

DAY THREE



SOUTHERN ITALY

CAMPANIA



Historical and cultural background

The first indications of vine cultivation trace back to the 12th century BC. The Etruscans and the Greeks arrived to find a local population with a good viticultural base, and with some



additional improvements that the newcomers were able to lend, the sector was able to take some progressive leaps forward; attention was concentrated on the more valuable grape varieties. At the height of the Roman Empire wines from Campania were considered the most prestigious of all and were therefore in high demand on the tables of the patricians of the capital, in addition to being mentioned by writers of the time. Similar to what happened all across Italy, the decline of the Empire and later that of the High Middle Ages, resulted in a marked reduction of Campania's viticulture. The tenth century marked the start of a rebirth thanks to the rise of feudalism and its promotion of agriculture. Despite this substantial recovery, in the 17th century the winds of decline blew again, even though it was at that time that the main varieties that characterize today's Campanian viticulture began to take root as modern-day icons, ranging from Aglianico to Greco, and from Asprinio to Fiano. The arrival of phylloxera in the region led to an overall abandonment of viticulture in favor



of other agricultural activities considered more profitable, such as vegetable farming. However, the last few decades have seen a revival of the sector, albeit with substantial differences between areas.

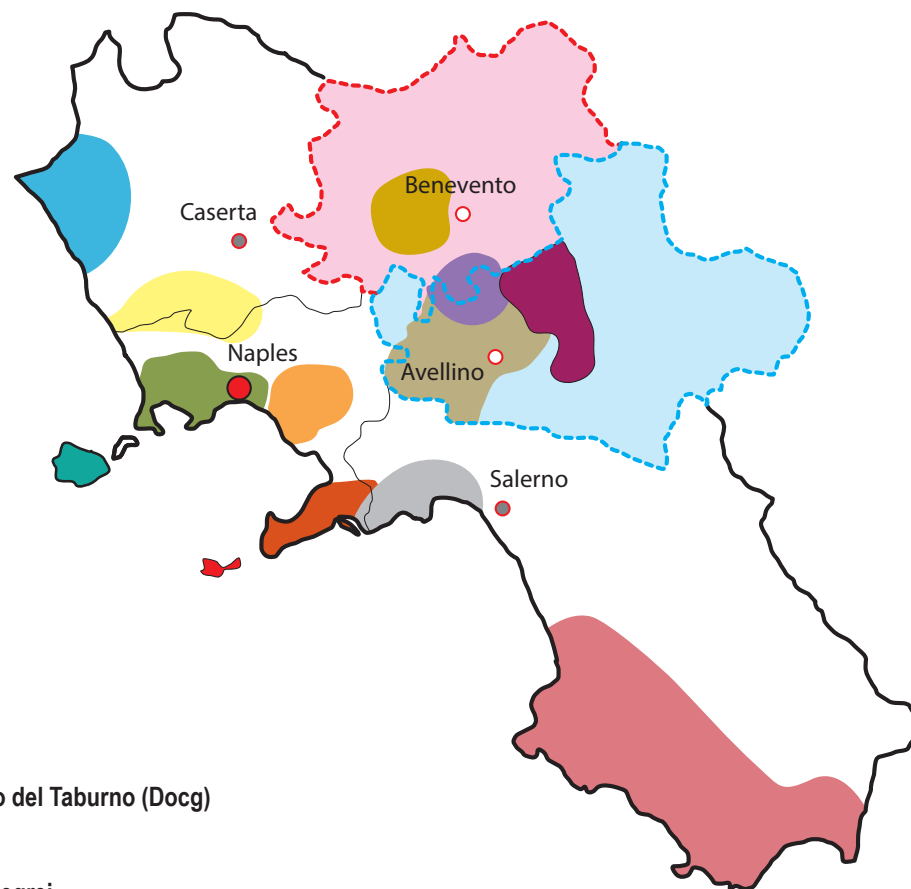
Territory and climate

More than 50% of the Campanian territory is hilly; along its coasts bathed by the Tyrrhenian Sea there are some mountainous and hilly regions of volcanic origin, separated from the countryside by fertile alluvial lowlands. There is also a small archipelago of volcanic origin made up by the islands of Ischia, Procida, Vivara, and Nisida. The most important European volcanic areas can be found in Campania, namely that of the inactive Roccamonfina which is located in the north of the region on the border with Lazio, which continues southwards towards the Campi Flegrei just to the west of Naples, and the majestic Vesuvius just beyond the same city. Here the soils are loose, easy to work, and rich in phosphorus and potassium. Other important reliefs in the pre-Apennine belt are those of the limestone-based Monti Lattari, which include the Sorrentine Peninsula, Amalfi coast, and Cilento. Moving inland, we will find the Apennine and Aventine hills, where the altitudes become higher and the soils are schist, with clays,

arenaceous layers, and limestone. The climate is temperate in the coastal area and in the lower pre-Apennine zone, with cool, dry summers and mild winters. The temperature ranges increase further inland, until the typical continental climate in the Avellino and Benevento areas is reached. In the more mountainous parts, rainfall is frequent, as is snowfall above 1,000 meters.

Wine regions

From the wine perspective, Campania has a well-established industry, making it a fascinating region to study. There are not only the previously mentioned islands and Vesuvius, both areas known for their breathtaking scenic beauty, but also the Avellino and Benevento hills, where we can find the most prestigious vineyards of the region. Starting from the north, **Casertano** is the home of Falerno del Massico, a wine whose name was well known and had many great admirers during the Roman Empire. The **Benevento area**, with the Taburno Camposauro, the Sannio Hills, the Valle Caudina and the Solopaca, plays a leading role in the regional wine sector, both in quantitative terms (it is the most productive province), and in qualitative terms, and for the investments made into the local industry over the last several years. **Irpinia**, in the province of



- Aglianico del Taburno (Docg)
- Aversa
- Campi Flegrei
- Capri
- Cilento
- Costa d'Amalfi
- Falanghina del Sannio Sannio
- Falerno del Massico
- Fiano di Avellino (Docg)
- Greco di Tufo (Docg)
- Irpinia
- Ischia
- Penisola Sorrentina
- Taurasi (Docg)
- Vesuvio

Avellino, is a natural frontrunner for the production of outstanding wines: Taurasi, Greco di Tufo, and Fiano di Avellino. The area around **Naples**, on the other hand, includes several interesting subzones, especially in the hilly area near the coast: the Phlegraean Fields, the Sorrentine Peninsula, Mount Vesuvius, and the islands of Capri, Ischia and Procida. Finally, we have the **Cilento** in the province of Salerno, an area with a strong wine-growing vocation and significant unlocked potential.

Main denominations of origin

There are four regional Docgs: Aglianico del Taburno, Fiano di Avellino, Greco di Tufo, and Taurasi. Their distribution faithfully reflects the excellence of Campanian wine, with Irpinia in the forefront: the two great regional whites, **Gre-**

co di Tufo and **Fiano di Avellino** have, for years, been among the best Italian Docg wines, while the **Taurasi** (made from Aglianico grapes) is the only southern red wine that can hold its own against the great Tuscan and Piedmontese reds, presenting some elements of similarity with the noble Nebbiolo wines such as Barolo and Barbaresco. **Aglianico del Taburno**, on the other hand, symbolizes the Beneventan vocation for this precious variety. Among the Docs that undoubtedly deserve a mention are **Aversa**, home of the Asprinio grape variety and from which the notable sparkling wine from Campania is made, **Campi Flegrei**, an optimal habitat for Falanghina and Piediroso, **Costa d'Amalfi**, with its extreme viticulture that climbs up the dizzying slopes that rise up directly from the sea, **Falanghina del Sannio**, a name that valorizes yet another prestigious white grape variety from Campania, and **Falerno del Massico**, home to excellent wines based primarily on Falanghina, Aglianico, or Primitivo.

Grape varieties

The only certainty regarding **Aglianico** is that it is a very ancient variety, as evidenced by the fact that over the centuries its family has been divided into many biotypes and sub-varieties: if we cannot speak yet of population, we are not far from it. Since the 1990s, lengthy investigations have been conducted on Aglianico biotypes: the results have shown that Aglianico Campano and Aglianico del Vulture are in reality a single variety,

with differences of various orders attributable to normal intravarietal variability, while Aglianicone is a variety that is foreign to the other two. Today the presence of Aglianico in Campania is particularly widespread in Irpinia (especially in the Calore valley and in the Sabato and Ofanto valleys), in Benevento, along the coast of Caserta, and in Cilento. It is found as a monovarietal in several Doc and Docg (Taurasi, Falerno del Massico Rosso, Galluccio Rosso, Cilento Aglianico, Aglianico del Taburno, Guardiolo Aglianico, Sannio Aglianico, Solopaca Aglianico and Sant'Agata dei Goti Aglianico); it also is combined with other grapes in many denominations.

The name of the Campania variety, **Asprinio**, is linked to the gustatory sensation given by the wine. Very often in the past reference was made to Asprinio wine without ever specifying the grape variety: "the best came from Aversa near Naples. There were white and red varieties. As the name implies, they were very raw and thirst quenching in the summer, and so His Holiness used to use them" (Sante Lancerio, bottler of Pope Paul III, mid-sixteenth century). Three hypotheses have come to the surface regarding its origin. The most recent, which was quickly rejected, foresaw Asprinio as belonging to the Pinot family, imported during French domination in the early 19th century. Another called for its derivation through domestication of wild vine varieties in the area by the Etruscans. The third, based on recent molecular analyses, reduces Asprinio to a simple biotype of Greco.



Asprinio



Coda di Volpe



Piediroso



Falanghina



Fiano



Greco

Today, the most popular area of cultivation lies in the plain north of Naples, in the province of Caserta, which includes 22 municipalities making up the Asprinio d'Aversa Doc.

