Vino Nobile di Montepulciano: Tuscany's Tiny Gem
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Welcome to Montepulciano...
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Montepulciano Area

The entire area cover 16,500 hectares (40,000 acres)

Where do we come from?
Montepulciano's history has always been closely linked to the fame of its vines and wines, as demonstrated by the centuries-old cellars in the town.

... was also mentioned by significant and influential writers from Europe during 18th and 19th century, particularly some French writers, giving us a sign of the importance and the level of quality and prestige it had achieved.

Voltaire
“Candide”
(1759)

Alexandre Dumas
“Count of Montecristo”
(1846)

Thomas Jefferson “The complete book of U.S. Presidents” (1801-9)
The Consortium of Vino Nobile di Montepulciano

Founded in 1965 with the aim of **promoting** and **protecting** the Vino Nobile di Montepulciano in Italy and in the rest of the world.

The wine producers that are currently members of the Consortium represent 90% of the registered vineyards producing Vino Nobile di Montepulciano.

The total bottling **wineries** associated are **75**:
- 16 more then **130,000 bott. Sold/ year**
- 18 between **40,000 and 130,000 bott. Sold/ year**
- 41 less then **40,000 bott. Sold/ year**
Vino Nobile di Montepulciano DOCG

Vino Nobile di Montepulciano Riserva DOCG

Vino Rosso di Montepulciano DOC

Vin Santo di Montepulciano DOC
Production zone

Area governed by the Montepulciano Municipality

Vineyards planted between 250 and 600 metres above sea level

1.300 hectares
(3.250 acres)
Vino Nobile di Montepulciano

550 hectares
(1.375 acres)
Rosso di Montepulciano

Montepulciano Vineyards
Sangiovese Minimum 70%
(locally called *Prugnolo Gentile*)

Other more used grape varieties:
- Colorino
- Canaiolo
- Cabernet S.
- Merlot
- Other authorized varieties by Tuscany Region

**Local grapes**

**International grapes**
**Vino Nobile di Montepulciano**

At least 2 years of ageing before selling. (today 2013 harvest)

**Vino Nobile Riserva**

At least 3 years of ageing before selling, including at least 6 months in bottle. (today 2012 harvest)
- Bottles sold in 2015: c.a. 8 millions
- Export market: 80%

**Export market distribution:**
- Germany: 46%
- Svizzera / Switzerland: 17%
- Regno Unito / United Kingdom: 1%
- Benelux: 2%
- Altri paesi UE / Other UE Countries: 4%
- Canada: 2%
- Asia: 2%
- Russia: 0.6%
- USA: 20%
- Altri Paesi extra UE / Other extra-UE Countries: 6%
- Asia: 2%

**VINO NOBILE Marketing data**
• **Monitoring and protection** of the trademark “Vino Nobile” in Italy and in other countries (traceability).

• **Promotional tour** in Italy and around the world to show the wines and the beauty of Montepulciano.

• **Local events** (mainly during the spring-summer) in order to promote local wine and food products and also traditions and arts.

• **Consortium hometown links** Investments for the restoration of city’s most important monuments.
**Traceability**

"Traceability" is now a possibility for Vino Nobile di Montepulciano DOCG, Rosso DOC and Vino Santo DOC. All you have to do is type in some simple data, visible on the bottle, in the appropriate space and if you have purchased one of these DOC wines, you can obtain information available to consumers about the product.

The procedure automatically supplies information about the quantities of bottles produced in that batch, some basic analytical information (alcohol content, dry extract and total acidity) and of course, information about the producer.

The service is active for all vintage years of Vino Nobile from 2001 to the present: the reference number to type in is displayed on the back label, close to the bottom.

This procedure applies to vintages up to 2006 using the bottling batch number as a reference; for post-2006 vintages proceed as for Nobile DOCG.

The service offered to Vino Nobile producers through the Consorzio, and to the most attentive and demanding consumers, aims to supply clear information about the product and a strict guarantee of quality in line with the Consorzio’s philosophy stated in the production regulations.

