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1. THE ORIGINS

THE ORIGINS

THE ORIGIN OF THE NAME

After the arrival of Cluniac Monks in the **XI Century** the area was declared to be exempt from duties

The name Franciacorta comes from **francaecurtes** or free courts

THE ORIGIN OF THE WINE

The grapevine has always had a home in Franciacorta

In 1570 the Brescian doctor Gerolamo Conforti in his book **Libellus de Vino Mordacis** wrote of the outstanding aptitude of the Franciacorta area for producing "mordacious" **ersting wines** underscoring the significant distribution and widespread consumption- even during that time- of wines "with bubbles"



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1. THE ORIGINS

MODERN HISTORY

- 1961: The first bottle of Franciacorta is produced
- 1967: Franciacorta is granted the Denominazione di Origine Controllata (DOC)
- 1990: The voluntary Consortium for the protection of Franciacorta wine is founded with 29 producer members
- 1991: The first bottle of Franciacorta is produced
- 1992: The viticultural zoning study began
- 1995: The DOCG rulebook is approved by the Consortium
- 1997: The first bottle of Franciacorta with the DOCG seal is released
- 2002: The regulation states that Franciacorta can be designated as only 'Franciacorta' on a label with no additional wording required
- 2002: The first certified organic of Franciacorta is released
- 2017: The limited inclusion of the ancient native white grape Erbamat is added to the rulebook
- 2024: Following 3 years of work, the first Franciacorta Vineyard and Zone Map by Alessandro Masnaghetti is completed



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2. FRANCIACORTA: WINE AND LAND



FRANCIACORTA: WINE AND LAND

FRANCIACORTA, THE WINE

Franciacorta was the first Italian wine produced exclusively by the method of **secondary fermentation** in the bottle DOCG

Today, the wine label simply reads Franciacorta, a single term that identifies:

- the growing area
- the production method
- the wine



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2. FRANCIACORTA: WINE AND LAND



FRANCIACORTA, THE REGION

Located in the heart of Lombardy

Close to Milan, Bergamo and Brescia

Extends over 19 municipalities

Territory covers **49,421 acres**

Size of the **vineyard area** dedicated to Franciacorta DOCG is **2,623 acres**



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2. FRANCIACORTA: WINE AND LAND



FRANCIACORTA: WINE AND LAND

FRANCIACORTA, THE LAND

Lying to the south of **Lake Iseo** in the heart of Lombardy, Franciacorta has a wide range of soil types and site climates that make it natural wine territory

Franciacorta extends over **19 municipalities** in the province of Brescia, but the area is equally enthralling for its cultural heritage, history and superb countryside



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2. FRANCIACORTA: WINE AND LAND



Boundaries of the region: N: Lake Iseo N/W: Oglio River N/E: Pre-Alps
S/W: Monte Orfano S/E: Brescia



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2. FRANCIACORTA: WINE AND LAND



FRANCIACORTA: WINE AND LAND

FRANCIACORTA, THE PEDOLOGY

Observing Franciacorta and the Lake Iseo area from above you can clearly see the shape of the **moraine amphitheater**

This amphitheater was formed in the Secondary and Tertiary geological era by a large glacier which moved down from Val Camonica and divided into two branches immediately after the lake basin: a small to the west and a much larger to the east

The **moraine-originating soils of Franciacorta** have an enormous wealth of added minerals, which are different from the autochthonous rocks naturally found there. This diversity of soils forms the basis for the area's high-quality viticulture



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2. FRANCIACORTA: WINE AND LAND



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2. FRANCIACORTA: WINE AND LAND



FRANCIACORTA: WINE AND LAND

FRANCIACORTA, THE CLIMATE

Broadly described as Continental. Rains are frequent in autumn and spring. Annual precipitation volumes of around 40 inches, with levels ranging between 20 and 23 inches during the growing season.

Lake Effect

The proximity of Lake Iseo moderates the climate of the region and provides:

- cooling influence during summer
- warming influence during winter

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2. FRANCIACORTA: WINE AND LAND

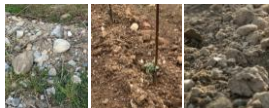


FRANCIACORTA: WINE AND LAND

FRANCIACORTA, THE SOILS

General Soil Characteristics in region:

- Morainic = of glacial origin
- Rich in sand and silt
- Generally poor in clay
- Can be very deep and often rocky
- High permeability and well draining
- Monte Orfanoin the south, and the foothills of the pre-alps in the east are the exception with older mostly limestone soils



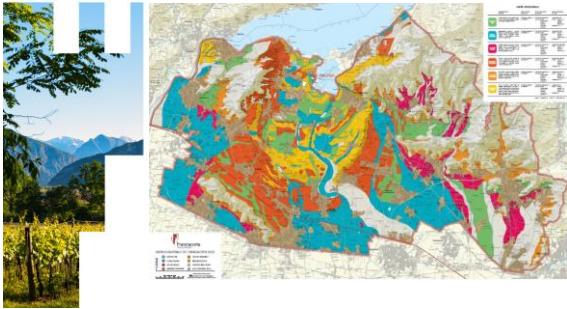
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2. FRANCIACORTA: WINE AND LAND



