

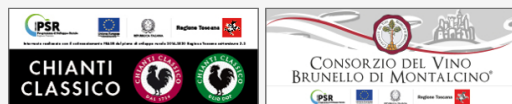
## News



### Vernaccia, between Dante and the present

The Vernaccia di San Gimignano, the only wine mentioned in the Divina Commedia by Dante, the Supreme Poet, the wine of the "Manhattan of the fourteenth century" will be the protagonist of the celebrations for the 700th anniversary of his death in 2021. The white diamond of Tuscan wine, protagonist at "Anteprima Vernaccia", sees half of the production flying worldwide, Usa at the top. One bottle out of five is sold in San Gimignano, the third most visited city after Florence and Siena. The bond between wine and territory is growing more, and it also drives the haute cuisine, with the starred restaurants "Al 43" and "Cum Quibus", added value for Vernaccia.

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## SMS

### Tuscan wine, the strength and the future

Tuscany, one of the strongest brands in the world, where wine has a production value of more than 1 billion euros, with a huge share due to PDO wines (56), which alone are worth, according to estimates, 793 million euros. A wine pioneer of the widespread beauty of the many territories, a wealth that comes from 59,000 hectares of vineyards (95.8% DOCG or DOC, on an Italian average of 62%), and an export that, if in 2018, almost one billion euros in value, between January and September 2019 grew by 6.6% (Istat data). From this solidity, the result of a great past and investments by producers, but also by institutions, Tuscan wine can plan a great future, made up of investments for further growth in the quality and price positioning of Tuscan wines, of investments in wine tourism, but also in research and development, as emerged at Primanteprima in Florence.

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## Report

### Wine tourism, here the favorite destinations

In terms of prestige and fame, for wine, Tuscany, Piedmont and Veneto are at the top of the world. They are confirmed at the top of the wine tourism desires of Italians. A survey by Wine Monitor Nomisma shows that Italian wine consumers would like to visit Tuscany (27%), Piedmont (12%) and Veneto (7%), as well as Sicily and Friuli Venezia Giulia, at the top 5. The Americans put Tuscany, Sicily and Veneto on the podium, British put Tuscany, Sicily and Sardinia on the podium, Germans prefer Tuscany, Alto Adige and Sicily.

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## First Page

### Quality, identity, territoriality, enhancement: the keys for the growth of Chianti Classico

From Giotto's Bell Tower to the Torre del Mangia, from Piazza Della Signoria to Piazza del Campo, Chianti Classico, simply one of the most beautiful wine territories in the world, runs between Renaissance Florence and Medieval Siena, for its 70,000 hectares of woods and hills, and 7,200 hectares of vineyards among small villages, churches, and castles that draw the beauty of the Black Rooster. Ancient territory, where vineyards and cellars exude history, among ancient castles and modern wine cathedrals. A territory, the Chianti Classico, which is a centuries-old and living history of great wine dynasties, from the Antinori to the Corsini, from the Frescobaldi to the Ricasoli, to name the most famous, but also a present made up of many different realities, large and small, old and new, which not only maintain it but make it more and more beautiful, projecting it into modernity. A territory that lives a great present, which in terms of numbers means a slight growth in sales in 2019 over 2018, which seem to have the wind in the sails also in 2020 (+10% in January over the same month 2019), grape prices up 10%, and especially the two most valuable types, Gran Selezione and Riserva, which are worth 42% in volume and 55% in turnover, with a value of the economy of the Chianti Classico area estimated at 800 million euros, half of which from bottled wine production. An ancient territory, therefore, with a solid present, and that, from the "Chianti Classico Collection", in Florence, at Stazione Leopolda, with over 200 producers and their wines, looks at its future, which according to the producers it is made of ever-increasing quality, a more detailed territoriality of the wines, and also an even stronger storytelling on the world markets (130 countries reached by the bottles of the Black Rooster), which says loud and clear that Chianti Classico is today one of the most important wines in the world, which does not fear comparison with anyone. This is the opinion of the leaders of the Black Rooster Consortium, and of wineries such as Antinori, Dievole, Fontodi, Castello di Ama, Baron Ricasoli, Nozzole (Folonari), Isole e Olena, Badia a Coltibuono, Villa le Corti-Principe Corsini, Fonterutoli (Mazzei), Bindi Sergardi, Bibbiano, Rocca delle Macie and Lamole di Lamole.

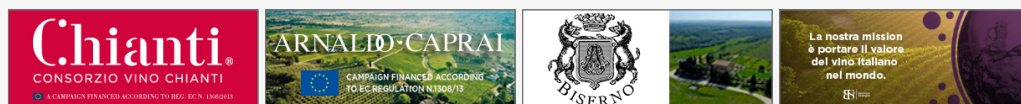
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## Focus

### Nobile: Toscana on the label, 5-star 2019 vintage

Pearl of Renaissance Tuscany, Montepulciano, with its Nobile wine, is one of the diamonds of the Granducato wine. An ancient wine, already sung by Redi, a physician - the highest in rank in the Granducato di Toscana - with the Medici family and an academic, who in 1685 defined it "d'ogni vino è il Re" in the opera "Bacco in Toscana". A wine born in a place where modern and technological wineries live side by side with ancient Etruscan caves, medieval and Renaissance cellars. The first Docg of Italy, exactly 40 years ago, with the Consortium that holds the first Docg label of Italian wine, the AA series No. 000001, the denomination - which in Anteprima celebrated a 5-star 2019 vintage - is the first that, for Vino Nobile, Rosso and Vinsanto di Montepulciano, has decided to include on the label, obligatorily, the name Toscana, already one of the most famous and established brands in the world, of wine and not only. Idea born to stand out, from Montepulciano d'Abruzzo, but then became a strategic choice for the markets, where, according to the Consortium and producers, the strength of Toscana as a brand will be great added value, for a noble wine that, for 78% ends up in the world, Germany and the USA above all. A path that could soon be followed by many other wine territories.

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## Wine & Food

### Chianti, the "pop" denomination that conquers young people and wine industry

Despite the danger of US duties, Brexit and Coronavirus, Italian wine exports continue to grow, and in the first 11 months of 2019 wine turnover abroad reached 5.92 billion euros (+2.8%). Even better is Chianti which, as the president of the Consortium Giovanni Busi told WineNews from "Chianti Lovers", the Anteprima di Chianti Docg, "has linked its growth to the domestic market, which is worth 30% of turnover and which, in 2019, grew by 6.3% in volume and 7.3% in value. Important numbers, which comfort us in the work we are carrying out, because it means that the companies have managed to produce wines that meet the demands of the market - and therefore the quality level of Chianti has increased - and, on the other hand, that the communication is chosen to promote the companies and the denomination manages to reach an ever wider and younger audience".

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## For the record

### Cavit, top Italian brand in USA

Cavit is still the best-selling Italian wine brand on the U.S. market, with 3.4 million cases of wine (41.8 million bottles) imported from Palm Bay International, the fourteenth brand on the shelves of Americans (2018 data), and one of only two non-American brands in the top 15 of the best sellers. At the top, instead, there is Franzia Winetaps, a brand of The Wine Group, with 23 million cases (276 million bottles). As reported by the American Association of Wine Economists.

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