



C/2025/2742

15.5.2025

**Publication of the communication of approval of a standard amendment to a product specification of  
a geographical indication in accordance with Article 5(4) of Commission Delegated  
Regulation (EU) 2025/27 <sup>(1)</sup>**

(C/2025/2742)

COMMUNICATION OF APPROVAL OF A STANDARD AMENDMENT

(Article 24 of Regulation (EU) 2024/1143)

**‘Vino Nobile di Montepulciano’ PDO-IT-A1308-AM04**

**Date of communication: 17 February 2025**

**1. Name of product**

‘Vino Nobile di Montepulciano’

**2. Geographical Indication type**

- ☒ Protected Designation of Origin (PDO)  
☐ Protected Geographical Indication (PGI)  
☐ Geographical Indication (GI)

**3. Sector**

- ☐ Agricultural products  
☒ Wines  
☐ Spirit drinks

**4. Country to which the geographical area belongs**

Italy

**5. Member State authority communicating the standard amendment**

Ministry of Agriculture, Food Sovereignty and Forestry

**6. Qualification as standard amendment**

The amendment meets the definition of standard amendment in Article 24(4) of Regulation (EU) 2024/1143 since it does not come under the definitions in Article 24(3) of the same Regulation.

**7. Description of the approved standard amendment(s)**

**1. Inclusion of additional geographical units and the term ‘Pieve’ (parish)**

Description:

The option has been added of including the term ‘Pieve’ on the label, followed by the additional geographical units and relevant conditions of use.

The term ‘Pieve’ cannot be used in addition to the term ‘Riserva’.

<sup>(1)</sup> Commission Delegated Regulation (EU) 2025/27 of 30 October 2024 supplementing Regulation (EU) 2024/1143 of the European Parliament and of the Council with rules concerning the registration and the protection of geographical indications, traditional specialities guaranteed and optional quality terms and repealing Delegated Regulation (EU) No 664/2014 (OJ L, 2025/27, 15.1.2025, ELI: [http://data.europa.eu/eli/reg\\_del/2025/27/oj](http://data.europa.eu/eli/reg_del/2025/27/oj)).

There are now 12 additional geographical units within the demarcated geographical area of the Vino Nobile di Montepulciano PDO, set out in Annex A to the product specification.

Reason:

The purpose is to add value to the Vino Nobile di Montepulciano PDO at the same time as letting consumers know about the specific characteristics of the grapes originating from certain smaller geographical areas within the production area. Indeed, the names of the additional geographical units date back to the late Roman era and the ancient parishes that characterised the production area of the Vino Nobile di Montepulciano PDO. These geographical units were identified as a result of historical research. They are located within the production area in the administrative territory of the municipality of Montepulciano.

This amendment affects Articles 1, 2, 4, 5, 6, 7 and 9 of the product specification and the addition of Annex A (List of the 12 additional geographical units accompanying the term 'Pieve' with their boundaries). In the single document, the amendment affects Sections 4 'Description of the wines', 5 'Winemaking practices', 8 'Description of the link(s)' and 9 'Essential further conditions'.

2. *Inclusion of a specific combination of grape varieties for wines with the term 'Pieve' followed by the respective additional geographical unit*

Description:

For wines with the term 'Pieve' followed by the respective additional geographical unit, the following combination of grape varieties has been included: at least 85 % of grapes used must be Sangiovese, with the following varieties being permitted for the remaining 15 %: Canaiolo Nero, Ciliegiole Nero, Mammolo Nero and Colorino Nero, this last representing no more than 5 %.

Reason:

This amendment to the combination of grape varieties for the new wine type allows better characterisation of the specific properties of the area while placing more value on the Sangiovese variety, which has always played the leading role in quality wine production in the area. International grape varieties are excluded in order to strengthen production of Vino Nobile di Montepulciano which, historically, was produced from Sangiovese and a blend of local varieties.

This amendment affects only Article 2 of the product specification.

3. *Inclusion of a minimum age for the vineyards used to produce wines with the term 'Pieve' followed by the respective additional geographical units*

Description:

Inclusion of a minimum age for the vineyards used to produce Vino Nobile di Montepulciano with the term 'Pieve' followed by the additional geographical units. Such vineyards must be at least 15 years old inclusive of the year of planting.