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2. FRANCIACORTA: WINE AND LAND



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2. FRANCIACORTA: WINE AND LAND



SOIL	INFLUENCE ON GROWTH	IMPACT ON GRAPE MUST	SENSORY PROFILE
FINE GRADED DEPOSIT	Deep, silty soil. Silty, lean texture. High water retention.	Influence on growth: + + + Influence on yield: + + +	Complexity: + Length: + Maturity: + Body: + + + + + Acidity: + Sugar: + Alcohol: + + + + +
SILTY CLAY	Medium to deep, fertile by nature. High water retention. Good drainage.	Influence on growth: + + + + Influence on yield: + + + +	Complexity: + + + Length: + + + + + Maturity: + + + + + Body: + + + + + Acidity: + + + + + Sugar: + + + + + Alcohol: + + + + +
EXTRUDED CLAY DEPOSIT	Deep, silty to sandy soil. High water retention. Good drainage.	Influence on growth: + + + + Influence on yield: + + + +	Complexity: + + + + Length: + + + + + Maturity: + + + + + Body: + + + + + Acidity: + + + + + Sugar: + + + + + Alcohol: + + + + +
DEEP SILTSTONE	Deep, silty, sandy, fertile soil. High water retention. Good drainage.	Influence on growth: + + + + Influence on yield: + + + +	Complexity: + + + + + Length: + + + + + Maturity: + + + + + Body: + + + + + Acidity: + + + + + Sugar: + + + + + Alcohol: + + + + +
EXTRUDED SILTSTONE DEPOSIT	Deep, silty, sandy, fertile soil. High water retention. Good drainage.	Influence on growth: + + + + Influence on yield: + + + +	Complexity: + + + + + Length: + + + + + Maturity: + + + + + Body: + + + + + Acidity: + + + + + Sugar: + + + + + Alcohol: + + + + +
MILLION MONTANA	Deep, silty, sandy, fertile soil. High water retention. Good drainage.	Influence on growth: + + + + + Influence on yield: + + + + +	Complexity: + + + + + + Length: + + + + + + Maturity: + + + + + + Body: + + + + + + Acidity: + + + + + + Sugar: + + + + + + Alcohol: + + + + + +

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3. THE CONSORZIO



THE CONSORZIO

Founded in **March 1990** the Consorzio per la tutela del Franciacorta has over 200 members in 3 professional categories: growers, winemakers and bottlers

They are producing: **Franciacorta DOCG, Cartefranca DOC, and Sebino IGT**

123 consortium-associated wineries make up Franciacorta, representing 96% of producers operating in the area

THE MISSION

1. Taking care of the general interests of DOCG Franciacorta, Cartefranca and IGT Sebino
2. Protecting the brand worldwide
3. Monitoring the production process and regulation changes
4. Monitoring grape and wine market trends and propose actions to maintain balance
5. Protection and supervision of the quality requirements of wine sold on the market
6. Promoting and enhancing the denomination through targeted communications and organization of events in Italy and abroad
7. Training and research to provide members with cutting-edge innovative technical solutions
8. Supporting sustainability in every field



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4. L'OSSERVATORIO ECONOMICO



L'OSSERVATORIO ECONOMICO

Franciacorta Economic Observatory: first and only instrument for the collection and analysis of reliable data in the Italian wine sector. It's a system for the collection and statistical analysis of Franciacorta marketing and distribution data in Italy and abroad

- **Certified System** the analyzed data come directly from the accounting registers of the member companies
- **Anonymous system** the flow of data passes through a double source encryption system, which prevents any possibility of identifying data referring to individual companies



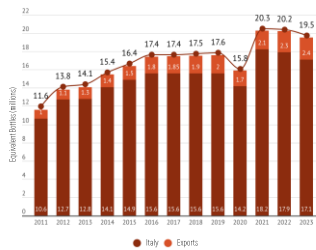
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4. L'OSSERVATORIO ECONOMICO

MAIN SALES DATA

2023 vs 2022:
 Italia: -4.3%
 Export: +1.5%
 Totale: -3.4%

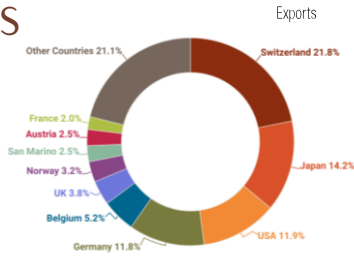
2023 vs 2019:
 Italia: +10.2%
 Export: +19.1%
 Totale: +11.2%