The combination of **Biancolella** and Ischia seems to be lost in the mists of time and unfortunately it is practically impossible to identify the relationship between the viticulture of the island and today's Ischia with any degree of certainty. It is an acclaimed variety in all Campania provinces, but today is considered an essentially Ischian variety, although we find it to a much lesser extent in Procida (Teneddu), in Capri (Bianca or San Nicola), in the Sorrento area and on the Amalfi coast. As a single variety, it is included in the Ischia Biancolella Doc; together with Forastera, it is the base of Ischia Bianco.

The **Coda di Volpe** is another ancient variety from Campania, likely of Greek origin and already present in Italy in Roman times in the first century AD, as Pliny testifies in *Naturalis Historia*. The conspicuous name of the variety, linked to the unique shape of the cluster—a curvature of the tip that brings to mind that of a foxtail—has allowed us to follow its path over the centuries, maintaining the certainty of its identity: scholars have no difficulty in supporting the synonymy between the Coda di Volpe and the *Vitis alopeceis* mentioned by Pliny, given descriptions that match perfectly with the grape referenced by the Romans.

It is a typical Campanian variety, whose diffusion is limited to the regional territory: it is renowned

in the provinces of Avellino, Benevento, Caserta and Naples, although in truth, today it is cultivated predominantly in the first two. In the Benevento area it is at the base of the Taburno Coda di Volpe and Sannio Coda di Volpe Docs, but may also be included in varying percentages in Solopaca Bianco Doc. In the Avellino area, it may be used as a complementary grape variety in the Fiano di Avellino Docg and Greco di Tufo Docg.

Falanghina is probably, together with Aglianico, the most ancient vine variety, and the most strongly linked to the viticulture of Campania. Recent analyses of its genetic makeup have distinguished two varieties: the Falanghina Flegrea and the Falanghina Beneventana. The first is the most cultivated white grape variety in the provinces of Naples and Caserta, and is at the base of the Falerno del Massico Bianco, Galluccio Bianco and Campi Flegrei Falanghina Docs, while it can be included in variable percentages in the compositions of several other Doc wines. On the other hand, Falanghina del Beneventano seems to come from the province of Benevento. Its recent rediscovery in the mid-70s by Leonardo Mustilli was entirely serendipitous; he was wandering the abandoned countryside and found this ancient, forgotten grape. Since then it has rapidly multiplied, spreading across most of the vineyards in the province: it is the basis of the Falanghina typologies of the following Docs: Taburno, Guardia Sanframondi or Guardiolo, Sannio, Sant'Agata dei Goti and Solopaca.

Like other ancient Campanian varieties, **Fiano**

has a long and troubled history, marked by numerous criticisms among the various ampelographers that have succeeded each other over the centuries and that have often had conflicting opinions on the etymology of the name, and on its natural relationship with the Apian vine varieties, widely quoted by Columella and Plinio. It had long been thought that Fiano was a bastardization of the Latin word *Apianis*, referring to the so-called grape for its ability to attract bees. However, it is easier to hypothesize that the term derives from a toponym. Fiano is now a renowned grape variety in all the provinces of Campania, although its area of choice undoubtedly remains Irpinia (specifically, in the hills east of Avellino, in the Fiano di Avellino Docg), where it is back in vogue thanks to recovery work carried out by the Mastroberardino family. Its cultivation is also rapidly expanding in the Benevento area (Fiano Sannio Doc) and especially in the Salerno area (as a single variety or assembled in the Cilento Bianco Doc).

Greco is an example of the confusion that has characterized Italian ampelography for centuries. It is the umpteenth vine imported to Campania by Greek colonists from Thessaly, possibly from a city called Aminaio. Until the mid-20th century we find an endless number of testimonies on

the places where Greco was cultivated and the quality of its wines. The confusion arises from the fact that under the Greco name, many varieties were cataloged that differ only in the toponyms of origin. This was due to the insatiable demand for wines imported from the East during the Republic of Venice; their popularity and the very profitable sales prices resulted in the production of numerous wines made with the most random varieties under the banner of Greco. Today, Greco is widely recognized throughout Campania. After millennia of cultivation on Vesuvius and in the Phlegraean Fields, it expanded towards the interior of the region: in recent centuries it has grown in presence in the Sabato valley, north of Avellino, where it falls within the Greco di Tufo Docg; in Benevento it is also the basis of numerous Docs, such as Taburno Greco, Sannio Greco and Sant'Agata dei Goti Greco. It also remains a complementary grape variety in the Capri Bianco Doc, Penisola Sorrentina Bianco Doc and Lacryma Christi del Vesuvio Bianco Doc.

As with many other varieties of Campania, the **Piedirosso** is another vine variety of ancient origin: in the 16th century it was assumed to be the direct descendant of the Columbina mentioned at length by Pliny in his *Naturalis Historia*. During the 19th century the descriptions of the



Notes



pri, Lacryma Christi del Vesuvio and Penisola Sorrentina Rosso Docs.

Vine training systems

The ancient pergola system, widespread in Campania for centuries, has been gradually replaced, having been substituted almost everywhere in the region by espaliers and vertical trellis systems. In the Caserta area there are the low-trained vines for the Falerno, as well as the “festoons” (with vine branches tied to the trunks of populus trees), an Etruscan heritage found in the Aversa plain. In the area of Taurasi (Irpinia) the low espalier is very common. The Sorrento peninsula is characterized by terraces that counter the dizzying slopes of the hills, while in Capri pergola systems are widespread, signaling the survival of traditional techniques, or espalier; and in Ischia we find terracing, as well as bush-trained vines.



SUGGESTIONS FOR FOOD-WINE PAIRING WITH INTERNATIONAL CUISINE

As far as the noble white wines of Campania are concerned, we recommend, as a general rule, pairing with seafood. Fiano, characterized by a fresh tanginess, but also by a discreet softness that grows with aging, pairs perfectly with grilled fish and soups, but also with pasta, pizza, and in general flour-based foods. Greco is more delicate, which not surprisingly makes it an excellent accompaniment to many vegetable-based dishes in addition to the classic fish. Taurasi, but in general all Aglianico-based wines with a few more years of aging on their shoulders, have structure and persistence, in addition to a marked tannin-richness: they pair well with grilled meat, game and aged cheeses.



Pediroso made by various ampelographers have always highlighted the fundamental characteristic that has given rise to its name: the red coloration taken on by the rachis and pedicel once ripe, which brings to mind the color of a dove's foot. It is an almost exclusively Campanian variety, renowned in the five provinces of the region where it occupies a total area which, in terms of red varieties, is second only to Aglianico. Its preferred terrain—where the vine is most planted and where it reaches the highest qualitative expressions—remains the province of Naples; it is required in the Campi Flegrei, Ischia (Rosso and Per'e Palummo), Ca-

BASILICATA



Historical and cultural background

Basilicata viticulture found its roots with the arrival of the Lucans in the area, followed by the establishment of the first Greek colonies. It is thought that this sector was important and fairly developed in the area, but little or nothing is known about the quality of the wines and/or their commercialization. In Roman times the Lucanian wines were mentioned by Horace and Pliny the Elder, but this was followed by a silence that lasted more than a thousand years, interrupted only in the 17th century by mentions of wine from Melfi, a town in the Vulture area, on the border of Campania and Puglia. Other clues date back to the late 19th century, when Melfi was still described as the main center of Lucan viticulture. At the beginning of the 20th century the viticultural environment of the region began to become more diversified: with the unification of Italy other vine varieties arrived from Piedmont, Campania, Puglia and Calabria. Phylloxera also had a considerable impact in Basilicata. Over the following decades, apart from perhaps the area of Vulture, Basilicata continued to follow a path of substantial isolation, producing mostly ready-to-consume and locally distributed wines.

Territory and climate

Basilicata is characterized by a strong mountain (47%) and hilly (45%) component. The central part of the region is crossed by the Lucanian Apennines, the western area of which is comprised of limestone and sandstone rocks, while to the north we find the Mt. Vulture volcanic complex. From there, moving to the west the medium and low hills slope down towards the Murge, where instead compact clays and sands with marine sediments are found. The climate is continental mostly inland and in higher altitude areas, with reasonably frequent snowfall in the winter months, while summers are mild and short. The coast, on the other

hand, has Mediterranean climatic characteristics, and the summers are generally very hot in the hilly areas. In the areas near the Murge there are periods of intense heat, with drought conditions.



Wine regions

The most famous and prestigious wine-growing area in Basilicata is that of the **Vulture hills**, in an inactive volcanic complex, which includes fifteen municipalities. It is here that the Aglianico variety has found a home, grown best at an altitude of 550-650 meters. The area of the **Val d'Agri** certainly deserves to be mentioned as well, characterized by an alpine climate and host to numerous international varieties. Finally, we cannot fail to mention the area of **Matera**, with its Doc, where mainly red grapes are grown, and wine is produced mostly for self-consumption or in any case for the local market.

Main denominations of origin

The entire denomination of origin of the region comprises one Docg and four Doc: Aglianico del Vulture Superiore (Docg), Aglianico del Vulture, Grottino di Roccanova, Matera and Terre dell'Alta



- Aglianico del Vulture
- Aglianico del Vulture Superiore (Docg)
- Grottino di Roccanova
- Matera
- Terre dell'Alta Val d'Agri



Val d'Agri (Doc). The most famous and prestigious is undoubtedly the **Aglianico del Vulture**. In the **Terre dell'Alta Val d'Agri** Doc the varieties used are mostly Merlot and Cabernet Sauvignon, while in the Matera Doc, in addition to some international varieties, we find amongst the reds, Sangiovese, Aglianico and Primitivo, and amongst the whites, white Malvasia and Greco Bianco, which is unrelated to the widespread Greco of Campania.