Reason:

In normal climate conditions, mature vineyards, of at least 15 years old, can produce grapes that are less affected by water stress. In this way, the grapes ripen at the most favourable time, meaning that their quality characteristics are superior.

The amendment concerns only Article 4(1) of the product specification.

4. *Maximum yield limits for the wines with the term 'Pieve' followed by the additional geographical units*

Description:

A reduced maximum yield has been introduced for the new wine type. The new yield must not exceed 7 tonnes per hectare as a single crop and can never exceed 2.5 kilograms per plant.

Reason:

This adjustment is the result of the inclusion of the new wine type. It is intended to allow Sangiovese and the other authorised local grape varieties their finest expression in order to achieve the best balance of plant growth and grape yield while reducing plant stress.

The amendment affects Article 4(6) of the product specification and Section 5.2 ('Maximum yields') of the single document.

5. *Increase in the minimum natural alcoholic strength by volume of wines with the term 'Pieve' followed by the additional geographical units*

Description:

For the newly introduced wine type Vino Nobile di Montepulciano with the term 'Pieve' followed by the additional geographical units, the grapes used must produce a minimum natural alcoholic strength by volume of 13 %.

Reason:

The purpose of the amendment is to ensure that grapes that have naturally reached a minimum alcoholic strength by volume of 13 % are used only to make Vino Nobile di Montepulciano with the term 'Pieve' followed by the additional geographical units, so as to allow the wines of the newly introduced type to stand out.

The amendment concerns Article 4(8) of the product specification and Section 4 'Description of the wine(s)' of the single document.

6. *Increased minimum maturation period for the wines with the term 'Pieve' followed by the additional geographical units*

Description:

For the new wine type, a maturation period has been added of at least three years, including at least 12 months in the barrel and 12 months of bottle ageing. There is also a provision for the chemical, physical and organoleptic checks on the new wine type to take place at the end of the bottle ageing period.

Reason:

The introduction of a maturation period of at least three years for Vino Nobile di Montepulciano with the term 'Pieve' accompanied by the additional geographical units is intended to differentiate this wine both qualitatively and commercially. Increasing the maturation period for Vino Nobile di Montepulciano with the term 'Pieve' followed by the respective additional geographical units is intended to put these wines on the same level as those termed 'Riserva'. There is, however, a difference in the permitted grape varieties and in the introduction of a year of bottle ageing.

The provision regarding the chemical, physical and organoleptic checks taking place at the end of the bottle ageing period is because this is when the new wine type acquires the characteristics and organoleptic balance that allow the best expression of Sangiovese and the other permitted local grape varieties.

The amendment concerns only Article 5(6) of the product specification.

7. *Introduction of requirements for grapes to be handled separately for wines with the term 'Pieve' followed by the additional geographical units*

Description:

Separate handling has been introduced for grapes for the new wine type. Wines with the term 'Pieve' must be produced with grapes from vineyards managed by the same enterprise that does the bottling, and kept separate from batches of grapes intended to make standard and 'Riserva' Vino Nobile di Montepulciano.

Reason:

The amendment is necessary as a guarantee to consumers that the new type of Vino Nobile di Montepulciano with the term 'Pieve' followed by the additional geographical units comes from vineyards managed by the same enterprise that does the bottling, located in one of the 12 additional geographical units within the production area, and also to ensure the full traceability of the grapes.

The amendment concerns only Article 5(6) of the product specification.

8. *Inclusion of the characteristics on consumption of the wines with the term 'Pieve' followed by the additional geographical units*

Description:

For the newly introduced wine type, followed by the additional geographical units, the required flavour is very dry, balanced and long, potentially with slight woody notes. The minimum total acidity has been increased: from 4,5 to 5,0 grams per litre. The sugar-free extract has been increased from 23 to 26 grams per litre.

Reason:

The inclusion of the characteristics on consumption is due to the need to define product lines. The increase of half a gram of acidity per litre allows greater expression to wines from the various 'Pievi', as well as greater ageing potential. The increase in sugar-free extract is based on the analyses conducted. It is considered necessary for wines intended for ageing.

The amendment concerns Article 6 of the product specification and Section 4, 'Description of the wine(s)', of the single document.