**How it works**
1. Select the desired product
2. Select the bottle size
3. Insert the code series (the first three Series number letters on the sticker)
4. Insert the sticker-number (The numbers on the label after the code series)
5. Start the search

**Search**
- Noble di Montepulciano
- Select Bottle
  - T60
  - Series Number
  - Marks Number

![Screenshot of the traceability website](http://www.consorzio.nobile.com/it/t60/453/NEOC/TRACEABILITY)
Consortium main activities-“Promotional tour”

Nobile Preview Montepulciano,

Tour USA 2016

China – November 2015
Consortium main activities - Local events

A Tavola con il Nobile,

Bravio delle Botti
“Running carrying a barrel around the town”

Cantiere Internazionale d’Arte
Consortium main activities - “Consortium hometown links”

Restoring of The well of Griffin and Lions
Restoring of the Fortress

(Consorzio’s wine and local product shop, Consorzio’s offices,
Culinary Institute of Kennesaw University, location for wine-food-arts events)
Direct actions in 2016

Target Market 2016

- San Francisco
- New York
- Montepulciano
- China
- Amsterdam
- Duesseldorf
- Bruxelles
- Zurigo
- Munich
- Prague
It does not require much knowledge of the Italian language to realize that “Vino Nobile di Montepulciano” denotes something special—literally, a noble wine from Montepulciano, the Renaissance Tuscan town that is the center of production for this revered red wine, first mentioned by Tito Livio in Ab Urbe Condita in the 1st century. In recognition of its pedigree, Vino Nobile di Montepulciano was awarded Denominazione di Origine Controllata e Garantita (DOCG) status in 1980, becoming Italy’s first wine region recognized for superior quality.

For all the marvels the name conveys, Vino Nobile di Montepulciano also has a certain connotation for some towns. It was once nothing to do with the Italian grape Montepulciano, and everyone did it with Tuscan superstitious Sangiovese. “We have to forget about Sangiovese,” says Federico Gardini, president of the Consorzio del Vino Nobile di Montepulciano. “We believe it is one of the best grape varieties in the world, and that we have the terrain and abilities to make a distinctive wine with it here in the hills surrounding Montepulciano.”

Given the position for Sangiovese, known locally as Prugnolo Gentile, it is clear why this grape is at the heart of Vino Nobile di Montepulciano, representing a minimum of 75% of the final wine. In most cases, Sangiovese is effortlessly blended with traditional Tuscan grapes such as Canaiolo, Colorino, and Trebbiano, or international red varieties such as Merlot, Cabernet Sauvignon and Syrah, may also be included.

The region of Vino Nobile di Montepulciano shares its affinity for Sangiovese with its Tuscan sibling Chianti Classico and Brunello di Montalcino, all three having Tuscan roots. Its renown stems, moreover, thanks to the winemakers’ commitment and the Consortium’s efforts. Vino Nobile di Montepulciano has drawn both buyer attention, offering wines of outstanding potential that appeal to many wine lovers who appreciate their combination of fruitiness, balance and elegance. “The traditional Sangiovese variety is here, but generally lower than Chianti. We also have more and the sweet, adding complexity and balance. Well balanced, with ripe tannins, that is Vino Nobile di Montepulciano—a unique vine and identity and character,” explains Gardini.

While the story and reputation of Vino Nobile di Montepulciano remain unchallenged, the most exciting challenge is being without rights, with a commitment to traditional winemaking techniques.

**A NOBLE CAUSE**

Vino Nobile di Montepulciano

Wine Spectator
October 2011

**Vino Nobile di Montepulciano AT A GLANCE**

**APPELLATION AREA**: Vino Nobile di Montepulciano Denominazione di Origine Controllata e Garantita (DOCG)

**VITICULTURAL AREA**: Sangiovese in a minimum of 75%, with a maximum 25% of other approved red grapes

**TOTAL VINEYARD AREA**: 46,977 acres

**TOTAL VINO NOBILE PRODUCTION**: 11,210 liters

**Terroir with bushes allowed from 750 to 900 meters above sea level

**REDUCTION REQUIREMENTS**: Minimum five years of aging and six months of bottle aging beginning on January 1st of the year following the harvest.