Grape varieties

Since the 1990s, lengthy investigations have been conducted on the **Aglianico** and Aglianicone biotypes in Campania and Basilicata. The results showed that Aglianico Campano and Aglianico del Vulture are in reality a single variety, with differences attributable to a normal intravarietal variability, while the Aglianicone turned out to be variety distinct from the other two. Before phylloxera there is evidence of this variety throughout the south, particularly in Campania and Basilicata; today its presence in the latter is concentrated in the Vulture area, in the province of Potenza, where it is entirely makes up the Aglianico del Vulture Doc. The **Malvasia Bianca di Basilicata**, a variety of ancient cultivation in this small region, is part of the great family of the Malvasia along with other white and red grape varieties, with which

Aglianico



it shares its history and origin: they share their Greek origin and a common etymology of their name, which can only derive from the town of Monemvasia, located in the Peloponnese and also called Monembasia or Monenvaxia. The Venetians who were the first to cultivate it Italianized the name into Malvasia. Compared to other biotypes it shows substantial differences, so much so that according to various scholars, the Malvasia Bianca di Basilicata is not to be equated with any of the various types of known Malvasia Bianca. It is part of the widely recognized grape varieties in the provinces of

Potenza and Matera, in which it lends a notable presence, second only to that of the Aglianico. It is not used as part of the assemblage to produce Doc wines.

Vine training systems

At one time the most widespread system was the spurred bush-vine, which is today mostly replaced by the short-pruned bush-vine and the low-trained Guyot. More recently the espalier has gained popularity, and in some areas the "pagliarella" is still present, a traditional system that foresees the use of cane supports.



**SUGGESTIONS FOR FOOD-WINE
PAIRING WITH INTERNATIONAL CUISINE**

Aglianico del Vulture is a wine of great character—fragrant, structured, a little rustic in its tannic, persistent dimensions. It pairs well with full-flavored dishes, including spicy or heavily seasoned dishes such as those found in Mexican and Indian cuisine, but especially with stewed red meat and/or game dishes.





Historical and cultural background

Initial indications of Apulian viticulture date back to 2000 BC, pre-dating contact between the local population and Phoenician merchants who introduced new varieties and improved cultivation techniques. There is also evidence of a subsequent Greek influence on the already mature viticulture panorama. By the time the Romans arrived, they found an already flourishing industry that was able to offer excellent wines for the demanding palates of the capital's nobility, to which Pliny the Elder and Martial the poet attest to in their writings. Unlike other Italian regions, the fall of the Roman Empire and the subsequent dark ages did not mark a setback for Apulian viticulture, whose production and trade remained at the forefront thanks to its exaltations by Holy Roman Emperor Frederick II, who nurtured a great passion for wine: the end of the 12th century bears witness to a time when experimentation and introduction of new varieties was promoted, encouraged by the sovereign. The Middle Ages was an era of con-

tinuous development for Apulian wine, thanks to the advantageous geographical positioning of the region in the trade routes of the time: wine was exported to Venice and the Adriatic and Eastern ports. A further boost came in the 19th century when, with the European wine industry on its knees, French and northern merchants bought large quantities of Apulian wine to remedy the temporary shortage of local production. Within a few years the vineyard surface tripled, with a boom in blended wines. When phylloxera hit in 1919, production was literally reduced from 12 to 2 million hectoliters. Puglia only recovered as a producer of bulk wines for other regions, though more recently there has been a qualitative turnaround across numerous areas of the region.

Territory and climate

45% of the Apulian territory is hilly, while 53% is flat. From north to south there are four distinct territories: the Gargano, the Tavoliere, the Murge and the Salento peninsula. The Gargano

has a limestone promontory, with igneous rocks and heavy erosion in the marine area. The Tavoliere is rightly considered the most extensive plain of the Italian south: it has alluvial soils with clays and sands, and a low and sandy coastal strip. The Murge, on the other hand, has soils formed by agglomerates of limestone rocks and gently descend towards the Adriatic coast. Salento is formed by the plains of Lecce, Zagarese (up to Capo d'Otranto) and Martino (overlooking the Ionian Sea), and has very fertile and permeable calcareous red soils, due to its high iron content. The climate of the region is characteristically Mediterranean: winters are temperate and not very rainy, summers are very hot, and almost all areas in the region enjoy good ventilation and therefore have a dry climate. Daily and seasonal temperature ranges are more pronounced in the north and inland.

Wine regions

The diffusion of the main grape varieties in Puglia can be better understood by dividing the region into three macro areas: north of Bari Bombino Nero and Bombino Bianco, Uva di Troia, Sangiovese, Montepulciano and Trebbiano Toscano grapes are found; at the center Verdeca and Bianco d'Alessano; and to the south, Negroamaro, Malvasia Nera and Primitivo. More specifically, the most important and prestigious wine-growing areas are the following: Daunia, Castel del Monte, the area between Bari, Brindisi and Taranto, and the Salento Peninsula. **Daunia**, in Foggiano, is home to white wines of marked delicacy, obtained mostly from Bombino Bianco and Trebbiano Toscano, as well as varieties that require calcareous, clay-based and sandy soil. The northern part of the province of Bari, towards the **Castel del Monte** Federico II, enjoys very favorable pedoclimatic conditions, ideal for cultivating Uva di Troia, Bombino Bianco and Nero, Aglianico, but also Chardonnay, Sauvignon and Pinot Nero; between **Bari, Brindisi and Taranto** we find several interesting white wines, mostly made with Verdeca and Bianco d'Alessano grapes; the **Salento peninsula** is home to many small denominations, as well as the area of Apulian winemaking excellence: the Negroamaro grape variety represents the lion's share, with which the

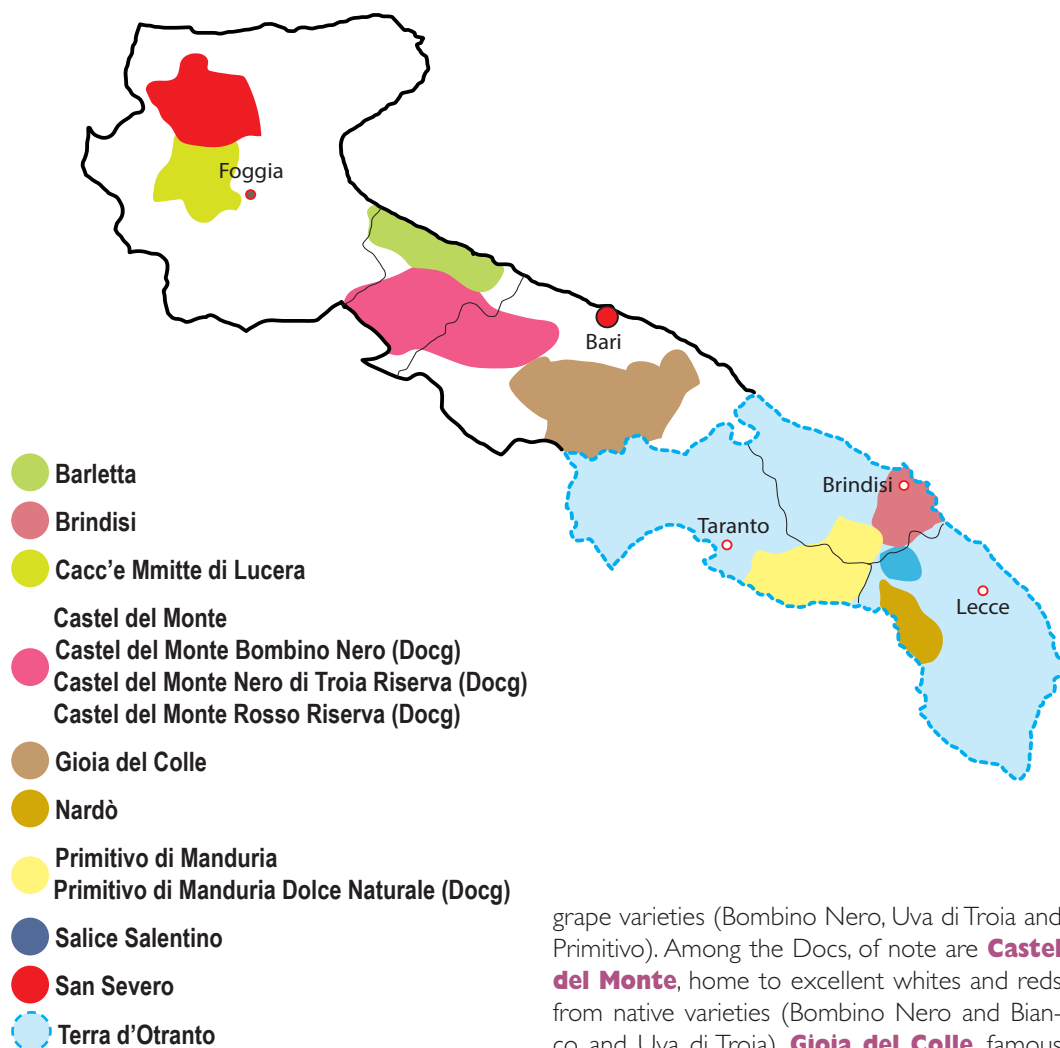


greatest Italian rosés are produced in addition to an excellent Primitivo.

Main denominations of origin

There are four regional Docgs: Castel del Monte Bombino Nero, Castel del Monte Nero di Troia Riserva, Castel del Monte Rosso Riserva, Primitivo di Manduria Dolce Naturale. These names reflect the importance in the Apulian scene of two of the aforementioned areas (Castel del Monte and the Salento peninsula) and that of some of the





grape varieties (Bombino Nero, Uva di Troia and Primitivo). Among the Docs, of note are **Castel del Monte**, home to excellent whites and reds from native varieties (Bombino Nero and Bianco and Uva di Troia), **Gioia del Colle**, famous above all for its excellent Primitivo, **Negroamaro di Terra d'Otranto** and **Salice Salentino**



Malvasia Nera



Negroamaro



Primitivo



Uva di Troia



Bianco d'Alessano

among which we find some of the best rosés in the country, and **Primitivo di Manduria**.