9. *Introduction of labelling rules for wines with the term 'Pieve' followed by the additional geographical units*

Description:

For the newly introduced wines with the term 'Pieve', one of the following additional geographical units may be used on the label relating to actual areas of origin of the grapes used to make the wine. The territorial demarcation is set out in Annex 3 to the product specification:

1. Sant'Ilario
2. Ascianello
3. Badia
4. Caggiole
5. Cerliana
6. Cervignano
7. Gracciano
8. Le Grazie
9. San Biagio
10. Sant'Albino
11. Valardegna
12. Valiano

The reference to the additional geographical unit must follow the term 'Pieve' and appear before the name of the designation *Vino Nobile di Montepulciano* and the word 'Toscana', in the same visual field as the mandatory information. The height and size of the word 'Pieve' followed by the additional geographical unit may be 50 % greater than the words 'Vino Nobile di Montepulciano'.

Reason:

The purpose of the amendment is to differentiate the new wine type from the basic and 'Riserva' types of *Vino Nobile di Montepulciano*.

This amendment concerns Article 7(5) of the product specification and Section 9 'Further essential conditions' of the single document.

10. *Inclusion of a ban, for wines with the term 'Pieve', on bringing the yield into line with the limits laid down where production exceeds the limits by less than 20 %*

Description:

A specific provision has been added excluding wine with the term 'Pieve' from the option of bringing the grape yield into line with the limits laid down in the product specification provided that production does not exceed that limit by 20 %, including in exceptionally favourable years.

Reason:

The ban on excess production is justified by the fact that, for the grapes in any of the 12 additional geographical areas, productive balance and the yield of 7 tonnes per hectare must be achieved using appropriate agricultural practices. Excess production is therefore not permitted.

The amendment concerns only Article 4(7) of the product specification.

11. *Declaring use of the term 'Pieve' followed by the additional geographical units*

Description:

A provision has been added allowing the intention to use the term 'Pieve' to be declared by 31 December following the harvest.

Reason:

The wine type *Vino Nobile di Montepulciano* with the term 'Pieve' has specific characteristics and must therefore be declared at the start of the three-year ageing period laid down in the product specification. In order to respect these specific characteristics, it is necessary to make the declaration no later than 31 December following the harvest.

The amendment concerns only Article 4(7) of the product specification.

12. *Blending of previously certified batches*

Description:

A provision has been added concerning blending of previously certified batches. A new certificate of analytical and organoleptic conformity must be requested for the newly blended batch, both for the areas operating within the production area and for holdings operating outside the production area.

Reason:

It is necessary to subject blended batches to new chemical and organoleptic tests to ensure traceability in order to guarantee the product quality.

The amendment concerns only the product specification, with the addition of a new Article 4(10).

13. *Acceptance as Vino Nobile di Montepulciano for batches of wine not qualifying for the term 'Pieve'*

Description:

Where the tasting committee judges that a batch of wine does not qualify for the term 'Pieve', permission to use the name 'Vino Nobile di Montepulciano' can be requested.

Reason:

This option has been introduced for producers whose batches do not qualify as Vino Nobile di Montepulciano with the term 'Pieve'. It allows them to use the results of the organoleptic analyses for their wines to qualify as standard Vino Nobile di Montepulciano. This simplifies the certification process and keep costs down.

The amendment concerns only Article 5(6) of the product specification.

14. *Inclusion of rules regarding 'taglio' (blending to improve quality) for Vino Nobile di Montepulciano with the term 'Pieve' followed by the additional geographical units*

Description:

A provision has been included regarding 'taglio' for Vino Nobile di Montepulciano with the term 'Pieve' followed by the additional geographical units. This practice is permitted according to the conditions laid down in national and European Union legislation in force solely and exclusively with wines originating from the same additional geographical unit. Failure to comply will result in the withdrawal of the right to use the word 'Pieve' and the additional geographical unit.

Reason:

The new amendment concerning 'taglio' is intended to maintain the quality characteristics of the product [...] and the consumer as 'taglio' of Vino Nobile di Montepulciano with the term 'Pieve' is permitted only with wines from the same additional geographical unit.

The amendment concerns only Article 5(8) of the product specification.

15. *Rewording of the section on sampling of batches of wine*

Description:

The section on the sampling of batches of wine has been reworded to specify that, during the ageing period, the wine cannot be moved before the results of the analytical test are issued, and to specify that where wine is placed on the market or bottled outside of the area, it must comply with the physical and chemical characteristics laid down in the product specification.