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4 L'OSSERVATORIO ECONOMICO

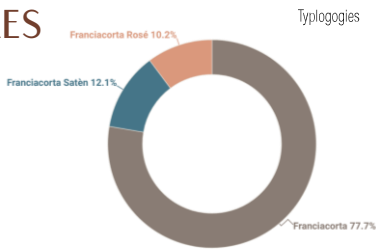
MAIN SALES DATA



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4 L'OSSERVATORIO ECONOMICO

MAIN SALES DATA



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5 PARTNERSHIP

SOME PARTNERSHIPS



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6. SUSTAINABILITY

SUSTAINABILITY

ORGANIC VITICULTURE

Today the areas conducted under organic regulation amount to 55% out of a total of approximately 3.241 hectares

ITACA PROJECT

The first Italian method for the calculation of carbon footprint
Franciacorta was the first area in the world in calculating the carbon footprint of every single farm on a very wide surface



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6. SUSTAINABILITY

SUSTAINABILITY

REGULATION OF THE USE OF CROP PROTECTION PRODUCTS

Through the entire Franciacorta region there is a unified and strict set of regulations governing the use of agrochemicals in the vineyards located near urban centers, schools or parks.

MATING DISRUPTION AND PHYTO-BUT MONITORING

The Consortium coordinates monitoring activities of the main phytophagous of the vine, supporting winemakers in order to optimize and reduce interventions as much as possible

Mating disruption for the defense of the vineyard from the Lobesia botrana vine moth covers about 4.450 acres, where insecticide treatments have been entirely replaced by sex pheromone diffusers

These diffusers have no impact on the environment or on human health



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7. THE FRANCIACORTA METHOD



Rigid and meticulous rules for obtaining wines of absolute quality is the order of the Consorzio Franciacorta and of its member producers

From permitting only the noble grape varieties, to manual harvesting, second fermentation in the bottle, and extended maturation on the lees, the Franciacorta method is designed to ensure the highest quality of every single bottle



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7. THE FRANCAIS METHOD



THE FIRST FERMENTATION

- Mostly in stainless steel tanks, some in oak barrels
- Cuvées are blended in the spring
- Both from different grape varieties and vineyards, and including the "vin de reserve"

THE SECOND FERMENTATION + TIRAGE

The **liquor de tirage** is added to start the slow second fermentation

The bottles are sealed and stacked horizontally in cellars for their extended periods of aging

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7. THE FRANCAIS METHOD



THE RIDDLING

After the maturation period, the bottles are inserted into **traditional riddling racks or gyropallets** in order to move the lees into the neck of the bottle

THE DISGORGEMENT

The metal plug and the **sediments are removed**

The addition of the **liqueur d'expédition** determines the final style of the Franciacorta

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6. THE TYPOLOGIES

THE TYPOLOGIES

THE SWEETNESS LEVELS

- Dosaggio Zero: sugar up to 3 g/l
- Extra Brut: sugar < 6 g/l
- Brut: sugar < 12 g/l
- Extra Dry: sugar 12-17 g/l
- Sec o Dry: sugar 17-32 g/l
- Demi Sec: sugar 33-50 g/l



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6 THE TYPOLOGIES

THE TYPOLOGIES

THE STYLES

Franciacorta Satèn

- Grapes: Chardonnay, Pinot Bianco, (max. 50%)
- Maturation: minimum of 24 months from tirage with a minimum of 6 atm
- Styles: Only Brut (also when Vintage or Riserva)



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6 THE TYPOLOGIES

THE TYPOLOGIES

THE STYLES

Franciacorta

- Grapes: Chardonnay, Pinot Nero, Pinot Bianco (max. 50%), Erbanati(max. 10%)
- Maturation: minimum of 18 months from tirage
- Styles: Dosaggio Zero, Extra Brut, Brut, Extra Dry, Sec or Dry, Demi sec



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6 THE TYPOLOGIES

THE TYPOLOGIES

THE STYLES

Franciacorta Rosé

- Grapes: Pinot Nero (min. 35%), Chardonnay (max. 65%), Pinot Bianco (max. 50%), Erbanati(max. 10%)
- Maturation: minimum of 24 months from tirage
- Styles: Dosaggio Zero, Extra Brut, Brut, Extra dry, Sec or Dry, Demi sec



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6 THE TYPOLOGIES

THE TYPOLOGIES

THE STYLES

**Franciacorta Millesimato,
Franciacorta Satèn Millesimato,
Franciacorta Rosé Millesimato**

- Grapes: Made from the base wine of at least 85% of a single vintage.
- Maturation: minimum 30 months from tirage
- Styles: Dosaggio Zero, Extra Brut, Brut, Extra dry (Except for Satèn which is Brut only)



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6 THE TYPOLOGIES

THE TYPOLOGIES

THE STYLES

**Franciacorta Riserva,
Franciacorta Satèn Riserva,
Franciacorta Rosé Riserva**

- Grapes: Made from the base wine of at least 85% of a single vintage.
- Maturation: minimum 60 months from tirage
- Styles: Dosaggio Zero, Extra Brut, Brut (Except for Satèn which is Brut only)



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THANK YOU

CAMPUS FINANCES ACCORDING TO EU REGULATION N. 1303/2013

Franciacorta.wine

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