Grape varieties

The precise origin of the **Bianco d'Alessano** is unknown. The first documents that mention its presence in the Murge Martinesi area (Taranto) date back to 1870. In the 19th century it was almost never cultivated alone, having predominantly been found in rows together with other grapes, often the Verdeca variety, which more recently, has been preferred thanks to its higher yields and the greenish tinge that it gives to the wines of the Martina Franca area. Its unique coloration is valued by local consumers when compared to the more neutral shade of the Bianco d'Alessano. It is most readily found in the Martina Franca and Murge Martinesi areas, as well as in the territory around the municipalities of Cisternino (Brindisi) and Locorotondo (Bari). It is found in the compositions of the Martina, Martina Franca, Locorotondo, Gravina, Lizzano and Ostuni Doc, though never as a single variety.

The origins of the **Bombino Bianco**—not to be confused with the Bombino Nero, with which it shares its peculiar cluster shape resembling that of a child, which perhaps lends to its name—are not known. Some scholars believe that it is native to the Iberian Peninsula while others maintain that it originated in the countryside of San Severo, brought by the Templars returning from the Crusades. Its widest distribution is found in Puglia, in the provinces of Foggia (in particular in the Daunia and in the district of San Severo, where

there is a well-established tradition of vinification of the Bombino Bianco for the production of excellent sparkling wines with the Traditional Method), Bari and Lecce; it is also cultivated in Romagna, where it is included in the disciplinary of the Pagadebit Doc, even if the grapes with which this wine was traditionally produced do not appear to be Bombino Bianco.

Malvasia Nera is part of the vast family of Malvasia; its various varieties constitute a small, fairly homogeneous group with numerous characteristics in common. In the past, two distinct types were identified—referred to as Malvasia nero from Brindisi and Malvasia Nera from Lecce—but recent genetic studies seem to confirm a shared identity between the two biotypes, which differ only in small morphological details of the cluster. The grape is also consumed as a table grape, thanks to the sweet and crunchy pulp, the very thin skin, and the slightly aromatic flavor. Malvasia Nera is widespread especially in Puglia, in the provinces of Lecce, Taranto and Brindisi. In most cases it is used in the production of rosé wines, although rarely as a single variety; it is usually combined with other varieties, such as Negroamaro and Susumaniello. It is expected in the composition of the Brindisi, Cacc'e mmitte di Lucera, Copertino, Lizzano, Nardò, Salice Salentino and Squinzano Docs.

The origin of the name of the most important Apulian grape, **Negroamaro**, is a source of debate between ampelographers and historians. The most contentious point being the term "amaro" ("bitter"), which may refer to its richness and high



tannins, characteristics mentioned by various authors in the 19th century. However, “amaro” may also derive from the word “mavro” which in Greek (the language spoken in Salento at the time) means black and which, combined with the Latin word *nigro*, would reinforce the concept of the impenetrability of its color. Puglia’s relations with Greece began in the seventh century BC, when Greek colonists arrived on the Italic coasts and founded numerous cities there. However, the hypothesis of a Greek origin contradicts the fact that the name of this variety is only mentioned for the first time in the 19th century. Furthermore, its initial cultivation was not limited to Salento but extended to numerous territories across Southern Italy. Today, it can be easily found in the provinces of Lecce and Brindisi (where it is the most widespread variety), and to a lesser extent in those of Bari and Taranto; it is vinified as a monovarietal or more often mixed with small percentages of other grapes (and specifically, Malvasia Nera). Its significance is evidenced by the large number of Apulian Docs in which it is included: Alezio, Brindisi, Copertino, Galatina, Gioia del Colle, Leverano, Lizzano, Matino, Nardò, Ostuni, Rosso di Cerignola, Salice Salentino and Squinzano.

Primitivo owes its name to the early ripening of the grapes. Its origins are uncertain: its introduction to Puglia has been hypothesized in either

ancient times—attributing it from time to time, to the Illyrian people, Phoenician merchants, or Greek colonists—or during the medieval period, by Benedictine monks who arrived in the Murge from Burgundy. Regardless, by the end of the 18th century, it was already known by this name in the Apulian countryside with its widespread diffusion in the province of Taranto beginning at the end of the 19th century. More recently, the problem of its similarity with other varieties grown in the world has come up: in-depth studies carried out by the University of Davis (California) have led to the conclusion that Primitivo and zinfandel—a variety widely cultivated in that state—are the same grape, belonging to the *Vitis vinifera* species of European origin. Subsequently, a close first-degree family relationship was identified between Primitivo and two varieties grown on the Dalmatian coast, plavina and plavac mali. Among the top ten most cultivated varieties in Italy, it is widespread in the province of Taranto, where it is mainly found in the Primitivo di Manduria Doc. It is also present in the area of Gioia del Colle (where it is the main variety in the Gioia del Colle Rosso and Gioia del Colle Primitivo Docs) and in the Brindisi area, where it does not enter the composition of any Doc but can be found, even as a single variety, as wine with IGT (Typical Geographical Indication). **Susumaniello** has been cultivated for many

years in the province of Brindisi and in the southern part of Bari, although in all probability, its origins are Dalmatian. The unique name is directly related to the main characteristic of the grape, that of its being very productive, so much so that it is a “beast of burden” (“somarello” meaning “donkey”). This would be confirmed by some synonyms used to describe it: somarello nero, susumaniello and susumariello nero. High yields peak in the first ten years of the vine’s life, which over time tends to significantly decrease in productivity. The variety is recommended exclusively for vinification (not as a table grape) even if it is almost never vinified alone, but instead mixed with other local grapes. It can be grown in all the Apulian provinces, except for Foggia, but the areas where it is most widespread remain that of the Ostuni Doc and the territory in the outskirts of Otranto.

Many things have been said about the history of **Uva di Troia**, some even dating it back to the ancient Mycenaeans given the reference to the historic city of Troy. According to legend, the grapes were introduced to the Apulian coasts following Greek colonization between the eighth and seventh centuries BC. Slightly more credible, however, is the version that links the name to the village of the same name in the province of Foggia or the further stance that the variety was introduced to Puglia from the nearby Albanian coast, and specifically from the district of Cruia, whose name would have been vernacularized to Troia. Although its propensity to produce excellent wines is well established, over the last few decades there has been a noticeable reduction in its cultivation; today the variety is grown mainly in the territory of Barletta and its surrounding areas and in the area between Cerignola and Lucera (which includes Troia), but more generally along the entire Apulian coast. It is used only for winemaking and was mostly blended, although in recent years monovarietal Uva di Troia is showing good results. It is found in the composition of the Castel del Monte, Rosso Barletta, Rosso Canosa, Rosso di Cerignola, Orta Nova and Cacc’e mmitte of Lucera Docs.

The origins of the **Verdeca** white grape variety, which plays an important role in Apulian viticulture, are uncertain. The only certainty is that

its historic cultivation was widespread across the provinces of Taranto and Bari, and specifically in the areas of Martina Franca, Crispiano, Cisternino, Alberobello and Locorotondo, where it is usually associated with Bianco d’Alessano. Its synonyms are Verdone, Verdicchio Femmina, Verdera and Verdisco Bianco, as well as Vino Verde, which seems to imply an affinity with the Portuguese variety, alvarinho, from the Vinho Verde Doc. Historically, it was usually combined with Bianco d’Alessano to obtain a fortified wine typical of the Marta Franca area, but it has struggled on the market in modern times. Nonetheless, it is most widespread in the areas mentioned earlier; where Verdeca is included in the compositions of the Gravina, Locorotondo, Martina Franca, Ostuni and San Severo Docs.

Vine training systems

Among the most common forms of training systems used in Puglia, with its extended vineyard surface and a wide array of different pedoclimatic conditions and varieties cultivated, are the overhead trellis, the low-trained Guyot and the spurred cordon. The traditional, short-pruned Apulian bush-vine is also still frequently found.



SUGGESTIONS FOR FOOD-WINE PAIRING WITH INTERNATIONAL CUISINE

As a result of the diverse pedoclimatic conditions of the region, Apulian red wines are generally characterized by their structure and softness. The Castel del Monte has spicy and ethereal aromas that suggest it pairs well with well-seasoned red meats, simply roasted or grilled, as well as game and savory sauces. Primitivo holds up well next to bold dishes and aged cheeses, and with preparations such as lamb biryani or Mexican cuisine. Salento rosé pairs well with delicately prepared red meat, fish, but also with legumes and vegetables or with a dish of pad thai.

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CALABRIA



Historical and cultural background

The first Greek settlements on the Calabrian coast date back to 744 BC, the year in which Reggio was founded. This effectively began an era of "Greek enlightenment" for the rustic and dated viticulture of the coastal area. In a short time, Crotona, Locri and Sibari became important markets for the wine sector of the region. Despite this, very little is known about the quality of the Calabrian wine of that era. Contrary to what happened in other areas of Italy, the Roman conquest practically resulted in a de-commissioning of local viticulture, replaced with cereal crops and cattle breeding. Some wines disappeared entirely from the wine map of those times, but others gradually rose to prominence, keeping Calabrian viticulture alive, as mentioned in the works by Pliny the Elder and Tacitus. After the decline of the Roman Empire, the sector once again prospered during the medieval period, exporting (like Puglia) to Northern Italy, Spain, and France. However, numerous testimonies have survived attesting to a slow, yet inexorable decline of the quality of Calabri-

an wine starting from the 16th century, probably due in part to a change in consumer tastes: the region produced blended wines, a response to the demand for wines with an intense color and high alcoholic content. When phylloxera arrived, it was, in a certain sense "beneficial" for the local industry, giving rise to a recovery that resulted in an increased production of quality wines.