Reason:

The section has been reworded in order to describe the procedure more clearly.

The amendment concerns only Article 5(11) of the product specification.

16. *Inclusion of a condition concerning use of the term 'Toscana' on the label*

Description:

A condition has been added for wines of the type Vino Nobile di Montepulciano with the term 'Pieve' followed by the respective additional geographical units whereby the geographical term 'Toscana' must now follow the designation Vino Nobile di Montepulciano.

Reason:

The condition has been added in order to describe existing labelling rules more clearly.

The amendment concerns only Article 7(4) of the product specification.

### 17. *Update to the link with the geographical environment*

#### Description:

The article concerning the link with the geographical environment has been updated with the inclusion of conditions relating to the new wine type with the term 'Pieve' followed by the additional geographical units. It was also considered necessary to rewrite the 'Link with the geographical area' section of the single document in order to bring it into line with the product specification. This redrafting is therefore purely for reasons of consistency.

#### Reason:

The amendment was needed following the inclusion of the new wine type with the term 'Pieve'.

The amendment concerns Article 9 of the product specification and Section 8 'Description of the link(s)' of the single document.

### 18. *Editorial corrections*

#### Description:

Editorial corrections have been made to the product specification. These mainly concern typographical errors, corrections to section numbering, corrections to the name of the Ministry, and to the reference to the control body.

#### Reason:

Corrections arising from the change of name of the Ministry, references to the headquarters of the control body and typographical errors in the product specification.

The amendment concerns only Article 2(1), Article 5(2), (9) and (10), Article 7(6) (formerly Article 7(5)) and Article 10(1) and (2) of the product specification.

#### SINGLE DOCUMENT

### 1. **Name(s)**

Vino Nobile di Montepulciano

### 2. **Geographical indication type**

PDO – Protected designation of origin

### 3. **Categories of grapevine products**

#### 1. Wine

*Combined Nomenclature code*

— 22 – BEVERAGES, SPIRITS AND VINEGAR

2204 – Wine of fresh grapes, including fortified wines; grape must other than that of heading 2009

### 4. **Description of the wine(s)**

#### 1. *Vino Nobile di Montepulciano*

#### BRIEF WRITTEN DESCRIPTION

Colour: ruby red, tending to garnet with age;

Aroma: intense, complex, distinctive;

Taste: dry, well balanced and long, may have woody notes;

Minimum total alcoholic strength by volume: 12,50 %;

Minimum sugar-free extract: 23,0 grams per litre.

Any analytical parameters not shown in the table below comply with the limits laid down in national and EU legislation.

General analytical characteristics:

- Maximum total alcoholic strength (in % volume): —
- Minimum actual alcoholic strength (in % volume): —
- Minimum total acidity: 4,5 grams per litre expressed as tartaric acid
- Maximum volatile acidity (in milliequivalents per litre): —
- Maximum total sulphur dioxide (in milligrams per litre): —

## 2. *Vino Nobile di Montepulciano 'Riserva'*

### BRIEF WRITTEN DESCRIPTION

Colour: ruby red, tending to garnet with age;

Aroma: intense, complex, distinctive;

Taste: dry, well balanced and long, may have woody notes;

Minimum total alcoholic strength by volume: 13,00 %;

Minimum sugar-free extract: 23,0 grams per litre.

Any analytical parameters not shown in the table below comply with the limits laid down in national and EU legislation.

General analytical characteristics:

- Maximum total alcoholic strength (in % volume): —
- Minimum actual alcoholic strength (in % volume): —
- Minimum total acidity: 4,5 grams per litre expressed as tartaric acid
- Maximum volatile acidity (in milliequivalents per litre): —
- Maximum total sulphur dioxide (in milligrams per litre): —

## 3. *Vino Nobile di Montepulciano with the term 'Pieve'*

### BRIEF WRITTEN DESCRIPTION

Colour: ruby red, tending to garnet with age;

Aroma: intense, complex, distinctive;

Taste: dry, well balanced and long, may have slight woody notes;

Minimum total alcoholic strength by volume: 13,00 %;

Minimum sugar-free extract: 26,0 grams per litre.

Any analytical parameters not shown in the table below comply with the limits laid down in national and EU legislation.

