

PRESS KIT 2015



CHIANTI CLASSICO

ACADEMY



CHIANTI CLASSICO

THE TERRITORY



- Province of Florence
- Province of Siena

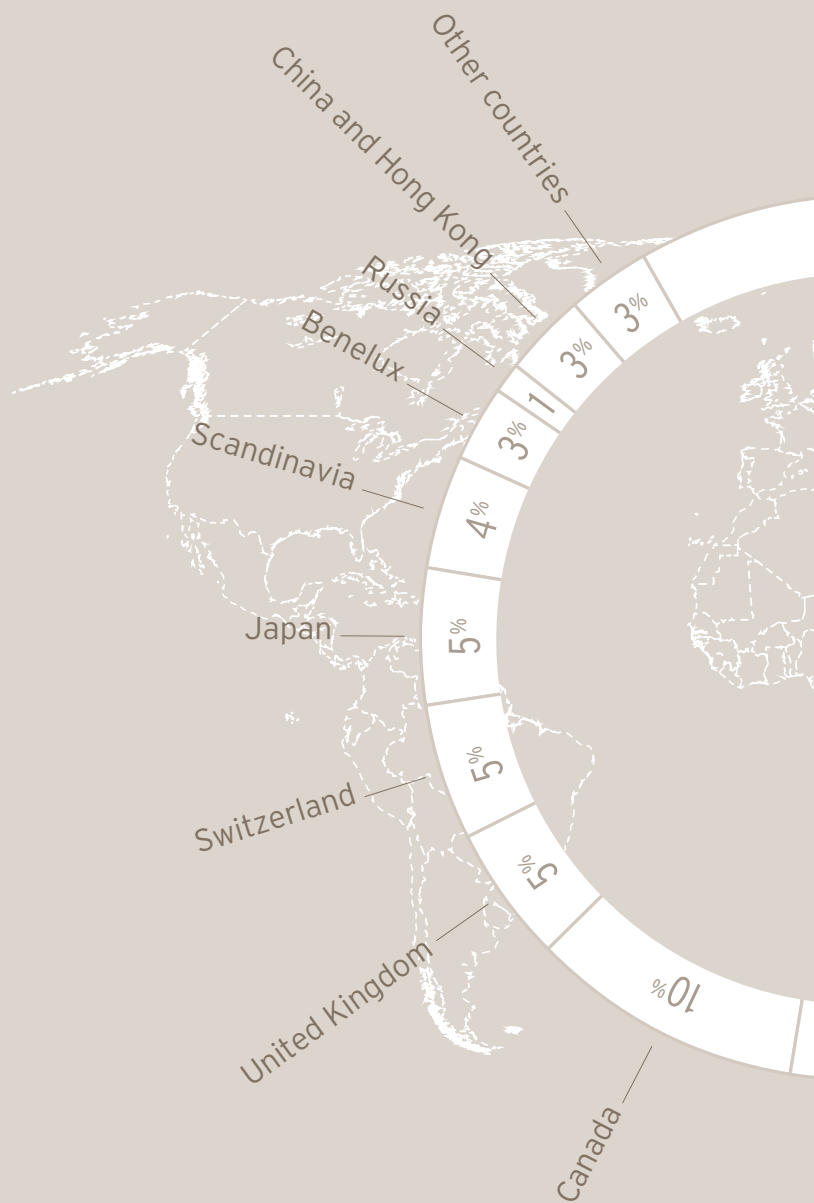
CHIANTI CLASSICO

THE PASSPORT

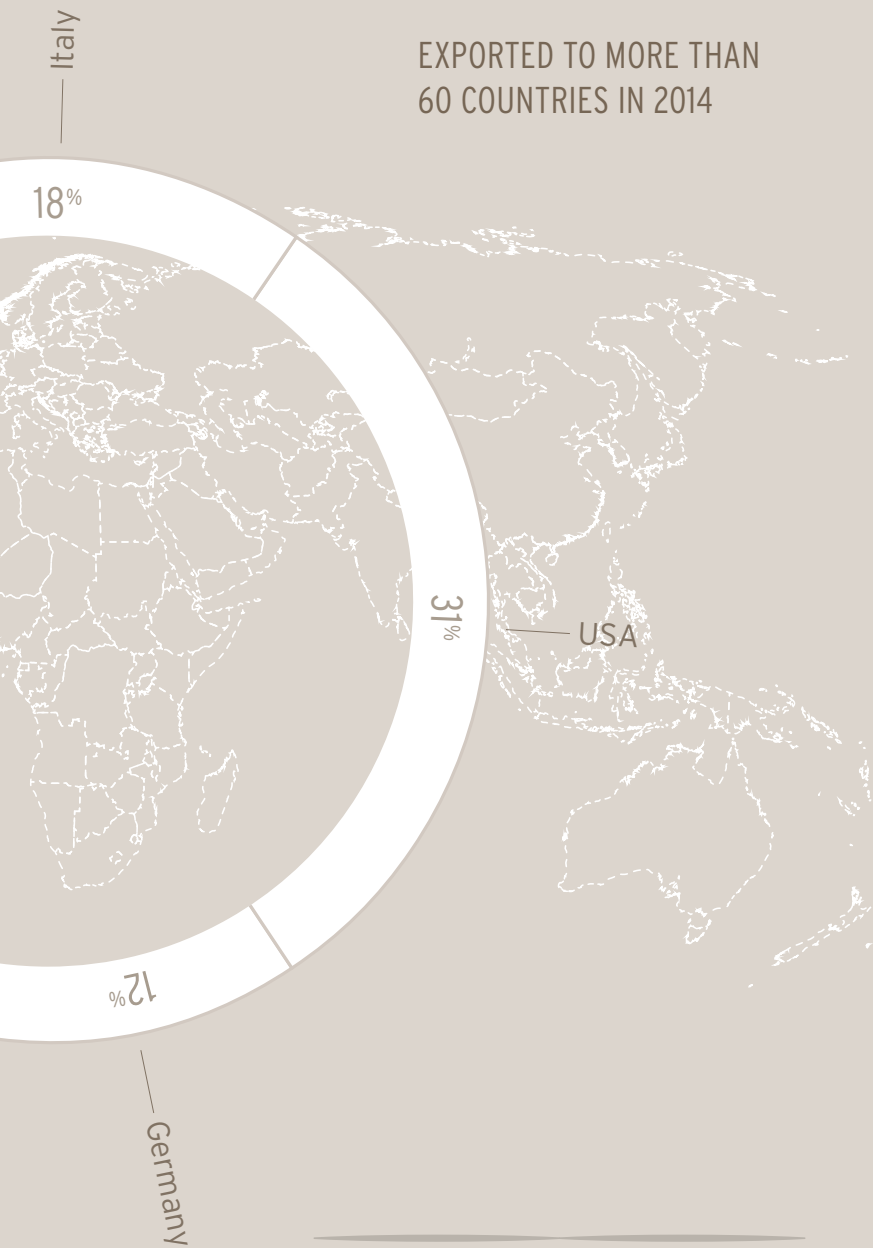
Name	Chianti Classico DOCG
Year of birth	1716: the borders of the production zone are delimited
Place of birth	The territory lying between the provinces of Florence and Siena that covers the whole communes of Castellina in Chianti, Gaiole in Chianti, Greve in Chianti and Radda in Chianti and parts of the communes of Barberino Val d'Elsa, Castelnuovo Berardenga, Poggibonsi, San Casciano Val di Pesa and Tavarnelle Val di Pesa
Total area of the territory	70.000 ha / 175,000 a
Total vineyard area	10.000 ha / 25,000 a
Vineyards registered as Chianti Classico	7.000 ha / 18,000 a