Territory and climate

The Calabrian peninsula is surrounded by the Tyrrhenian and Ionian seas; it is 50% hilly and 42% mountainous. The flat areas (8%) are very contained, mostly concentrated between the Sibari plain and that of Crotona on the Ionian side, and between those of Sant'Eufemia and Gioia Tauro on the Tyrrhenian side. As far as the main massifs are concerned, starting from the north there is the Pollino massif, a limestone complex that represents a link between the Lucanian and Calabrian Apennines. Towards the south, near the central area of the region, the Sila plateau rises with an average altitude between 1,200 and 1,400 meters with its typical alpine character-

istics, very dense forests, and granite soils with an abundance of crystalline rocks. Further south, the Calabrian peninsula becomes more narrow and we find the Serre and Aspromonte massifs, wooded and with infertile soils. As a result of the elongated shape of the peninsula, the Calabrian rivers are rather insignificant, the only exceptions being the Crati and the Neto.

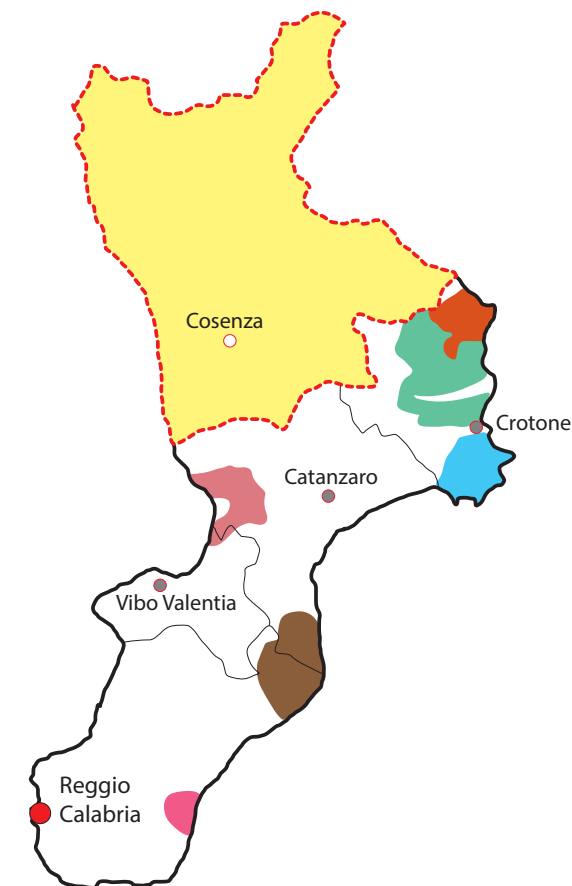
The climate is Mediterranean along the coasts, with moderate ventilation and temperature ranges. Inland a more continental climate persists, particularly in the highest mountains, where winters can also be very harsh.

Wine regions

Most of the areas dedicated to viticulture are concentrated along the coastal areas. Starting from the north we find the **Crati valley** and the **Pollino** area, the latter, along with the Verbicaro area, being further inland, on the Tyrrhenian side. The province of Crotona and Catanzaro are home to some of the most important and prestigious wine areas of the region, including the Cirò area, home to superlative wines based on Gaglioppo, followed by those of **Scandale** and the **Val di Neto** to the south. In the western area of the region, the **Savuto valley**, as well as the area surrounding Lamezia Terme, hosts the Gaglioppo variety. The **province of Reggio Calabria** is characterized by the presence of viticulture along the entirety of its coastal hills. The wine production in the municipalities of Bianco and Casignana are particularly noteworthy, as it gives a home to the famous Greco di Bianco, the noble dessert wine.

Main denominations of origin

Calabria does not have any Docg. The notable Docs include **Cirò**, under whose banner the most famous and appreciated red wines of the region are produced and marketed, which are obtained from at least 80% Gaglioppo, **Greco di Bianco**, a sweet wine made from a minimum of 95% Greco Bianco grapes and **Savuto**, with its white wines based on Montonico, Chardonnay, Greco Bianco and Malvasia Bianca, and red ones based on Gaglioppo, Aglianico, Greco Nero and Nerello Cappuccio.



- Bivongi
- Cirò
- Greco di Bianco
- Lamezia
- Melissa
- Sant'Anna di Isola Capo Rizzuto
- Terre di Cosenza

Grape varieties

Gaglioppo is a variety with ancient origins that has always been widespread on the Adriatic and Ionian coasts, from Marche to Calabria. It is the main grape of the historic Cirò, a well-known





Gaglioppo

city of Magna Graecia, and the site of a temple dedicated to the veneration of wine. It is widely diffused throughout Calabria and is included in the composition of numerous Doc, for some of which—Bivongi, Cirò, Donnici, Lamezia, Melissa, Pollino, Savuto, Sant'Anna di Isola Capo Rizzuto, San Vito Scavigna and Verbicaro—it represents the main variety. Some production specifications allow the combination with white varieties, such as the Greco Bianco and Mantonico; however, it is usually combined with Magliocco Canino.



Greco Bianco can be distinguished from the other grapes in the Greco family by the shape and form of its cluster. It is an ancient variety that arrived on the Italian shores with the Greek colonists in the classical era. The word “bianco” is not a reference to its color so much as to its geographical provenance: the reference is to the town of the same name on the Calabrian Ionian coast, which is the birthplace of this variety. It is found only in the provinces of Catanzaro and Reggio Calabria. In assembly with Montonico and Guardavalle, it is used to produce special liqueur wines, although it also works well in combination with red varieties such as Gaglioppo to produce rosé wines. It is given a specific Doc—Greco di Bianco—but is also present in other Calabrian Docs, such as San Vito di Luzzi, Scavigna, and Verbicaro.

Magliocco Canino, also referred to as Magliocco Ovale, is different from the other types of Magliocco found in Calabria (such as Magliocco Dolce). It is the oval shape of the berry that makes it unique, as well as its cluster, which is rather sparse. Most of the time, it is used as a blending element to produce red wines, adding body and strength. It is a variety grown throughout Calabria, except for the province of Reggio. It is most widespread along the Tyrrhenian coast (in



the provinces of Catanzaro and Cosenza). Only the production disciplinary of the Savuto Doc foresees the presence of the Magliocco Canino, which is assembled with other varieties.

Malvasia Bianca is part of the great Malvasia family, with which it shares its history and provenance: common to all are the Greek origin and the etymology of the name, which can only derive from the Greek town of Monemvasia, in the Peloponnese. Compared to other white berry biotypes it shows substantial differences, so much so that according to various scholars it is not to be assimilated to any of the known types of Malvasia Bianca. It is widely recognized in all the provinces of Calabria, where it enters the compositions of numerous Docs: Donnici, Pollino, San Vito di Luzzi, Verbicaro, Melissa, Sant'Anna di Isola Capo Rizzuto, Savuto, Scavigna, Lamezia and Bivongi.

For centuries the Calabrian **Mantonico** variety has been confused with the Trebbiano and the montonico bianco, which is as a permanent variety of the province of Teramo. Its presence in Calabria seems to trace back to the period of Greek colonization in the seventh century BC. Its habitat can be found in the areas along the southern Calabrian coast: it is most widespread along the Ionian coast, particularly in the municipalities of Palizzi, Casignana, Locri and Monasterace, all in the province of Reggio Calabria. At one time the



variety was mainly intended for export as a table grape, with a smaller portion dried and used for confectionery purposes.

Vine training systems

In this region with ancient wine-growing roots, Gaglioppo is the most cultivated variety, and today it covers almost 40% of the total vineyard area. The most common vine training systems are the low trained bush-vine, the horizontal and vertical spurred cordon, the vertical trellis, and the over-head trellis.



**SUGGESTIONS FOR FOOD-WINE
PAIRING WITH INTERNATIONAL CUISINE**

Cirò is a fruity wine, often spicy with evident hints of licorice. It is soft and savory on the palate, and not too tannin-rich: it goes perfectly with seasoned red meats, particularly when roasted, or with seasoned Indian dishes such as aloo punjabi (a popular curried potato dish from the north). The Greco di Bianco is, on the other hand, a sweet wine that goes well with desserts containing dried fruit, creams or jams.



Historical and cultural background

Grapes had been cultivated long before the arrival of the Greeks in Sicily. However, it was with the first Greek colonization that qualitatively better varieties were introduced and techniques perfected. The testimonies from the times are



rich in praise for the quality and quantity of Sicilian wines, and the economy of the settlements was often based on the wine industry. This rosy situation was blurred between the third and second century BC, following the Roman conquest: a clear cultural change was imposed, and with the investment in wheat, Sicily became the granary of Rome. However, wine did not disappear completely, and experienced a period of extreme difficulty only later, with the fall of the Roman Empire and the invasions and wars that followed. It was the Arabs who revived regional agriculture again, introducing new varieties and cultivating vines only to produce raisins. In the fifteenth century, viticulture returned to prosperity, and consequently the wine trade prospered, spreading towards Rome, Liguria and Tuscany. The lightest wines of Etna began to appear, as well as the more alcoholic ones of the Trapani and Palermo regions, the reds of the Syracuse area, the aromatic ones of the Aeolian and Pantelleria islands, and finally Marsala, which contributed so much to the enological fame of Sicily in the rest of the world. The history of Marsala is inseparably linked to John Woodhouse, who in the 17th century, began to fortify and send Marsala wine to England, and to Benjamin Ingham, who perfected its production techniques. With the arrival of phylloxera in France, robust and alcoholic Sicilian wines became a reservoir for those producers from beyond the Alps who needed to maintain certain commercial volumes. Then phylloxera also arrived in Sicily, causing considerable damage. With the revival and introduction of new production techniques, wine production in Sicily made a further leap forward, and today revels in the development of the last decades that testify to it being one of the most interesting regions of the Italian panorama in terms of quality.