General analytical characteristics:

- Maximum total alcoholic strength (in % volume): —
- Minimum actual alcoholic strength (in % volume): —
- Minimum total acidity: 5,0 grams per litre expressed as tartaric acid
- Maximum volatile acidity (in milliequivalents per litre): —
- Maximum total sulphur dioxide (in milligrams per litre): —



## 5. **Wine-making practices**

### 5.1. *Specific oenological practices*

#### 1. **Vino Nobile di Montepulciano**

Specific oenological practice

Wine with the 'Vino Nobile di Montepulciano' protected designation of origin (PDO) must undergo an ageing period of at least two years, with at least one year in wooden containers.

#### 2. **Vino Nobile di Montepulciano 'Riserva'**

Specific oenological practice

'Vino Nobile di Montepulciano' PDO wine from grapes with a minimum natural alcoholic strength by volume of 12,50 % that has undergone an ageing period of at least three years including six months in the bottle may be referred to as 'Riserva' on its label.

#### 3. **Vino Nobile di Montepulciano with the term 'Pieve' followed by the additional geographical unit**

Specific oenological practice

Wine with the 'Vino Nobile di Montepulciano' protected designation of origin and the term 'Pieve' followed by the additional geographical units must undergo an ageing period of at least three years, with at least 12 months in wooden containers and at least 12 months in the bottle.

### 5.2. *Maximum yields*

#### 1. **Vino Nobile di Montepulciano**

8 000 kilograms of grapes per hectare

#### 2. **Vino Nobile di Montepulciano 'Riserva'**

8 000 kilograms of grapes per hectare

#### 3. **Vino Nobile di Montepulciano with the term 'Pieve' followed by the additional geographical unit**

7 000 kilograms of grapes per hectare

## 6. **Demarcated geographical area**

The grape production area is located within the administrative territory of the municipality of Montepulciano, in the province of Siena, Region of Tuscany. It does not include the Valdichiana plain.

## 7. **Wine grape varieties**

Sangiovese N - Sangiovese

## 8. **Description of the link(s)**

*Vino Nobile di Montepulciano including the sub-areas*

### A) **Details of the geographical area**

#### A1) **Natural factors relevant to the link**

The Vino Nobile area is located entirely within the municipality of Montepulciano, in the Province of Siena. Apart from the Valdichiana valley floor, which is excluded, all of the territory is included in the hilly production area which ranges from 250 to 600 metres elevation.

The geological substrate is rather uniform and clearly distinct from nearby wine-producing areas. It is largely composed of marine sediments from the Pliocene with sands predominating, especially in the areas of greater elevation. Other soils have developed on the continental sediments of the Early Pleistocene, in particular on the slopes of the Valdichiana valley.

The area's lithology is thus characterised by marine sands and clays, with conglomerates being present towards the east of the area. Sands are a characteristic of Montepulciano. Elsewhere in Tuscany they are so widespread only in San Gimignano, while they are almost absent both in Montalcino and in the Chianti Classico area.

In summary, a total of four soil categories can be distinguished: soils that developed on sandy marine Pliocene sediments (the 'Cusona, Strada and San Gimignano' soil series) or clay-silt soils (the 'Quercia and Monte' soil series, which is not very productive and is characterised by early ripening of the grapes) with increasing water availability, and paleosoils or recent soils on Pleistocene sediments ('Poggio Golo, Nottola and Valiano' soil series, which is conducive to more productive plants).

In terms of their chemical characteristics, the sandy Pliocene soils have low cation-exchange capacity and conductivity, with average lime levels; the clay-silt and clay Pliocene soils have higher levels of lime and conductivity; while the soils that developed on Pleistocene sediments have similar, generally high, cation-exchange capacity, but differ from each other in terms of their total and active lime content, which is greater in recent soils.

The area has a Mediterranean climate. The highest temperatures occur in July and August, while the subsequent period has lower temperatures that help to improve the aromatic and phenolic qualities of the grapes. The Winkler index averages 1 900°, with lower levels of around 1 750° at higher elevation.

Average rainfall measured over several years is 690 millimetres in most of the area, reaching 740 millimetres only in the south of the area. The most intense rainfall occurs in October and November, while summers are dry as a rule.

