“...you have to start from the land: only from knowledge of and respect for the territory are great wines born”

Franco Bernabei
**Name:** Chianti Classico DOCG  
**Year of birth:** 1716  
**Place of birth:** The territory lying between the provinces of Florence and Siena that covers the communities of Castellina, Gaiole, Greve and Radda in Chianti in their entirety and parts of Barberino Val d’ Elsa, Castelnuovo Berardenga, Poggibonsi, San Casciano Val di Pesa and Tavarnelle Val di Pesa.  
**Area covered by the territory:** 175,000 acres  
**Area planted with vineyards:** 22,200 acres  
**Vineyards registered as Chianti Classico:** 18,000 acres

Source: Consorzio Vino Chianti Classico, November 2014
CHIANTI CLASSICO TERRITORY
CHIANTI CLASSICO AREAS
(% on total surface)

- San Casciano Val di Pesa: 15.34%
- Tavarnelle Val di Pesa: 3.28%
- Barberino Val D’Elsa: 3.08%
- Radda in Chianti: 8.54%
- Castellina in Chianti: 20.62%
- Poggibonsi: 0.50%
- Greve in Chianti: 18.61%
- Gaiole in Chianti: 12.76%
- Castelnuovo Berardenga: 17.27%
Grapes permitted by production regulations:
Sangiovese from a minimum of 80% to 100%.
Maximum 20% of the red indigenous (Colorino, Canaiolo exc..)
or international grapes permitted by production regulations

Average annual production in bottles: 35,000,000
Average annual production: 270,000 hl / 7,130,000 gal
Chianti Classico Wine Consortium members: 560
Of which are bottlers: 365
World exports: To more than 50 countries

Source: Consorzio Vino Chianti Classico, November 2014
CHIANTI CLASSICO MARKETS IN 2013

Source: Consorzio Vino Chianti Classico, updated on 31st December 2013
CHIANTI CLASSICO AND CHIANTI
Two different denominations

Chianti Classico
The name of a wine made in the geographical zone called “Chianti”.

Only this wine is entitled to bear the historic Black Rooster symbol
CHIANTI CLASSICO: A UNIQUE TERROIR

THE SOILS CHARACTERISTICS
## CHIANTI CLASSICO SOIL ANALYSIS

<table>
<thead>
<tr>
<th>Location</th>
<th>Sand %</th>
<th>Limestone %</th>
<th>Clay %</th>
<th>pH</th>
<th>Exchange Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barberino Val D’Elsa</td>
<td>55.60</td>
<td>15.60</td>
<td>28.80</td>
<td>8.30</td>
<td>19.50</td>
</tr>
<tr>
<td>Castellina in Chianti</td>
<td>39.45</td>
<td>25.20</td>
<td>35.35</td>
<td>8.30</td>
<td>23.70</td>
</tr>
<tr>
<td>Castelnuovo Berardenga</td>
<td>41.00</td>
<td>29.80</td>
<td>29.20</td>
<td>8.30</td>
<td>27.50</td>
</tr>
<tr>
<td>Gaiole in Chianti</td>
<td>35.90</td>
<td>25.80</td>
<td>38.30</td>
<td>8.30</td>
<td>29.40</td>
</tr>
<tr>
<td>Greve in Chianti</td>
<td>37.60</td>
<td>28.50</td>
<td>33.90</td>
<td>8.40</td>
<td>33.70</td>
</tr>
<tr>
<td>Poggibonsi</td>
<td>36.00</td>
<td>29.00</td>
<td>35.00</td>
<td>8.40</td>
<td>30.40</td>
</tr>
<tr>
<td>Radda in Chianti</td>
<td>49.60</td>
<td>23.00</td>
<td>27.40</td>
<td>8.40</td>
<td>25.30</td>
</tr>
<tr>
<td>San Casciano Val di Pesa</td>
<td>49.80</td>
<td>25.60</td>
<td>24.60</td>
<td>8.40</td>
<td>23.00</td>
</tr>
<tr>
<td>Tavarnelle Val di Pesa</td>
<td>50.20</td>
<td>20.60</td>
<td>29.20</td>
<td>8.30</td>
<td>27.50</td>
</tr>
</tbody>
</table>
CHIANTI CLASSICO
GRAN SELEZIONE
CHIANTI CLASSICO
QUALITY PYRAMID