Territory and climate

Sicily is the largest island in the Mediterranean and includes the archipelagos of the Aeolian islands,

Egadi island, Pelagie islands, as well as Pantelleria and Ustica. The highest mountains are located in the northeastern part of the island, with Mount Etna standing out with an altitude of 3,340 meters. The Sicilian Apennine is the continuation of the Calabrian Apennine, which reemerges after the geological depression that gave rise to the Strait of Messina, and is formed by three mountain ranges: the Peloritani, on the eastern tip of the island near Messina, the Nebrodi, further the west, and south of Capo d'Orlando, with sandstone-clay soils, and the Madonie, south of Cefalù, with loose and porous calcareous rocks. In the southeast of Sicily, we find the Iblei Mountains, formed by ancient lava layers and calcareous tuff. The most central area is interspersed by hills and wide valleys. The western area, on the other hand, has rolling hills and extended plateaus, with a high concentration of clay and sandstone. The whole territory is very poor in terms of waterways and subject to drought. The climate of the region is Mediterranean, very hot and arid on the coasts, more humid in the center and on the mountains. The influence of the sea is decisive in determining, depending on the distance and the layout, the pedoclimatic conditions that vary greatly from area to area. Ventilation is always optimal. Precipitation is most common in winter and found mostly across the mountain ranges.



Wine regions

The **province of Trapani** is the most productive in Sicily: approximately 50% of the region's vineyards can be found here. The municipalities including Alcamo, Salemi, Mazara del Vallo, Castelvetrano, Calatafimi, and Campobello di Mazara have clay and limestone soil. The most common varieties are Catarratto, Grecanico, Inzolia and Grillo. **Pantelleria** is, on the other hand, the home of Zibibbo or Moscato d'Alessandria, which produces sensational passito wines. To the south lies the **province of Agrigento**, runner up only to Trapani in terms of production, where approximately 80% of the grapes grown are white varieties, dominated by Catarratto and Inzolia, and grown on marly-clay soils, with a unique layer of chalk and calcareous rock. Even the **Palermo area** is predominately dedicated to the cultivation of white grape varieties, once again favoring Catarratto and Inzolia, mostly located in the hilly areas. The same can be said for the **province of Caltanissetta**, which has been on the rise in recent years. In the **province of Messina**, it is the **Aeolian Islands** that hold the incumbent position, with Salina and Stromboli being home to another great passito wine, Malvasia delle Lipari.

On the rise, in terms of quality but also in general, is the area around **Etna**, from which some of



the region's most important white and red wines arrive. The quality level is also excellent in the **province of Syracuse**, where red grapes such as Nero d'Avola, Frappato, Perricone and Nerello Mascalese are found. The same can be said about the **province of Ragusa**, which together with those of Catania and Caltanissetta include the Cerasuolo di **Vittoria** denomination. The province of Enna is rather insignificant in terms of wine production.

Main denominations of origin

The only Sicilian Docg is that of **Cerasuolo di Vittoria**, which requires an assembly of 50% to 70% Nero d'Avola and 30% to 50% Frappato: a wine that in recent years has become more popular and reached a greater market thanks to heavy investment by many companies, earning it a place among the great Italian wines. The notable Docs include: **Etna**, its whites composed mostly of Carricante and Catarratto (40% maximum) and reds composed of Nerello Mascalese and Nerello Cappuccio

(20% maximum), now considered among the most prestigious denominations in Italy; **Faro**, a noble Doc from Messina which has made significant strides recently; **Malvasia delle Lipari**, under which name one of the best Italian passito wines is produced; **Mamertino di Milazzo**, a wine from Messina with an ancient history behind it; **Marsala**, a worldwide reference point for oxidative wines; **Pantelleria**, home to extraordinary passito wines made from Zibibbo grapes; and **Sicily**, the regional fallback Doc which is becoming increasingly more successful.

Grape varieties

Carricante is a very ancient native variety that originated and is most widespread on the slopes of Etna. The name seems to have been attributed to it by the winemakers of Viagrande (Catania) who identified it hundreds of years ago: the meaning of the term can be traced to its high productivity ("carico" means "load"). Around 1885, Carricante was introduced to other areas of the island, but never spread significantly outside the Catania area. Its greatest presence is found at altitudes of at least 950 meters on the eastern and southern slopes of Etna, particularly in the districts where Nerello Mascalese has difficulty maturing. It is a key variety in the composition of the Etna Bianco and Etna Bianco Superiore Docs.

An important white grape variety of Sicily, **Catarratto** has been cultivated on the island for more than three centuries, even if its origins have never been carefully studied and therefore remain almost totally unknown. Currently there are at least two main types or clones—the Bianco Comune and the Bianco Lucido—which recent DNA studies have shown to be two biotypes of the same variety. Catarratto Lucido is the most widely cultivated, and the second most cultivated white grape variety in Italy after Trebbiano. It is widespread across the entire region, a popular variety across all provinces of the island, but it is mostly concentrated in the area around Trapani where it was a key grape in the Marsala Doc until the diffusion of Grillo grapes. As a single variety, it can be found in the Alcamo, Contea di Sclafani, Monreale and Santa



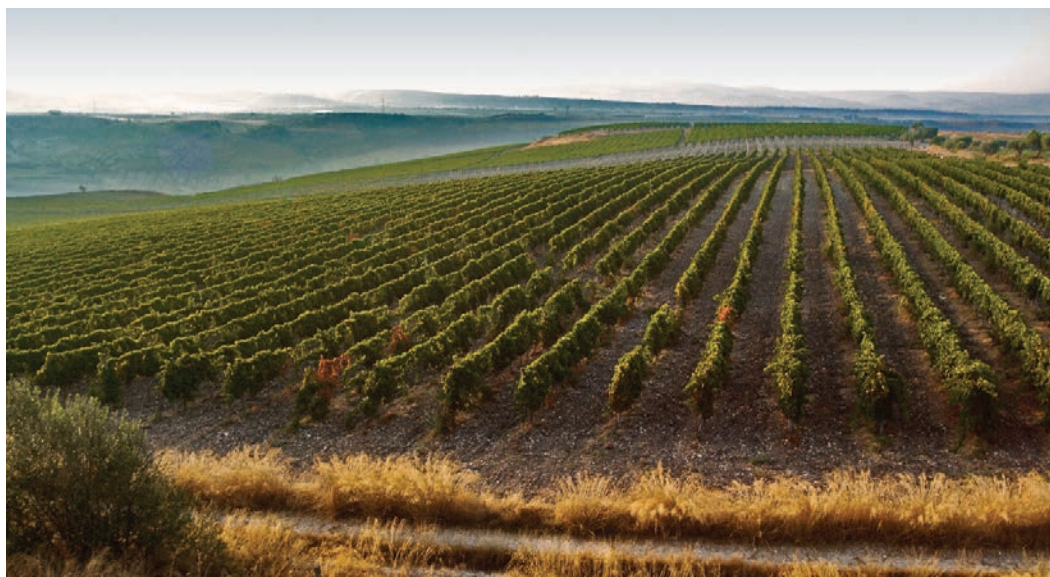
Catarratto



Grillo



Nero d'Avola



Margherita di Belice Docs, and in assemblage it can be found in numerous other Sicilian Docs. **Frappato**'s origins are unclear, even if in the Vittoria district (today the province of Ragusa) the variety has been known and cultivated since at least the 17th century. The name Frappato probably derives from a bastardization of the term "fruttato" ("fruity"). The variety has never suffered from declines in popularity and historically has become a reliable pairing grape in blends featuring the temperamental Nero d'Avola, and specifically in the Cerasuolo di Vittoria and Etna Docs. Frappato is widespread in the Ragusa area, particularly in the

Valle dell'Acate in the Vittoria wine region. Its presence in other areas of Sicily has progressively diminished: today only traces of it remain in Siracusa as well as in minor outlying areas on the island.

Grillo is an important Sicilian variety whose origins have long been ignored. The first mention of the grape dates back to 1873, though it is not listed as a cultivated variety in the province of Trapani in 1886. It arrived on the island after the phylloxera invasion, adapting well to the new pedoclimatic conditions: its popularity, over that of low-yielding Catarratto, amongst cultivators grew due to its natural predisposi-



Frappato



Nerello



tion to produce particularly alcoholic, easily oxidized wines (an important aspect in the production of Marsala wines). Recent DNA analysis has shown the variety to be a cross between Catarratto and Moscato di Alessandria (also referred to as Zibibbo): its origins seem to be attributed to the Baron Antonio Mendola, who, in the late 19th century, carried out numerous crosses between the latter. Once past the initial euphoria of the post-phylloxera recovery, Grillo progressively lost ground in favor of more profitable varieties: today no more than 5% of the Trapani vineyard area is dedicated to this variety, which is part of the Marsala Doc. Over the rest of the island it is even less widespread. The Sicilian origin of **Inzolia** appears to be well established, albeit in scientific sources in this regard. Its introduction to the island is very ancient, possibly dating back to the Norman domination of the eastern Mediterranean. From there it spread first to Sardinia then inland to Tuscany. The term Inzolia (or Insolia) is reserved only for the Sicilian version of the grape variety, which on the continent is referred to as Ansonica. In the past, its traditional place in the production of numerous vermouths meant that its full potential was overlooked. Today, however, its place on the Sicilian winemaking scene has changed significantly with Inzolia now being produced as

a single variety by many established island vineyards. The percentage of Sicilian vineyards cultivating Inzolia is therefore on the rise: there is no one specific habitat, though it is often found on the windy, hillside vineyards in the provinces of Agrigento, Palermo and Caltanissetta.