## A2) Human factors relevant to the link

The origins of grape growing and winemaking are an integral feature of the territory, culture, history, economy and local traditions of Montepulciano.

The wine produced in this area has historically had noble and aristocratic associations, with wines being produced not for producers' own consumption but for sale, as demonstrated by numerous sales documents recorded as far back as 789.

A document dated 1350 established the first rules governing the trade in and export of Montepulciano wine. The wine attained international fame in the 17th century when it was hailed by Francesco Redi as the 'King of all Wine', and over the centuries grapes have remained the area's main crop.

The earliest known reference to 'Vino Nobile' [Noble Wine] dates back to 1787: '...to reimburse the cook at the Marsichi household for expenditure on foodstuffs, not including the wine brought from Monte Pulciano on our behalf: 50,15 lire. "Vino Nobile" brought to be given as a present to the Conventino church school for contractual obligations...' That quotation is taken from the long *Nota di Viaggio per suor Luisa Sisti e signore Maestre* [Travel note for Sister Luisa Sisti and the Lady Schoolmistresses] written by Giovan Filippo Neri, Governor of the Regio Ritiro di S.Girolamo in Montepulciano.

In 1773, a Florentine medical doctor named Cosimo Villifranchi reported in his famous *Oenologia Toscana* [Tuscan Oenology] on how wine was made in Montepulciano, describing not only the grape varieties but also the area itself: 'the area in Montepulciano where the best wine is produced extends eastwards from the town for two or three miles on both sides of the road, with the land all being located on hillsides...' There follows a description of the various producers, the vine-growing and wine-making systems employed and additional information on the nature of the soil: 'the soil or earth on the hillsides of Monte Pulciano is primarily tufa, loose sandy earth and stony soil'.

In his *Statistica Agraria della Val Di Chiana* [Agricultural Statistics of the Val Di Chiana Valley] (1830), Giuseppe Giuli wrote in a chapter entitled 'On the types of choice wine and the ways of producing it' that 'five types of choice wine are produced in a certain quantity in the valley: Vino Nobile di Monte Pulciano and Aleatico among red wines, and Moscadello, Vermouth and Vin Santo among whites. I will speak about the way in which they are produced, starting my description of these details with Monte Pulciano wine, as it is the one known throughout Europe... The vineyards where this wine is grown are located on hillsides whose soil is of tufa and is thus unproductive. The hillsides are south facing, so the vines receive very plentiful sunlight.

These plants have a low yield, but the grapes reach a perfect state of ripeness, with an aroma and flavour not shared by grapes of the same species produced from vines grown in other locations'. The author continues, listing the vine species, the characteristics of the grapes and the system of fermentation and placing of the wine into receptacles.

The first shipment of Vino Nobile to America took place a couple of years earlier (1828), as reported by the *Giornale Agrario della Toscana* [Agrarian Journal of Tuscany] published by the Accademia dei Georgofili

The historical presence of cellars in the homes of the well-to-do in Montepulciano testifies to the importance ascribed to local wine production, and even today some of these cellars are still used to age wine.

In his famous novel *The Count of Monte Cristo* written between 1844 and 1846, Dumas wrote of a character eating some game: 'This... and a flask of Monte Pulciano, was the bill of fare'.

Vino Nobile di Montepulciano attained *denominazione di origine controllata* (controlled designation of origin) status by means of the Presidential Decree of 12 July 1966 and, thanks to its international reputation, later become one of the first wines to boast *denominazione di origine controllata e garantita* (DOCG - controlled and guaranteed designation of origin) status with the Presidential Decree of 1 July 1980. It was the very first wine in Italy to feature the official identification band replacing the State label. This band is affixed to the bottle's seal as an anti-adulteration device that certifies the authenticity of the product and proves its origin.

Overall, the impact on the wine of human factors can be ascribed to the following technical aspects of production, which were devised and then refined over time and now form an integral part of the product specification:

- Combination of grape varieties in the vineyards: Sangiovese, and in particular the local biotype known as Prugnolo Gentile, is the main variety used to produce Vino Nobile. This vine species has long been grown in Montepulciano, as demonstrated by many historical/bibliographical references, most importantly Villifranchi (1773) and Cinelli (1873).

Over time, vine species producing red grapes have been identified as secondary varieties. These are varieties - both local (Canaiole Nero, Mammolo) and international - that are capable of enhancing the potential of the area and the main vine species.