Chianti Classico Gran Selezione
Grapes from winery vineyards carefully chosen by the vintner for Gran Selezione Minimum maturation 30 months Excellent organoleptic characteristics

Chianti Classico Riserva
Minimum maturation 24 months Well defined organoleptic characteristics

Chianti Classico Annata (year’s vintage)
Minimum maturation 12 months Defined organoleptic characteristics
## CHIANTI CLASSICO PRODUCTION CODE

<table>
<thead>
<tr>
<th>Production Code</th>
<th>Minimum Alcohol Content</th>
<th>Extract g/l</th>
<th>Minimum Maturation</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNATA</td>
<td>12°</td>
<td>24</td>
<td>12 months</td>
<td>Fruity, fine, pleasant, well balanced and easy to drink, balanced freshness and maturation.</td>
</tr>
<tr>
<td>RISERVA</td>
<td>12.5°</td>
<td>25</td>
<td>24 months</td>
<td>Fruity with fine integration of oak that must not predominate but accompany and support the wine’s structure, consistency and persistence.</td>
</tr>
<tr>
<td>GRAN SELEZIONE</td>
<td>13°</td>
<td>26</td>
<td>30 months</td>
<td>Fruity, spicy, enveloping, where elegance, fineness and balance of the tannins and acidity maintain the characteristics of fusion and of wholeness.</td>
</tr>
</tbody>
</table>

Key words: vineyard - identity - people - character - class
HOW THE CONSORTIUM DEFINED A WORK METHOD
(PREPARATORY STAGE)

Chemical analysis / Organoleptic analysis

Sample taking per area:
- Community.
- Zones well suited to grape growing (subzones).
- Cataloguing.

(Preparatory stage before the new production regulations took effect: July - December 2013)
A technical commission was appointed, composed of enologists and experts with proven experience and knowledge of Chianti Classico.

They conducted a sensory analysis of approximately 80 samples, ascertaining their chemical and organoleptic characteristics.

A unanimous vote from 70% to 75% of the commission was required. Only 50% of the samples were approved (out of 80).
GRAN SELEZIONE
OFFICIAL CERTIFICATION PROCEDURE
(by Valoritalia)
After the new production regulations took effect the certification of Chianti Classico Gran Selezione wines followed the procedures foreseen by law.

The samples were subjected to chemical and organoleptic evaluations by the Valoritalia certification board.

As of 31rst October 2014, 128 wines have been approved for “Gran Selezione Chianti Classico”. 
GRAN SELEZIONE
ANALYSIS OF THE WINES
# CHIANTI CLASSICO GRAN SELEZIONE ANALYSIS OF THE WINES

<table>
<thead>
<tr>
<th></th>
<th>Alc. % Vol.</th>
<th>Total Ac. g/l</th>
<th>Extract g/l</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MINIMUM</strong></td>
<td>13.03</td>
<td>4.65</td>
<td>27.67</td>
</tr>
<tr>
<td><strong>AVERAGE</strong></td>
<td>14.25</td>
<td>5.34</td>
<td>30.64</td>
</tr>
<tr>
<td><strong>MAXIMUM</strong></td>
<td>15.52</td>
<td>6.50</td>
<td>35.52</td>
</tr>
</tbody>
</table>
CHIANTI CLASSICO
GRAN SELEZIONE
ANALYSIS OF THE WINES
CHIANTI CLASSICO
GRAN SELEZIONE
ANALYSIS OF THE WINES

- Castellina in Chianti: 5.51
- Castelnuovo Berardenga: 5.24
- Gaiole in Chianti: 5.35
- Greve in Chianti: 5.40
- Radda in Chianti: 5.36
- San Casciano Val di Pesa: 4.88
- Tavernelle Val di Pesa: 5.65

Ac. Totale g/l
CHIANTI CLASSICO
GRAN SELEZIONE
ANALYSIS OF THE WINES
Drafting a protocol for:

- Heightening the quality of “Gran Selezione”.
- Studying soils.
- Studying community areas.
- Studying the zones best suited to grape growing.
- Valorization.
Chianti Classico “Gran Selezione”, a wine of extraordinary excellence: a challenge to the world’s finest wines!
THANK YOU FOR YOUR ATTENTION