Numbering only about 75, the winemakers of this symbol of regionality are finding every way to ensure top quality. Montepulciano has identified the finest clones of Sangiovese, pairing them with the perfect combination of fruit and terroir. Precision viticultural management, including techniques such as green harvesting, deficit foliar drip, and the water-saving spread of this complex wine for aging in a combination of French oak and traditional Slavonian oak barriques, preserving the distinctive fruit from aging. “In the last 30 years, global trends toward more modern wines, often with high body and leg color, have been causing consumers to appreciate more classic wines, well crafted and finely balanced,” says Carpaneto.

Piero Nardi is often credited with bringing particular qualities where it graces, but consider that great Sangiovese comes almost exclusively from Tuscany. It is a grape that demands extreme care, requiring low yields and extending ripening time on its 16-month, long hunt for a more intense, rich and flavorful wine. Piero Nardi’s vineyards are located in the center of Montepulciano, Sangiovese in a noble cause, the best way to express their region for the world. In the local name, Prugnolo Gentile, this grape displays precision and finesse, harmonizing with the scents of Tuscan and delivering flavors of plum and cherry, licorice and tobacco.

While Vino Nobile di Montepulciano offers a compelling taste of Tuscan on its own, this wine is at its best with food, the way to fully enjoy it. In addition to pairing well with all sorts of Italian specialties, the sommeliers can stand up to milk, while modern body and finely crafted wine make it a perfect partner with summer barbecues too. “Whether you are a connoisseur or a casual bomber, you cannot have a glass of Vino Nobile di Montepulciano at its table and not fall in love,” says Guarro. And with the next 11 and 215 vintages already arriving in the United States, there’s never been a better opportunity to sample this taste of Tuscan nobility.

**Consorzio del Vino Nobile di Montepulciano**

**CHAMPAGNE TASTING NOTES**: Characteristics 6/10 - Variety 7/10 - Balance 8/10
A NOBLE PURSUIT: Appreciating Vino Nobile di Montepulciano

In the real 16th-century, San Lorenzo, referred to Pope Paolo III, Francia, present Montepulciano wine as “perfect in both winter and summer, aromatic, tasty, never want a wine for another table.” Although the wine has gone by other names in the centuries that have passed, it is the “oldest” member that ultimately stood, and today Vino Nobile di Montepulciano remains highly regarded throughout Italy and the world.

Montepulciano, Italy had a long tradition of wine known, or present in the Colli Val d’Orcia and nearby Montalcino DOC, where the vineyards are produced from indigenous grapes, including Montepulciano, Sangiovese, and Canaiolo. However, Montepulciano wines are not just limited to this geographical area; they can be found in other parts of Italy as well.

In the case of Montepulciano, we can quality winemaking exclusively the noble, but fortunately today Montepulciano is within the reach of many wine lovers. Looking beyond the region’s main cities, Vino Nobile di Montepulciano can also be awarded with cru vineyards. The wine has much to do with the Italian grape Montepulciano, but all about Sangiovese, a grape that gives this wine character. In addition, it is well-known in urban areas, such as Milan and Florence, where it has a strong presence.

Field Guide to Montepulciano:

MANGIA MONTEPULCIANO! A Culinary Calendar

Not only are the wines and food a part of Montepulciano’s charm, but its rich culinary traditions are also a big draw for visitors. The town is known for its delicious pastries and meats, such as prosciutto, salami, and various types of cheese.

UNFORGETTABLE MONTEPULCIANO MOMENTS

Unforgettable Montepulciano Moments

The region surrounding Montepulciano is characterized by vineyards, olive groves, and olive trees that dominate the landscape. The city of Montepulciano is surrounded by beautiful vineyards, making it a popular destination for wine lovers and food enthusiasts.

1. The Wine: Montepulciano wines are known for their robust character, with a balance of tannins and acidity that makes them perfect for aging. Some of the most famous wines include Vino Nobile di Montepulciano and Rosso di Montepulciano.

