieroglyphic, a primordial Esperanto of the earth with which everyone instinctively identifies. The cypresses are our obelisks, the cellars our cathedrals.

Chianti[®] lovers

#CHIANTILOVERS

Who are they?

Chianti is more than a product, it is a shared idea, an icon of style, a whole concept that goes beyond the wine. Given that its very name is so emblematic as to be synonymous with the drink itself, it is only natural to think that those with a passion for wine have to be passionate about Chianti, too.

In short, **Chianti lovers**.

But who are they? They are wine lovers of all types and ages, from all countries and all cultures.

They love all things good and beautiful, as well as the simple pleasures of conviviality.

They love to share experiences, meals and conversation.

They are curious by nature and unquestionably stubborn dreamers.

Driven by an incurable optimism, they always see the glass as half full... of Chianti, of course!

So, they love wine but, most of all, they love getting to know the people behind the wine: the faces, the hands, the ideas and stories of those for whom this noble craft is an everyday way of life. There is too much humanity to fit inside a single bottle, and this is something Chianti lovers know all too well.

They see the winemaker as an athlete and cheer him on to success, just like they root for the "good guy" in a movie.

And like in a renewed agricultural *humanism*, we want to put man back at the centre: with the logic and tenacity of his work, with his laborious and painstaking achievements, but also with his mistakes and contradictions.

Chianti is a product for everyone, a banner of inclusion, an authentic Italian heritage of "Pop" culture, which we would like everyone to benefit from.



Chill
lovers

Chianti D.O.C.G. Annata

This is the youngest expression of Chianti and, in compliance with legislation, can only be released onto the market **from the 1st of March of the year following harvest.**

It is usually a product with a slender body, fragrant, vinous with crisp fruit, straightforward and never banal. Its characteristic and natural freshness conveys a “devastating” versatility in food pairings, making it suitable for all occasions.

We could call it a “universal” wine, undoubtedly a best seller, and the perfect emblem of Tuscan joviality.

It is usually vinified in steel or concrete tanks, where it undergoes temperature-controlled fermentation to preserve the fresh, floral aroma of the grape; it often remains in the same containers for a brief period of ageing before being bottled in spring.

Sometimes, where compulsory by production regulations, the wine is aged in wood (traditionally oak barrels): this is the case of the *Chianti Rufina* and *Chianti Colli Fiorentini* subzones, for example. This further change of container usually gives these wines a slightly more complex structure, which requires more time before it is ready for sale. These wines can only be released onto the market, again in compliance with law, **from the September of the year following harvest.**

Chianti Superiore

DENOMINAZIONE DI ORIGINE CONTROLLATA E GARANTITA

Chianti Superiore D.O.C.G.

This is a less frequent and less well-known category of production, which has, however, always aimed to raise the average quality of its products, sitting somewhere between Chianti “Annata” and “Riserva”.

Technically, Chianti Superiore can be made in any of the Chianti D.O.C.G. zones and subzones, as long as further restrictions imposed by the production regulations are observed: a lower yield per hectare (max. 9.5 tonnes), a higher minimum alcohol content (12%), a minimum ageing period of one year, and a stricter organoleptic analysis than for the usual vintage wines.

Chianti Superiore D.O.C.G. can, therefore, be released for sale **from the September of the year following harvest.**

In organoleptic terms, it is at an intermediate level, characterised by **more robust body, with more sophisticated features if matured in wood, more intense also at olfactory level as well as on the palate, where the wine reveals more muscle, concentration and persistence than the vintage wines.**

It is a stylish representation of the ideal synthesis between traditional everyday wines and wines destined for long ageing, offering an intriguing alternative **to pair with contemporary, even ethnic or experimental cuisine.**

Chianti®

DENOMINAZIONE DI ORIGINE CONTROLLATA E GARANTITA

RISERVA

Chianti D.O.C.G. Riserva

The pinnacle of selection normally coincides with this category: vinification, maceration and ageing are emphasised even more in Chianti Riserva wines.

The aim of Riserva (reserve) wines is to undergo significant ageing and long evolution in the bottle. Consequently, all the phases that contribute to giving substance and integrity to the must are more precise and prolonged. Meticulous selection of the bunches and grapes, longer fermentation and deep maceration on skins, the choice of the type of wood, age and capacity of the barrels, etc.

Chianti Riserva is intended to be **an intense and remarkable expression of Sangiovese** and its outstanding capacity to evolve over many years. In the overall Chianti production zones and in each of the subzones too, the Riserva category **must be aged in the cellar for a minimum of 24 months** before being released for sale.