Grapes permitted by production regulations	Sangiovese: from a minimum of 80% to 100% Other permitted red grapes (indigenous or international): maximum 20%
Average annual bottle output	35 million
Average annual output	270,000 hl / 7,130,000 gal
World exports	To more than 60 countries
Consorzio Vino Chianti Classico members	566
Of which are bottlers	371

CHIANTI CLASSICO

IN THE WORLD



EXPORTED TO MORE THAN
60 COUNTRIES IN 2014



CHIANTI CLASSICO

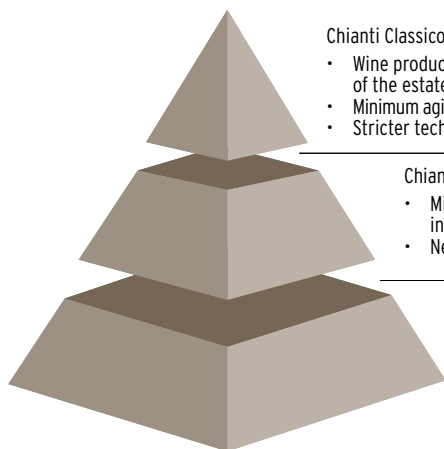
THE CHIANTI CLASSICO PYRAMID

2013: A PIVOTAL YEAR

The year 2013 represented an historical turning point for the Chianti Classico appellation. In fact, the Consorzio Vino Chianti Classico members' assembly approved important changes to the production regulations leading to a reorganization of the Black Rooster DOCG, that was definitively enacted after ministerial approval at the end of the year.