- Training systems, planting distances and pruning methods: the traditional training systems, which have established themselves solidly over time, are ones that allow the vines to be arranged in a rational manner on the land area, in such a way as to facilitate tending operations and ensure that yields are kept within the limits laid down in the product specification. These are vertical trellis systems with either spur pruning (spurred cordon), cane pruning (arched cane) or mixed pruning (Guyot).

The planting distances have developed over time towards a medium-high density, with a minimum of 3 330 plants per hectare.

- Wine-making practices: the practices that have become established over time in the area are those for the production of long-lasting wines from red grapes. The wine must undergo a minimum ageing period of two years, with at least one year in wooden barrels. For the 'Riserva' type, which refers to more structured, fuller bodied wines, the minimum ageing period is three years.

- B) Details of the quality or characteristics of the product essentially or exclusively attributable to the geographical environment

The Vino Nobile di Montepulciano PDO applies to two types of red wine (standard and Riserva) which differ in their structure and alcoholic content as well as in their ageing period. In analytical and, above all, organoleptic terms, the wine has characteristics that are specific to the production area. These are indicated in Article 6 of the product specification and allow the wine to be clearly identified and considered typical of its production area.

Specifically, the wines have an intense ruby red colour that tends towards garnet with age. They have a strong, complex aroma with distinctive notes of fruit (amarena cherry), flowers (violet) and spices. In the mouth, they are highly structured, well balanced and elegant, and are perceptibly tannic thus allowing them to keep well over time.

- C) Description of the causal interaction between the details referred to in point A and those referred to in point B.

The interaction between the various natural and human factors has first of all allowed wine-growing to continue being the defining activity of Montepulciano, which has not undergone the urbanisation characteristic of various other parts of Tuscany.

The impact of the growing environment on the quality characteristics of the wine has been demonstrated by studies on the area and detailed land analyses carried out since 1989 (Campostrini and Costantini, 1996). These have shown how the soils in the Vino Nobile production area confer upon Sangiovese grapes, in particular, notes characteristic of amarena cherry, violet and spices.

Although there are various different types of soil, the yield and quality of the grapes in the different contexts are modulated through appropriate human intervention in terms of cultivation techniques and soil management. These range from mechanical working of less fertile soil to growing grass in places where the soil gives higher yields. These measures, which are informed by many years of experience, are carried out in such a way as to give the grapes harvested a uniform and appropriate degree of ripeness.

The hilly topography and the exposure of the vineyards help create a mesoclimate that is particularly conducive to vine growing.

The winter and spring rains allow good water reserves to build up in the vineyards, while, later on, the low level of summer rainfall (less than 30 millimetres on average in July) generally creates a moderate water deficiency, which favours ripening of the grapes rather than vegetative growth in the plants.

The high degree of sun exposure and the temperature reached in July and August are conducive to regular veraison of the grapes and an optimal predisposition towards ripening, while in September and early October the large temperature difference between day and night, particularly at higher elevations, encourages aromatic and phenolic complexity in the grapes.

The age-old history of wine in Montepulciano from the Etruscan era to the present day, to which numerous bibliographic references and archaeological finds testify, is the basis for the human factors of experience and vine-growing know-how which, over time, in interaction with the environment, have allowed the identification, development and selection of the most appropriate practices for the production of high-quality wine.

Since its earliest days long ago, Montepulciano has made wine the basis of its history, as illustrated by the kylix (wine cup) discovered in 1868 in an Etruscan tomb near the town.

The oldest document referring to wine in Montepulciano dates back to 789: the clergyman Arnipert gifted the church of San Silvestro sull'Amiata a plot of land under vines at Policiano Castle.

Later on, Ripetti's *Dizionario storico e geografico della Toscana* [Historical and Geographical Dictionary of Tuscany] cites a document dating back to 1350 which lays down rules governing the trade in and export of Montepulciano wine.

It is also documented that, from the Early Middle Ages onwards, the vineyards of Mons Pulitianus were producing excellent wines. In the mid-16th century, Sante Lancerio, cellar master to Pope Paul III Farnese, celebrated Montepulciano as 'most perfect for both spring and summer, fragrant and full-bodied, neither immature nor overly coloured, and thus a wine for nobles'. It was a wine for the nobles' tables, therefore, even if the earliest labels referred to it simply as 'Rosso Scelto di Montepulciano' [Choice Montepulciano Red].