In organoleptic terms, Chianti Riserva usually expresses **a complex bouquet that can range from dark fruits of the forest, to earthy scents and to some elegant toasted or vanilla notes** that can be conveyed by spending some time in wood. **The immediate sensation on the palate is of great fullness and smoothness, more integrated and silky tannins, warmth and persistence, but still a vibrant acid shoulder that supports the wine.**

These wines are more demanding on the table, but not “heavy” and for restricted use. The eternal youthfulness of Sangiovese makes these selections perfect for sharing on informal occasions and with slightly more elaborate cuisine.

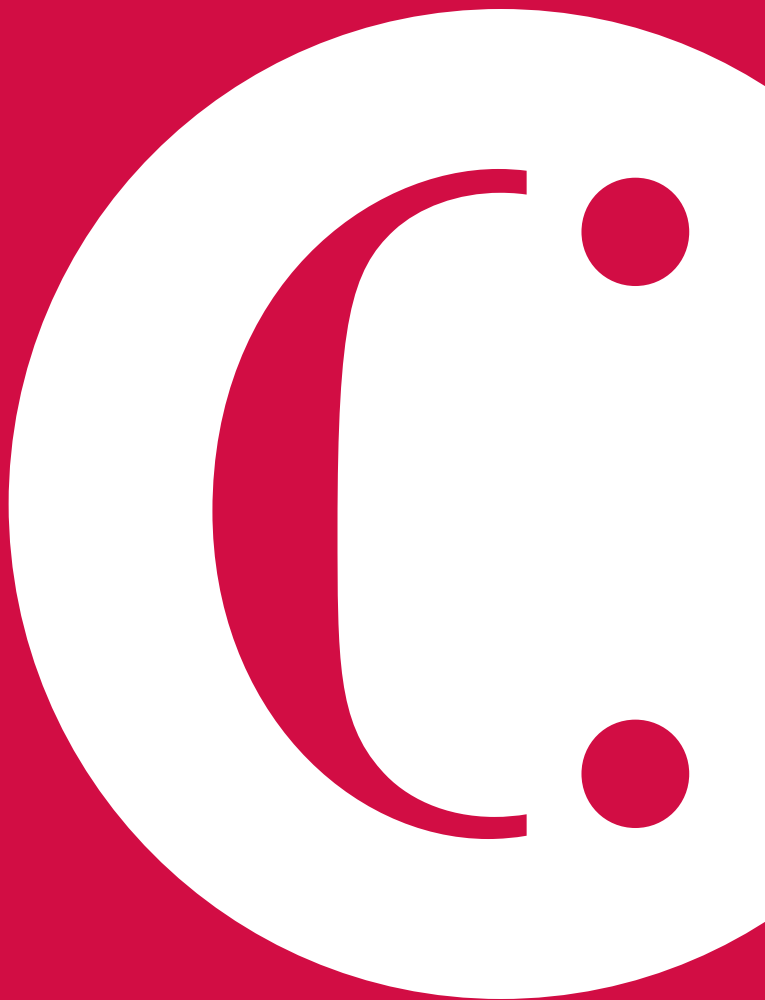
Vin Santo del Chianti D.O.C.

Vin Santo del Chianti is a *Denominazione di Origine Controllata* wine usually made from white and sometimes red grapes, dried in a delicate natural dehydration process and aged at length in wooden barrels.

According to the Chianti production regulations, it **must be aged for at least three years** in small barrels, often made of a variety of woods, locally known as “*caratelli*”, where it undergoes numerous seasonal fermentation cycles and ages at the same time. In the “**Riserva**” version, **this elevation process lasts at least four years.**

Traditionally, *Trebbiano Toscano* and *Malvasia Bianca lunga del Chianti*, are the native white grapes most frequently used and considered suitable for its production. By law they must account, together or individually, for at least 70% of the blend. Sometimes they are blended with other local grapes such as *San Colombano* or *Canaiolo Bianco*, or even *Sangiovese*, which cannot however exceed 30% in the classic version. If at least 50% Sangiovese grapes are used in the blend, the product can be called “*Vin Santo Occhio di Pernice d.o.c.*”.

Quite dry in the past but rather sweet today, Vin Santo del Chianti d.o.c. is undoubtedly a surprising and unique wine for a number of reasons: with its unrepeatable taste, its silky and enveloping palate, of rare complexity, it is undoubtedly the finest liquid **expression of Tuscan character.**





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Chianti[®]
CONSORZIO VINO CHIANTI