THE QUALITY PYRAMID

The new classification of the Chianti Classico typologies added another layer at the top of the DOCG quality pyramid: the Gran Selezione. This typology of Chianti Classico is produced exclusively with grapes from single vineyards or selected from the estate's best-suited vineyards. In addition to stricter technical and organoleptic characteristics, Gran Selezione wines can be released on the market only 30 months after the grape harvest, three of them spent in bottle refinement. These unique features place the Gran Selezione at the summit of the Chianti Classico quality pyramid.



Chianti Classico **Gran Selezione**

- Wine produced from single vineyard or from a selection of the estate's best grapes
- Minimum aging requirement: 30 months, including 3 months of bottle aging
- Stricter technical and sensory parameters

Chianti Classico **Riserva**

- Minimum aging requirement: 24 months, including 3 months of bottle aging
- New technical and organoleptic parameters

Chianti Classico **Annata**

- New technical and organoleptic parameters

N.B. In every case, vintner has to declare the wine destination when applying for certification

CHIANTI CLASSICO

GRAN SELEZIONE



CHIANTI CLASSICO

GRAN SELEZIONE

A HISTORIC DECISION

It's the first time that Italian wine legislation has permitted introduction of a new typology of wine at the summit of a denomination's quality pyramid, and the first time that a legal revolution of such breadth was achieved thanks to the vintners themselves, the 600-some members of the consortium. Chianti Classico is the first denomination in Italy to raise the stakes, by reinforcing the value of the appellation as a whole starting from its qualitative peak. A decision in counter-trend to the rest of the world aimed at adding quality layer on top of the territory's enological offer.

Projections for the production of Gran Selezione show that it will account for about 10% of the Chianti Classico production for an overall worth of between 70 and 100 million euros.

VINEYARD SELECTION

Gran Selezione is made exclusively from a winery's own grapes grown in its finest vineyards according to strict regulations that make it a truly premium wine, a new point of reference on the world wine scene.

REFINEMENT

In addition to the chemical and organoleptic characteristics of very high quality wines, Gran Selezione can be marketed only after a minimum 30-month aging and an obligatory period of bottle refinement.

SENSORIAL CHARACTERISTICS

Gran Selezione is also able to enhance the different characteristics of a broad and variegated territory divided into nine communities and different climatic and soil zones but united by the unmistakable Sangiovese "signature".

From the organoleptic viewpoint Gran Selezione has a great structure that, thanks to grape selection and long refinement, gives superior balance and harmony, depth of flavor and aromatic complexity. On the palate it combines immediacy of fruit with the fascinating nuances typical of wines that take long to evolve.

CHIANTI CLASSICO

CHIANTI CLASSICO GRAN SELEZIONE CHARACTERISTICS:

Colour	deep ruby red tending to garnet with age
Aroma	spicy and persistent
Taste	dry, persistent, balanced
Minimum alcohol content	13° vol.
Total minimum acidity	4.5 g/l
Minimum non-reductive extract	26 g/l

GRAN SELEZIONE CERTIFICATION

The use of the name “Chianti Classico Gran Selezione” depends on issue of a suitability certificate based on chemical-physical tests conducted by authorized laboratories and approval of the wine’s organoleptic characteristics by special tasting committees as per Italian Ministerial Decree 16/12/2010 concerning batches of wine destined for bottling.

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. This means that the producer makes a more deliberate pre-selection of the grapes and wines to be used in the final product.

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 to make it stand out even more on every bottle of Chianti Classico. The logo with the Black Rooster symbol, redesigned with greater impact and more contemporary traits, 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

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.

A BIT OF HISTORY

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”. 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.

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”.

RECAPPING

Chianti

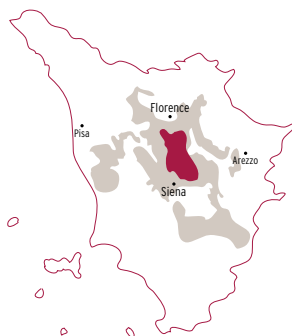
The name of a territory delimited in 1716 that today covers 9 communes under the provinces of Florence and Siena.

