

# Chianti Classico

by

## Christian Grimmer

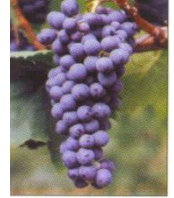
World Wines and Viticulture

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# Viticulture in Chianti Region

## Tuscany



# Viticulture in Chianti Region



## Content:

- Why speaking about Chianti ?
- Sangiovese types
- Various Chianti Appellations
- History in Chianti
- Evolution of Chianti wine's image
- Supertuscanies: emerging in the 70s
- 2013: New Regulation – creation of Gran Selezione
- Price levels
- Outlook in Chianti

# Viticulture in Chianti Region

## Why speaking about Chianti ?:

- Very well known all over the world
- Damage of quality and reputation in the 60s and 70s
- Resurrection in the 80s by improving quality level
- good quality price ratio
- Today: further efforts to push the quality and price



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## Main 3 types of Sangiovese grape:

1) Brunello di Montalcino = Sangiovese grosso



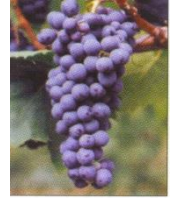
2) Chianti=  
Sangiovese

3) Vino Nobile di Montepulciano  
= Prugnolo gentile



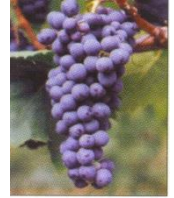
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## Appellations





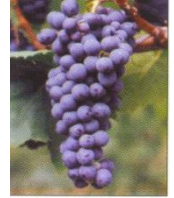
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## Chianti Appellations:

Chianti Classico:	the heart of Chianti – top Chianti wines
Colli Arentini:	light wines, changing quality
Colli Fiorentini:	light wines
Colli Senesi:	big area: Montalcino, Montepulciano, Chianti represent the basic wines
Colli Pisane:	light and easy wines
Montalbano:	Carmignano, soft Chianti wines
Rufina:	prestigious region – Frescobaldi
Montespertoli:	youngest Chianti appellation: since 1997

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## Area – Quantities – Figures:

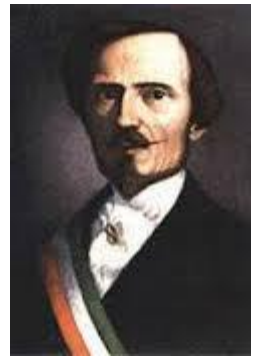
Area of Chianti:	north/ south: 150km est/ west: 100km
Cultivated Area:	20.000ha – thereof 7000ha DOCG ( Chianti Classico: 10.000 ha )
yield:	750.000hl DOC p.a.
Limitations of yield:	Chianti: 90 quintali / ha* Appellations: 80 quintali / ha Chianti Classico: 75 quintali / ha

\* 1 quintal = 0.7hl



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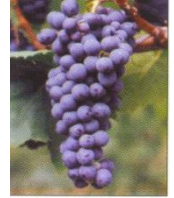
## History 1:



Bettino Ricasoli

- At the end of 13th century.: first mention of „Chiantigiana“
- as of 14th century.: big Italian trading houses like Antinori and Frescobaldi start to market Chianti wines in foreign countries, specially England
- Mezzadria = half lease ( Halbpacht ) till the 1950 years  
( Mezzadria: tenant pays half of his harvest to the landlord )  
Landlords: „castelli“ – on the top of the hills  
Tenants in farms: „poderi“ – in the plane
- 1726: Cosimo III (Medici) determines the Chianti area
- 1861: Bettino Ricasoli ( later Italian prime minister )  
„creates“ the Chianti Cuvée:  
**75-90% Sangiovese, 5-10% Canaiolo, 2-5% Malvasia und Trebbiano**

# Viticulture in Chianti Region



## History 2:

- 1927: 33 winemakers establish: il Consorzio Marchio Storico = Gallo Nero
- 1932: Determination of Chianti Appellations
- 1967: DOC Decree ( in total Italy 315 DOC areas)
- 1984: DOCG Decree ( in total Italy 45 DOCG areas)
- 1996: Chianti Classico becomes an own appellation
- 1997: Montespertoli becomes Chianti appellation

# Viticulture in Chianti Region

## Evolution of Quality and Image 1:

Due to trading activities, specially spread by the Commonwealth, Chianti wines are well known in the world.

In the 50th till 70th of 20th century, Chianti was known as a cheap mass wine of low quality - symbolic: bast bottle, so called „Fiasco“

A lot of wineries are abandoned because of bad economic situation.