2. The Food: Montepulciano is famous for its delicious pastries and meats, such as prosciutto, salami, and various types of cheese. The town is also known for its delicious wine pairings with local dishes.

3. The History: Montepulciano is rich in history and culture, with numerous palaces, churches, and medieval towers that provide insight into the city’s past.

4. The Art: Montepulciano is home to numerous art galleries and museums, showcasing the city’s rich artistic heritage.

5. The Music: Music is an integral part of Montepulciano’s cultural life, with numerous festivals and events held throughout the year.

WHAT TO DRINK:
The region surrounding Montepulciano is characterized by vineyards, olive groves, and olive trees that dominate the landscape. The city of Montepulciano is surrounded by beautiful vineyards, making it a popular destination for wine lovers and food enthusiasts.

WHAT TO EAT:
The region surrounding Montepulciano is characterized by vineyards, olive groves, and olive trees that dominate the landscape. The city of Montepulciano is surrounded by beautiful vineyards, making it a popular destination for wine lovers and food enthusiasts.

WHAT TO TRY:
Sourcing local farm-fresh produce may be a popular trend, but in Montepulciano, it’s simply the way people eat. Try ({City Name} food) or regional specialties that are unique to the area.

WHAT TO SAY:
Sourcing local farm-fresh produce may be a popular trend, but in Montepulciano, it’s simply the way people eat. Try ({City Name} food) or regional specialties that are unique to the area.
Few moments in the wine world are fraught with anticipation like the release of a new vintage. And few wine-growing regions have tallied as many memorable vintages in theiegel book of Tuscany’s Montepulciano—the Vino Nobile di Montepulciano. First mentioned by Tito Livio in 63 B.C., the 19th century, Francesco Rudi famously declared, “all the wines, Montepulciano is King” in 1607. In recognition of its quality, Vino Nobile di Montepulciano was awarded Denominazione di Origine Controllata e Garantita (DOCG) status in 1990, becoming Italy’s first wine region recognized for superior quality.

To preserve and build upon this centuries-old reputation for excellence, all Vino Nobile di Montepulciano wines meet strict standards, including at least two years of aging following January 1 after harvest. With the 2010 vintage newly available, many wine lovers eagerly gave the latest release its first taste—and what a taste it is!

With a longer than usual growing season in 2010, Sangiovese, the leading grape of Vino Nobile di Montepulciano, enjoyed extended ripening, attaining classic aromas of red fruit and flowers. Hot, dry weather in September and October proved perfect at time of picking, resulting in consistent, balanced and well-structured wines. With Vino Nobile di Montepulciano’s hallmark lively acidity and mature tannins, these are classic wines that will embrace many foods, from red meat to pasta and pizza.

“Wines” wines, which require a minimum of three-year aging and six months of bottle aging beginning on January 1 after harvest, currently offer a look at the 2005 vintage. With its warm September weather, these grapes enjoyed gradual and even ripening, resulting in wines of finesse, balance and elegance.

While Sangiovese remains the heart of Vino Nobile di Montepulciano, the final blend may also include traditional red Tuscan grapes like soft and fruity Canaiolo Nero, dark and tannic Colorino or lighter-structured Morellino di Scansano, international red varieties, including Merlot, Cabernet Sauvignon and Syrah, may also play a supporting role.

In testing the many superb wines of the 2009 and 2010 vintages, it’s apparent that the only thing more exciting than Vino Nobile di Montepulciano’s potential is its bright future. Numbering only about 75 producers, the region’s winemakers are deeply allied in their commitment to traditional wines bearing character and identity, made better using modern techniques. For example, the wines often spend their compulsory aging time in a combination of French oak and traditional vessels of Slavonian oak.

Once you’ve experienced the satisfying, sophisticated and refreshing wines of Vino Nobile di Montepulciano, you may be inspired to see the harvest upland Tuscany. Nestled among ancient vineyards, the walled city of Montepulciano offers an unbridled view of Tuscan life, with its incredibly well-preserved art and architecture. The city’s central location also makes it an ideal jumping-off point to many of Italy’s most popular destinations, including Siena, Florence, Pisa and Rome. Check out the harvest calendar or visit www.winetourismmontepulciano.it, and together with Vino Nobile di Montepulciano, make 2013 a year to remember.