Moving to the 17th century, it can be recalled that the great doctor, naturalist and poet Francesco Redi exalted the wine to wonderful effect in his 1685 dithyrambic poem *Bacco in Toscana* [Bacchus in Tuscany]. Redi imagined Bacchus and Ariadne praising the best Tuscan wines: 'Fair soft-handed Ariadne, serve me the manna of Montepulciano...' and concludes that 'Montepulciano's the King of all Wine.'

The poem was a great success and circulated from court to court until it reached William III of England. Maybe it is thanks to Redi and the fame that his poem conferred upon Tuscan wines that King William became so fond of them. This is demonstrated by the journey to the Grand-Duchy of Tuscany undertaken in 1669 by an English delegation to procure Moscadello di Montalcino and Vino Nobile di Montepulciano for the English court.

At the end of the 19th century the need was felt to teach the skills required to manage vineyards and cellars. To that end, 1882 saw the establishment of a Practical School of Agriculture, and an Agricultural Technical School is in operation to this day on the border with the nearby municipality of Cortona.

More recently, in 1933, *Vini tipici senesi* [Traditional Wines of Siena Province] (Montanari and Musiani, eds.) gave a detailed description of the techniques for producing Vino Nobile di Montepulciano, which were very similar to the current product specifications for the wines.

A cooperative winery was founded in 1937 so as to create a structure allowing the wine produced by small growers to be sold too, while 1965 saw the establishment of the Consorzio dei produttori del Vino Nobile di Montepulciano [Vino Nobile di Montepulciano producers' association].

The recent history of Vino Nobile di Montepulciano is marked by the development of vineyard management and winemaking techniques that reflect the most modern production trends.

Planting densities have thus been increasing, in such a way as to reduce the grape yield per plant, and training and pruning systems have moved towards systems conducive to achieving optimal yield and vegetal growth and producing perfectly healthy grapes. At the same time, wineries have been optimising fermentation processes, the period of ageing in wood and the use of different container types, with the aim of obtaining a very well structured wine that is long-lasting and stable over time.

For wines produced exclusively from grapes originating from vineyards located in the additional geographical units, use of the term 'Pieve' emphasises the characteristics of Vino Nobile di Montepulciano produced in the respective additional geographical units.

## 9. Essential further conditions (packaging, labelling, other requirements)

*Vinification and compulsory ageing of wine with the Vino Nobile di Montepulciano PDO, including 'Riserva' and 'Pieve' wines*

Legal framework:

EU legislation

Type of further condition:

Bottling within the demarcated geographical area

Description of the condition:

Vinification and compulsory ageing must take place in the municipality of Montepulciano, in order to preserve the special characteristics and reputation of the products, and to guarantee their origin.

*Bottling in the demarcated area of wine with the Vino Nobile di Montepulciano PDO, including 'Riserva' and 'Pieve'*

Legal framework:

EU legislation

Type of further condition:

Bottling within the demarcated geographical area

Description of the condition:

Bottling must take place within the grape production area so that the specific characteristics of the wine can be preserved and the guarantee of origin maintained.

*Labelling of wines with the Vino Nobile di Montepulciano PDO, including 'Riserva' and 'Pieve' wines*

Legal framework:

EU legislation

Type of further condition:

Additional provisions relating to labelling

Description of the condition:

A requirement has been added whereby the broader geographical term 'Toscana' must appear on the label in addition to the protected designation of origin 'Vino Nobile di Montepulciano', so as to inform consumers of the exact geographical origin of the wines.

*Labelling of 'Pieve' wines with the Vino Nobile di Montepulciano PDO*

Legal framework:

EU legislation

Type of further condition:

Additional provisions relating to labelling

Description of the condition:

One of the following additional geographical units may be used on the label relating to areas from which the grapes from which the wine was obtained actually originate, the territorial delimitation being defined in Annex 1 to the product specification:

Sant'Ilario

Ascianello

Badia

Caggiole

Cervognano

Cerliana

Gracciano

Le Grazie

San Biagio

Sant'Albino

Valardegna

Valiano

#### **Link to the product specification**

<https://www.politicheagricole.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/22569>