It is found as a monovarietal in a long list of Sicilian Docs: Alcamo, Monreale, Contea di Scalfani, Contessa Entellina, Delia Nivolelli, Menfi, Santa Margherita di Belice, and Sciacca.

Moscato di Alessandria, certainly better known as **Zibibbo**, is part of the great family of grapes, white and red, associated by the name muscat or Moscato. It is also one of the oldest varieties in the world: the Greeks cultivated the Anathelicon moschaton, while the Romans called apiana a favorite grape of bees for its sweet aroma. The name seems to derive from muscus, musk, for the strong characteristic aroma that the French call musqué. Moscato di Alessandria is considered a native of the ancient city of Alexandria in Egypt and is generally considered equal to other varieties grown in the lower Mediterranean basin. No acceptable explanation was found on the etymology of the term Zibibbo. The only area in which it is cultivated is the island of Pantelleria, located far off the coast of Trapani, where it is included in all Pantelleria Doc wines.

The **Nerello Cappuccio** or Mantellato (also

called Mantiddatu Niuru or Niureddu Ammatiddatu) is a native variety of the Etna area and owes its name to the characteristic growth as a bush-trained vine. While details of its ancient origin are unclear, it has always been rooted in the Etna area and more generally in the wine regions located on both shores of the Strait of Messina. Its name is often associated with that of Nerello Mascalese, a much more common variety in the Etna area. At one time even the Nerello Cappuccio was widely cultivated, but in recent decades it has fallen victim to gradual abandonment by winemakers, so much so that it almost extinct: more recently there has been a slight upturn in its cultivation. It is widely cultivated in the foothills of the coastal areas of the provinces of Catania and Messina; it is included in the Etna Rosso Doc (20% maximum) and, in combination with nocera, in Nerello Mascalese and other minor varieties, in the Faro Doc. It is not an overstatement to define **Nerello Mascalese** as the predominant variety of the Etna area. Its origins are not entirely certain: it seems to have been selected, several hundred years ago, by the farmers of the Mascali plain, a narrow agricultural area between the coast and Etna, in the province of Catania. For at least a century and a half it has been the most wide-

spread grape variety in the northeastern sector of the island. In the Etna area, it is not uncommon to find old or even very old bush-trained vines of Nerello Mascalese, literally clinging to the mountain on the black lava stone terraces (at an altitude that sometimes exceeds 1000 meters), where it is characteristic to note the lack of a geometrical layout of the vines. This is because, historically, in the Etna area, it was common practice to propagate through layering: as a result, it is commonplace to find a significant share of ungrafted vines in the oldest vineyards. It is the most widespread grape variety in the province of Catania, and is present in all the island's vineyard regions, where it is included in numerous denominations with different percentages each time: in the Etna Rosso it represents at least 80% of the blend, while it is expected to a lesser extent in the Alcamo, Contea di Sclafani, Faro, Marsala, and Sambuca di Sicilia Docs.

Nero d'Avola, the most prestigious red grape variety of the Sicilian wine panorama, remains a historical ambiguity. It first appeared in the 19th century in the viticultural history of Sicily under its pseudonym Calabrese. It was only at the end of the century that the variety was associated with the town of Avola, in the province of Sir-

acusa, subsequently acquiring the "nero" (black) in its name under which label, today, the variety is renowned worldwide. To clarify any possible confusion about its origins, it should be noted that the name "Calabrese" is nothing other than an Italianization of the Sicilian dialectal term Calaurisi, that is "grape (cala) of Avola", which can also be understood as "coming from Avola". The Syracusan grape variety did indeed spread from Avola to the municipalities of Noto and Pachino, and from there, to the whole of Sicily. Until a few decades ago, it was used almost exclusively as a blending grape and exported in large quantities both to other regions of Italy and abroad (in France it was known as *le vin médecine*, probably due to its capacity to strengthen the less robust French wines). Rediscovered in recent years by the most well-established wineries, it has become the banner of Sicilian excellence in the world, reinforcing the island's image as a basin of indigenous grapes of extraordinary quality. Its Syracusan origins have never been questioned, as even today, the surrounding area around Avola remains one of its production strongholds. Widespread throughout Sicily, Nero d'Avola is included in of many island Docs, where it is expected both as a monovarietal wine as well as in assemblage with other grapes.

Written sources regarding **Perricone** are practically non-existent, despite it being a popular variety in Sicily, especially towards the west. Between the end of the 19th century and the beginning of the 20th century it was one of the most widespread and exclusive varieties of the territories of Palermo and Trapani, with a significant presence across the rest of Sicily as well. Its decline began with the phylloxera invasion, which essentially destroyed its cultivation. Its recovery was slow, and the variety never did reach its previous levels of diffusion largely because other red grape varieties took foothold, as they were more profitable and resistant to cryptogamic agents.

Today Perricone is grown sporadically across Sicily and can be found in the provinces of Palermo, Trapani and Agrigento only. It is grown mainly in the western and to a lesser extent in the central and eastern parts of the island. It is included in

the composition of many Sicilian Docs and as a monovarietal in the Contea di Sclafani, Delia Nivolelli, Etna, and Monreale Docs.

Vine training systems

The most widespread vine training system is the Gobelet (more than 40% of the regional vineyard surface is bush-trained), the espalier (runner up to the latter) and the overhead trellis. Mixed pruning systems are also characteristic, such as *alberello* Marsalese and Alcamese. In the province of Trapani, and nowhere else, one third of the vineyards benefit from emergency irrigation.



SUGGESTIONS FOR FOOD-WINE PAIRING WITH INTERNATIONAL CUISINE

Thanks to the ample viticultural landscape, Sicilian wine lends itself, depending on the type, to the most varied pairings with foods. Cerasuolo di Vittoria, with its fruity undertones of cocoa and licorice, is soft and warm on the palate, and boasts good structure: it goes well with well-seasoned foods, and specifically vegetable-based dishes, white and red meats, or Mexican quesadillas. Marsala is produced in several versions therefore the recommended food combinations vary. Overall, however, it is considered a perfect meditation wine, and is excellent with rich desserts, as well as with aged or blue cheeses. In its dry version, it is an excellent match with prawn masala. Etna Bianco goes well with seafood dishes, thanks to the marked sapidity and acidic freshness that characterize it, while Etna Rosso, depending on its age, pairs well with many dishes, from those that are vegetable-based, to those of white and red meats, to even more complex dishes such as punjabi aloo. Inzolia and Grillo go well with mango chutney. Passito di Pantelleria, while also very pleasant on its own, goes perfectly with blue cheeses or with flaky and even spicy pastry.



Notes

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SARDINIA



Historical and cultural background

The Sardinian approach to viticulture did not become more rational until the first Phoenician colonization. Trade with the Greek civilizations began in the seventh century BC. However, when the Carthaginians invaded the island, to protect their own wine trade, they destroyed part of the Sardinian vineyards and imposed severe restrictions. Only later did they start promoting production again. Given the natural isolation of the island, it is understandable how historians have managed to find few traces of Sardinian viticulture over the centuries. After the barbarian invasions the sector suffered a significant collapse, recovering only with the start of a flourishing trade with the maritime republics, given the geographical convenience of Sardinia along the shipping routes that left from Genoa and Pisa. Between the 13th and 14th centuries viticulture had become very important for the island's economy, by which time Vernaccia and Vermentino had also been introduced onto the island. The contributions of Spanish viticultural culture date back to the 15th century, bringing with it the predecessors of today's Cannonau, Bovale and Monica grape varieties, to name a few. However, it was only with Italian unification

that Sardinian wines gained a renewed vigor, with a production in quantitative growth helped by better commercial outlets, specifically, in Marseille. The phylloxera epidemic, however, had a heavy impact on Sardinian viticulture and it has only been in the last decade that the sector has made some headway.

Territory and climate

Sardinia is an island flanked to the south by the Mediterranean Sea, to the west by the Sardinian sea, to the north by the Strait of Bonifacio that divides it from Corsica, and to the east by the Tyrrhenian Sea. About half of the land in the region has a granite component, but here and there limestone and sedimentary materials can also be found. The territory is formed entirely by irregular mountain formations that are subject to erosion. The western part of the island is mountainous, while in the east it is covered in hills. The rivers are mostly torrential.

Sardinia is dominated by an insular-Mediterranean climate, with long, hot, dry and windy summers, and short moderate winters, with medium rainfall levels. The months of February and March are often at risk of heavy rainfall, which in some cases can damage the reawakening vines.



Wine regions

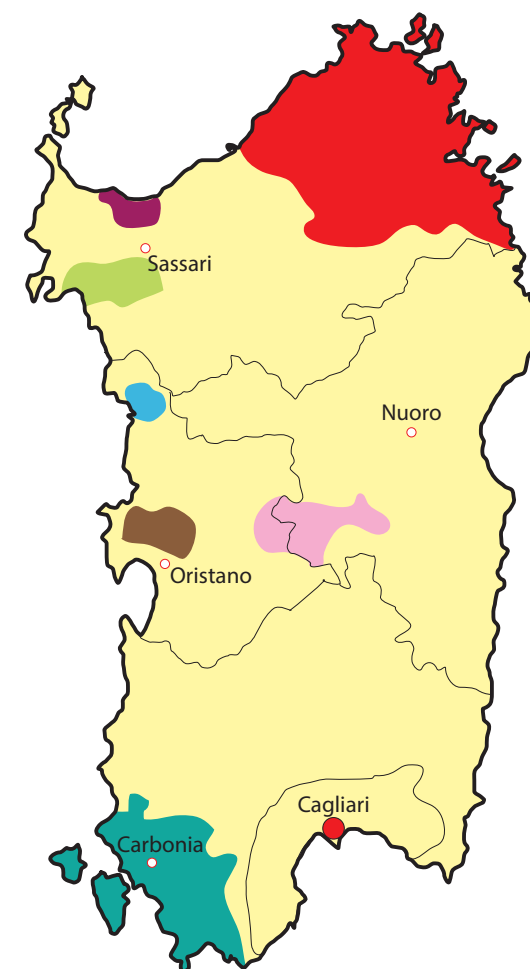
Vineyards dominate the landscape **province of Sassari**, at the northern end of the island, where the famous Vermentino di Gallura is produced. The region of choice of the Cannonau variety, the main protagonist of Sardinian viticulture, is the **province of Nuoro**, with vineyards found in Dorgali and along the coastal strip towards Ogliastra, in areas with calcareous soils. Even in the **province of Oristano** the winemaking tradition has ancient roots; the lower Tirso valley is the home of the Vernaccia di Oristano, another of the great Sardinian wines. The situation in the **province of Sud Sardegna** is more structured, covering the regional subdivisions of Iglesiente, Sarrabus, part of the Marmilla and the Trexenta, and the Sulcis. It is in this province that numerous cooperative wineries can produce large quantities.