Chianti

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

Chianti 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 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	4.100 plants
Maximum grape output	7.5 tons per hectare 2 kilos per vine	11 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

2013: 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.

2010: A CHANGE TO AN ITALIAN LAW BANS THE PRODUCTION OF CHIANTI WINE IN CHIANTI CLASSICO PRODUCTION ZONE.

1996: CHIANTI CLASSICO BECOMES AN INDEPENDENT DOCG.

1984: CHIANTI CLASSICO OBTAINS DOCG STATUS (CONTROLLED AND GUARANTEED DENOMINATION OF ORIGIN), THE HIGHEST RECOGNITION FOR PREMIUM ITALIAN WINES.

1932: THE ADJECTIVE "CLASSICO" IS ADDED BY MINISTERIAL DECREE TO DISTINGUISH THE ORIGINAL CHIANTI FROM THE WINE MADE OUTSIDE THE TERRITORY DELIMITED IN 1716.

1924: CREATION OF THE CONSORTIUM FOR THE PROTECTION OF CHIANTI WINE AND ITS MARK OF ORIGIN; THE TRADEMARK CHOSEN IS THE BLACK ROOSTER.

1716: COSIMO III, GRAND DUKE OF TUSCANY, OFFICIALLY DELIMITED THE PRODUCTION ZONE OF CHIANTI WINE.

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.

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 new 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

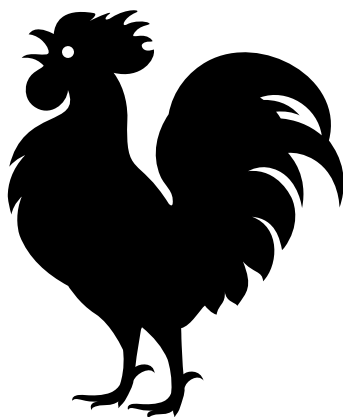
The trademark always found on bottles of Chianti Classico is the Black rooster, historic symbol of the Chianti Military League and among other things depicted by famous artist Giorgio Vasari on the ceiling of the Salone dei Cinquecento at Palazzo Vecchio in Florence.

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 Sienees 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 Sieneese 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 Sieneese 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

	Alcohol content (minimum)	Aging (minimum)	Characteristics
Chianti Classico Annata	12% vol.	12 months	Fruity, fine, appealing, nicely balanced and easy to drink, fresh, with balanced maturation.
Chianti Classico Riserva	12.5% vol.	24 months	Fruity, with fineness enhanced by wood that doesn't stand out but accompanies and sustains the wine's structure, consistency and persistence.
Chianti Classico Gran Selezione	13% vol.	30 months	Fruity, spicy, enveloping where elegance, structure, fineness and balanced tannins and acidity maintain characteristics of fusion and integrity.

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

Chianti Classico Company. Founded in 2013. The Consorzio Vino Chianti Classico is the first association of wine growers to create a company with the specific mandate of promoting and valorizing the whole appellation. 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 and abroad. Among current projects, it counts the Chianti Classico wine shop at the renewed Florence Central Market (1st floor), the restaurant Crystal Lounge at the stadium “Artemio Franchi” in Florence, and the House of Chianti Classico in the newly restored Convent of Santa Maria al Prato in Radda in Chianti, the very first home to wine & food excellence under the aegis of Chianti Classico.

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. As defined by its statute, the foundation's work focuses on two main fields: safeguarding the territory and valorizing its artistic, cultural and environmental assets.

Strada del Chianti Classico (*Chianti Classico Road*) has always existed. Through the centuries it was used by the Etruscans, Romans and the opposing armies of Florence and Siena, which in the Middle Ages fought for its possession.

As you travel along the road it recounts its history,

testifying also to the generations of people who took inspiration from its natural beauties to work daily with the passion and devotedness that have made Black Rooster land one of the world's best-loved reservoirs of wine & food.

To safeguard this heritage, the Strada del Vino e dell'Olio Chianti Classico was created in 2008. In a geographical area whose historic, artistic and wine & food assets are found in nine different communes between Florence and Siena, the Strada is a unifier, not only of geographical borders, doing away with old rivalries, but also of businesses: Chianti Classico wineries and olive farms, guest accommodations and hotels, restaurants and handicrafts, bringing together everyone who, respecting the territory, helps make it unique with their work.

Consorzio Olio DOP Chianti Classico (*Chianti Classico DOP 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.



CHIANTI CLASSICO

ACADEMY



CHIANTI CLASSICO

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CONSORZIO VINO CHIANTI CLASSICO

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