Robert Mondavi Institute for Wine and Food Science
UC Davis

Davis, November 20, 2014
• **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:** 70,000 hectares

• **Area planted with vineyards:** 9,000 hectares

• **Vineyards registered as Chianti Classico:** 7,000 hectares
• **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 in hectolitres:** 270,000

• **Of which year's vintage (Annata) accounts for:** 71,5% in amounts

• **Of which Riserva accounts for:** 24% in amounts

• **Of which Gran Selezione accounts for:** 4,5% in amounts

• **World exports:** To more than 50 countries

• **Chianti Classico Wine Consortium members:** 560

• **Of which are bottlers:** 365

Source: Consorzio Vino Chianti Classico, updated on November 14, 2014
THE CHIANTI CLASSICO IN THE HECTOLITERS

Production from 2000 to 2013

Source: Consorzio Vino Chianti Classico, updated on December 31, 2013
CHIANTI CLASSICO ON THE MARKET

Total sales (hl)

Source: Consorzio Vino Chianti Classico, updated on December 31, 2013
CHIANTI CLASSICO MARKET

DATA MERCATO 2013
DATES MARKETS

ITALY 20%
USA 31%
GERMANY 10%
CANADA 10%
UNITED KINGDOM 5%
SWITZERLAND 5%
JAPAN 4%
SCANDINAVIAN COUNTRIES 4%
BELUX 3%
RUSSIA 2%
CHINA AND HONG KONG 3%
OTHER COUNTRIES 2%

Source: Consorzio Vino Chianti Classico, updated on December 31, 2013
CHIANTI CLASSICO AND CHIANTI
Two different denominations in two different production territories

Chianti:
the name of a territory delimited

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

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
THE CHIANTI CLASSICO REVOLUTION:

The revamping of the denomination:

1. The birth of Gran Selezione
2. The New Riserva
3. Black Rooster: The arrival of the new trademark
CHIANTI CLASSICO REVOLUTION - THE QUALITY PYRAMID

**Chianti Classico Gran Selezione**
- Grapes must be grown by the winery itself
- 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 cases, vintner has to declare wine destination when applying for certification*
<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>COLOUR</strong></td>
<td>deep ruby red tending to garnet with age</td>
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<tr>
<td><strong>AROMA</strong></td>
<td>spicy and persistent</td>
</tr>
<tr>
<td><strong>TASTE</strong></td>
<td>dry, persistent, balanced</td>
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<tr>
<td><strong>MINIMUM ALCOHOL CONTENT</strong></td>
<td>13° vol.</td>
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<tr>
<td><strong>TOTAL MINIMUM ACIDITY</strong></td>
<td>4.5 g/l</td>
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<tr>
<td><strong>MINIMUM NON-REDUCTIVE EXTRACT</strong></td>
<td>26 g/l</td>
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**GRAN SELEZIONE CERTIFICATION**

Use of the title “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 receive suitability certification, the vintner must now always declare in advance whether it 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 new regulations, batches of Chianti Classico wine can be marketed only if certified as suitable by the pertinent oversight 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 lines, will leave the governmental seal to be located more visibly, on the neck of the bottle or rear label.
Grazie per la vostra attenzione
Thank you for your attention