Wine Touring in Montepulciano
Visit Us & Experience Vintage 2013

LATE MAY-JUNE:ringing Out Small Weekends again at the site of some shows, with a new DOHC 3.8L HEMI V6 engine.

JUNE-JULY:“Streets of Montalcino” Every weekend present a unique opportunity to taste Montepulciano’s wines with the producer of the Vino Nobile while enjoying local food.

LATE JULY-JOUEST: Summer The opening presents a chance to change color as they become more refined.

AUGUST 10: Cicala in style The winter version, “Cicala under the Star,” is a wine and food festival featuring fine dining and musical performances.

AUGUST 12-15: Brunello in style Take wine lovers walking through the streets of Montepulciano, this time in one of Italy’s most renowned wine regions.

LATE SEPTEMBER-OCTOBER: La Vendemmia With the harvest of Sangiovese and other grapes, celebrate a new vintage begins.
Wine Enthusiast 2014

Vino Nobile
21st Century Renaissance

Located 40 miles southeast of Siena and 68 miles southeast of Florence, the charming hilltown of Montepulciano, capped by its ancient fortress, stands guard over one of Italy's most esteemed winemaking and grape growing areas, home to Vino Nobile di Montepulciano and Rosso di Montepulciano. Already inhabited in Etruscan times — as recent discoveries of building materials hinting from the 3rd and 2nd centuries B.C. demonstrate — this area has been celebrated for its wonderful red wines for centuries.

In his History of Rome, written two thousand years ago, Livy wrote that the Gauls were first attracted to the area for the wine being produced by the Etruscans in the hills around Montepulciano. The first specific document citing vineyards in the area dates from 789 A.D., and another document from 1350 details exports of Vino Nobile di Montepulciano. But the most notable reference to the area's wines came in 1685, when Francesco Redi wrote his now famous ode to Tuscan wine, Baco in Toscana, "Montepulciano is the King of all wines!" Clearly the distinct microclimate, mix of sand and clay soils and vineyard altitude ranging from 800 to 1,700 feet above sea level — have always been the key to the success of the area's famed wines.

Today, Montepulciano's stunning countryside of rolling hills, vineyards and olive groves has remained remarkably unchanged over the centuries. Visiting the area gives the impression of stepping into a Renaissance painting's quintessential landscapes. And the area continues to produce wondrous, age-worthy wines based on native grape Sangiovese, known locally as Prugnolo Gentile.

Under its strictly regulated DOCG (Denominazione diOrigineControllataeGarantita) production code, Vino Nobile must be made with a minimum of 70% Sangiovese and undergoes at least two years of aging starting from the 1st of January after the harvest (currently the 2011 vintage is available) minimum one year of oak in the producer's cellar before being released to the market. In outstanding years, some producers also make a Riserva version, which is three years of aging starting from the 1st of January after the harvest (naturally the 2010 vintage is available) minimum one year of oak and six months of bottle before release. Vino Nobile and Riserva are both delicious, full-bodied wines that develop even more complexity over time.

Made with the same grape in Vino Nobile, Rosso di Montepulciano DOC (Denominazione diOrigineControllata) is released earlier. This is a juicy, vibrant wine made to be enjoyed young to capture the juicy sun-kissed fruit.

Media Plan
Wine Spectator - Wine Enthusiast Web-site 2015

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Media Plan
VINO NOBILE DI MONTEPULCIANO
FREE APP

Consorzio Vino Nobile

MORE INFO

Ascianello

Sector
Northern

Size
large

Altitude
270 - 330 m

Soil
Pliocene

A CAMPAIGN FINANCED ACCORDING TO EC REGULATION N. 1300/13

Media Plan
TASTING TIME...
SALCHETO TOSCANA

SALCHETO

SALCHETO NOBILE DI MONTEPULCIANO

SALCHETO
TENUTA VALDIPIATTA
Thank you for your attention...