In the 80s, bankers, industrial people and other investors detected a passion for Tuscany and there wines. They bought, renovated and invested in wineries.



# Viticulture in Chianti Region

## Evolution of Quality and Image 2:

Riecine, a pioneer and exemplary for Chianti's evolution.

John Dunkley felt in love with an Italian lady ( Palmina ) and in 1971 he bought the winery Riecine in Rada:

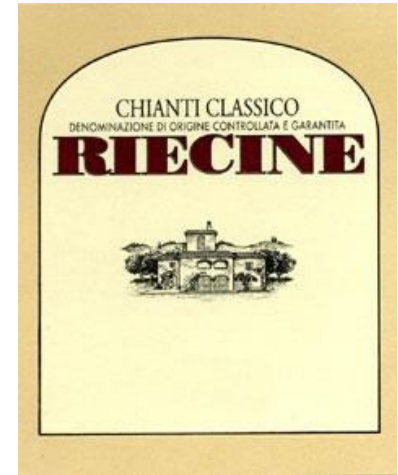
John: „I, as a foreigner, will demonstrate to the world that it is possible to make high quality Chianti ! “

( „he could be seen as the Baron Philippe de Rothschild in Tuscany“ )

Riecine becomes a „pilgrimage“ in Tuscany

1992 Sean O'Callaghan becomes cellar master

1996 Sold to New Yorker: Garry J. Baumann



# Viticulture in Chianti Region

## Regulations till 2013:

- 2006: new regulation for **Chianti Classico**:
  - Sangiovese from 75% at min. 80% (also 100% allowed)
  - others: Canaiolo nero, Colorino, Cabernet Sauvignon, Merlot
  - White wines are no more allowed
  - 12° for Chianti Classico, 12.5° for Riserva
  - wine plants: min 4 years old
  - yield max: 75 quintals/ha = 52.5hl/ha
  - sales: not before 1.10. after vintage year
  - sugar: max 4gr./l
  - acidity: 4.5ppt



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## Supertuscanies



### **Antinoris Tignanello:**

First produced in 1970

80% Sangiovese, 15% Cabernet Sauvignon, 5% Cabernet Franc

At the beginning named: Chianti Classico Riserva vignietta Tignanello  
since 1975: Vino da Tavola

Because of the Chianti regulation: no more allowed to use the name „Chianti“  
( no white wine against the running Chianti regulations )

# Viticulture in Chianti Region

## IGT – Wines:



By the end of the 1990s: Implamantation of Indicazione Geografica Tipica - IGT  
Toscana

Yield max: 165 quintal / ha for redwine ( quite high quantity! )

Subsequently, also the Supertuscanies are named IGT.

In succession, other Chianti wineries start to produce wines with new cuvées -  
beside the Chianti - often named ....“aia“ on the end.

„...aia“ comes from Barriquaia – the barrique cellar.



# Viticulture in Chianti Region



## 2013: Inauguration of Chianti Classico Gran Selezione

- till 2013:
  - + Chianti Classico
  - + Chianti Classico Riserva: min 24 months aging
- **new, beginning with 2013:**
  - + Chianti Classico
  - + Chianti Classico Riserva: min 24 months aging
  - + Chianti Classico Gran Selezione: min 30 months aging

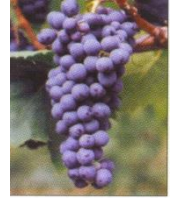
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## Ideas behind the creation of Gran Selezione:

- to overcome the price ceiling of Chianti Riserva by a new quality range.
- target to bring Tignanello and other top wines under the „Chianti umbrella“.
- question marks of this creation:
  - + now vineyards selection
  - + winemaker determine by themselves to name Gr.S.
  - + name: „Gran Selezione“

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## Price levels

Consumer prices in export markets, taxes included

simple Chianti:	3 - 4.- Euro / btl.
simple Chianti Classico:	7 - 9.- Euro / btl.
High quality Chianti Classico:	13 - 17.- Euro / btl.
Chianti Classico Riserva:	10 - 16.- Euro / btl.
High quality Chianti Classico Riserva:	20 - 35.- Euro/ btl.
Chianti Classico Gran Selezione:	25 - ? Euro/ btl.
Tignanello:	70.- Euro/ btl.
Sassicaia:	130.- Euro/ btl.

# Viticulture in Chianti Region



Thanks for your attention

Questions are welcome!

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