

TECHNICAL SPECIFICATIONS FOR THE REGISTRATION OF THE GEOGRAPHICAL INDICATION

NAME OF THE GEOGRAPHICAL INDICATION

Vino Nobile di Montepulciano

PRODUCT CATEGORY

Wine

COUNTRY OF ORIGIN

Italy

APPLICANT

Consorzio Del Vino Nobile Di Montepulciano
7 Piazza Grande
53045 Montepulciano
Italia

Tel. +39 0578 757812 / Fax. +39 0578 757813
info@consorziovinonobile.it, p.solini@consorziovinonobile.it

PROTECTION IN THE COUNTRY OF ORIGIN

Date of Protection in the European Union: 18.9.1973

Date of Protection in the Member State: 16. 7. 1966

PRODUCT DESCRIPTION

- **Raw Material**

Wine made primarily from the Sangiovese grape variety.

- **Alcohol content** : min 12,50% vol

- **Physical Appearance**

Ruby red.

DESCRIPTION OF THE GEOGRAPHICAL AREA

Toscana Region (province of Siena).

LINK WITH THE GEOGRAPHICAL AREA

The interaction between the various natural and human factors have made it possible to preserve the viticultural character of the territory of Montepulciano, and prevent it from undergoing the urbanization that has characterized other areas of Tuscany.

The role of culture and the environment on the characteristics of the wine is demonstrated by studies on land and zoning made since 1989 (Campostrini and Costantini, 1996) and which have shown that the existing soils in the production area give to the Vino Nobile, and to Sangiovese in particular, notes of cherry, violet and spices.

Although there are several types of soil, productivity and grape quality is managed in different situations by appropriate cultivation techniques and soil management, ranging from mechanical tillage in the less fertile soils to the herbaceous cover in the the most productive soils. These

interventions, based on multi-annual experience, are conducted so that the quality of the grapes harvested follows uniform and suitable maturation parameters.

The hilly terrain and exposure of the vineyards contributes to generating a particularly favorable climate for growing grapes.

The winter and spring rains favour the formation of a good water reserve in the fields, while the little summer rain (July average less than 30 mm) determines the overall moderate water shortage that favours the maturation phase at the expense of vegetative plant growth.

The many hours of sun and high heat level reached in July and August favour a regular ripening of grapes and an excellent preparation for ripening, while in September and early October high thermal variation between day and night, especially in the highest levels, promotes phenolic and aromatic complexity of the grapes.

The history of Montepulciano wine from Etruscan times to the present day is documented by an extensive bibliography and archaeological finds, which have led growers over time, and through interaction with the environment, to identify, develop and select best practices for quality wine production.

From its earliest origins, Montepulciano has merged its history with wine, as evidenced by one kylix (cup of wine) found in 1868 in an Etruscan tomb near the city.

The oldest document about wine from Montepulciano dates back 789: Arnipert cleric gives to the church of San Silvestro sull'Amiata land planted with vines located at Castle Policiano. Then Ripetti in his *Dizionario storico e geografico della Toscana* ("Historical and Geographical Dictionary of Tuscany") cites a 1350 document in which are written down the terms for trade and export of Montepulciano wine.

From the High Middle Ages vineyards are documented as producing excellent wines. In the mid-1500 Pulitianus Mons and Sante Lancerio, winemaker of Pope Paul III Franesio, celebrate the Montepulciano by stating "most perfect in both winter and summer, fragrant, tasty, not bitter or aggressive color, so it is wine of Lords" as they are served to the tables of the nobles. Older labels simply indicate *Scelto Rosso di Montepulciano*.

In the seventeenth century, we recall that Francesco Redi, a distinguished physician, naturalist and poet, praised the wine very effectively in his dithyramb 'Bacco in Toscana' in 1685. Redi imagined Arianna Bacco and praised the best wines of Tuscany as being "the beautiful white hand with which Arianna pours Montepulciano" and concludes "Montepulciano, of all wines is the King!" The little poem was a great success and went from court to court, and to William III, King of England. Perhaps the preference of King William by Tuscan wines was due to Redi and gave him his own celebrity. It bears witness to the journey made in 1669 by a British delegation to the Grand Duchy of Tuscany to provide the English court with Moscadello Montalcino and *Vino Nobile di Montepulciano*.

In the late nineteenth century, there was the need to train officers for the management of the vineyards and wineries: in 1882 a practical school of agriculture was created and is still active in the border in the town of Cortona, a technical agricultural Institute.

More recently, in 1933, in the publication "Vini tipici Senesi" (typical wines of Siena) led by Montanari and Musiani, is a detailed description of the technical production of *Vino Nobile di Montepulciano*, very similar to the current disciplinary denominations.

In 1937 a social network was created with the intention of creating a structure for marketing of wine also produced by small farmers and in 1965 the *Consorzio del Vino Nobile dei produttori* (Consortium of producers of *Vino Nobile*) was born.

The recent history of Vino Nobile di Montepulciano is distinguished by an evolution, in line with the most modern production trends, techniques of vineyard management and winemaking. The planting density is therefore increased to reduce unit production of grapes per plant, and forms of cultivation and pruning have been oriented towards systems that promote optimum vegetative - productive development and a perfect sanitary state of the grapes. At the same time, fermentations, the ripening period of wood and the use of the various containers have been optimized, with the intention of obtaining a wine of great body, endowed over time with longevity and stability.

SPECIF RULES FOR LABELLING, IN CASE THESE EXIST

[...]

CONTROL BODY

Ministero delle Politiche Agricole, Alimentari e Forestali
Dipartimento dell'Ispettorato centrale della tutela della qualità e repressione delle frodi dei prodotti agro-alimentari
Via Quintino Sella n. 42,
00187 ROMA

Tel. +39 6/46656608, +39 6/46656648, +39 6/46656658
icq.dip.segreteria@politicheagricole.gov.it