Main denominations of origin

The only Docg in the region is that of Vermentino di Gallura, the Sardinian white of excellence that is produced in the northern part of the island and that has been so successful among consumers in recent decades. Notable Docs include the **Cannonau di Sardegna**, the iconic wine symbol for the entire region, which, in the hands of the most capable winemakers, is able to achieve outstanding qualities, the **Carignano del Sulcis**, another formidable contender of the Sardinian wine tradition, produced on the south-west side of the island, and finally the **Malvasia di Bosa**, one of the most intriguing Italian sweet wines that has the most history behind it, and the **Vernaccia di Oristano**, without a doubt, one of the best oxidative wines in the world.

Grape varieties

The origins of the Sardinian **Bovale** variety are still unknown, although its first appearance on the island probably dates back to the period of the Aragonese domination (1324-1700). Over time two varieties have formed, the Bovale also called Sardinian Bovale and the Bovale Grande, which recent DNA analyses have confirmed to be distinct varieties. Likewise, the genetic diversity of Bovale from Tintilia and nieddera was re-confirmed; if anything, it shows a marked similarity with the Cagnulari and the Spanish Graciano. Popular across



- Alghero
- Cannonau di Sardegna
- Monica di Sardegna
- Moscato di Sardegna
- Sardegna Semidano
- Vermentino di Sardegna
- Carignano del Sulcis
- Malvasia di Bosa
- Mandrolisai
- Moscato di Sorso-Sennori or Moscato di Sorso or Moscato di Sennori
- Vermentino di Gallura (Docg)
- Vernaccia di Oristano



Cannonau



Carignano

all provinces of Sardinia, it is particularly widespread in Sud Sardegna, in the territory of Oristano and Terralba, in Anglona and in Logudoro. It makes up part of the composition of the Campidano di Terralba Doc (monovarietal) and Mandrolisai (combined with Cannonau and Monica).

For a long time, the origins of **Cannonau**, considered the most important variety in the viticultural history of Sardinia, were subject of debate. An end was put to the discussion when it was definitively shown that Cannonau is the same grape variety known in Spain as Garnacha—most likely originating in Aragon but present in all other Spanish wine-growing regions—from where it spread at the end of the 18th century to France under the name Grenache. Its presence in Sardinia has ancient origins, and indeed the variety has earned its place as a founding father of Sardinian viticulture, affirmed also in the name that is decidedly an expression of the local language, especially in colloquial use (reserved for the wine rather than the vine). Its history dates back to the 13th century, when Peter IV of Aragon conquered the city of Alghero, which, until then, had belonged to the Genoese Doria: it is only natural therefore to conclude that over the course of the following centuries of Aragonese domination, the most diffused vine variety from Aragon managed to find its way to Sardinia. The importance of Cannonau grew further in the 18th century with the domination of Savoy, during which the term “garnish” or “granaccia” (a derivation from the Spanish garnacha) was established to define Cannonau. While

present across other Italian regions, it is certainly in Sardinia that it is most widespread, with just under 8,000 hectares cultivated; it is part of the Cannonau di Sardegna Doc, extended across the whole regional territory (with the regional subdivisions of Oliena or Nepente di Oliena, Capo Ferrato and Jerzu), and enters into assembly with other grapes in the Mandrolisai Doc.

Carignano is a common grape variety throughout the western Mediterranean basin: in France, where it is the second most cultivated variety ever (especially in Languedoc-Roussillon), it is known by the name Carignan, in Spain (where it is present mainly in Catalonia) as Cariñena. It is difficult to establish the exact timeframe in which it first made an appearance on the island of Sant’Antioco and then in the nearby region of Sulcis, the first two areas of Sardinia where it was cultivated. It may have been introduced by the Phoenicians or was introduced first to France and from there spread to Corsica, ending in neighboring Sardinia following the Aragonese domination of the 14th and 15th centuries. This theory is also supported by the names (Uva di Spagna and Axina de Spagna) by which it is colloquially called by the local inhabitants. Carignano played a key role in the recovery of the Sardinian viticultural industry following the phylloxera invasion. It is a popular variety in all provinces, although it is cultivated mainly in the coastal areas of Sulcis-Iglesiente, its preferred habitat, in Sarrabus, in Terralbese and in Santa Margherita di Pula. It is the main variety in the Carignano del Sulcis Doc.

Malvasia di Sardegna—also called Malvasia, Marmaxia or Avarega—is part of the Malvasia family, along with several other white grape varieties with which it shares a common background: all are of Greek origin and share a common etymology of their name, which can only derive from the town of Monemvasia, located in the Peloponnese and also called Monembasia or Monenvaxia. The Venetians, who were the first to cultivate it, Italianized the name into Malvasia. Unlike the other members of the same family, its introduction into Sardinia dates back to the Byzantine period and since then, it has been reliably cultivated across the island. It is grown exclusively in Sardinia, and while it can be found in all provinces, it is particularly dominant in the Campidano area near Cagliari (where it falls under the Cagliari Malvasia Doc), and in the areas surrounding Oristano and Planargia. This last area is host to the ancient viticultural enclave of Malvasia, established in ancient times, especially around the town of Bosa, where one of the most fascinating Italian Docs is produced.

Monica is one of the most ancient varieties of Sardinia and is widespread in all the provinces of the island even if in scarce quantity. Its origin is controversial: one of the most reliable hypotheses is that it arrived in Sardinia around the 11th century, when the Camaldolese monks—hence the name by which it is known—began to cultivate vineyards

and produce wine for holy functions as well as for their canteens. Another hypothesis is that it was imported into Sardinia by the Spaniards around 1600, during the long Aragonese domination, with the name Morillo, and following several variations of the term, ultimately became the Italian Monica; the synonym Niedda de Is Spagna (Nera di Spagna, “black grape from Spain”) supports this second theory. A common grape variety across all of Sardinia, it is largely concentrated in the south-central part of the island where it has become quite renowned. As a single variety, it is included in the production of the Monica di Sardegna and Cagliari Monica Docs; it is often used in combination with local varieties such as Bovale and Cannonau, to obtain Mandrolisai Doc, for example.

There is a great deal of uncertainty regarding **Vermentino**’s geographic origins with one theory suggesting that it originated in Spain and travelled east to the Tyrrhenian Italy, while another theory suggests the exact opposite. Regardless, today, it is cultivated in all the provinces of Sardinia where it falls under the Vermentino di Gallura Docg and Vermentino di Sardegna Doc. Two sub-varieties exist—the Vermentino di Gallura and the Vermentino di Alghero—each distinguished more so by the areas of cultivation and the methods of production rather than by morphological traits.

The origin of **Vernaccia di Oristano** is very ancient: the name possibly derives from the Latin





“vernaculum” (native), a term which generally indicated vines of uncertain origin that are largely cultivated in a certain place. Legend has it that Santa Giusta, who came down from the heavens as her native homeland was struck by malaria, bestowed the grape variety on the people, from which a miraculous wine was made, eradicating the disease. Legends aside, it seems that the variety was imported into Sardinia by the Phoenicians, who introduced it through the port of Tharros, although some scholars maintain that its introduction dates back to Roman times, while others maintain that the variety arrived on the island from the coasts of Spain. The production area of the Vernaccia di Oristano Doc is concentrated in

a group of municipalities in the lower Tirso valley, where the lands are divided into gregori (higher and drier) and bennaxi (once swampy, now the more fertile of the two areas, which yields the best grapes).

Vine training systems

Over the last few decades Sardinian viticulture has made significant progress in taking into consideration their critics as well as consumer demands. The introduction of new horticultural techniques has given rise to a more systematic cultivation of the vine. There has been a move away from bush-training towards the espalier or overhead trellis, thus raising the clusters further off the ground and improving their sun exposition. However, in the Nuoro area, home of the best Cannonau, traditional bush-training continues to be widespread, with low espalier or Guyot only used for some new plants. Bush-trained vines are also still common in the Sulcis area, where, especially in the sandy soils of the island of Sant'Antioco, many old and ungrafted vineyards have survived.



SUGGESTIONS FOR FOOD-WINE PAIRING WITH INTERNATIONAL CUISINE

Amongst whites, Vermentino di Gallura, the most renowned, shows aromas of ripe fruit and mediterranean herbs; soft on the palate with a delicate acidity and, in some cases, a slight residual sweetness; it goes well with an array of seafood, soups, legumes and vegetables, but also with dishes based on white meat or with Asian dishes such as pad thai. Cannonau, in its more structured versions, pairs well with seasoned red meat, whether roasted or braised, game, and aged cheeses. The Malvasia di Bosa goes well with flaky pastries and candied fruit desserts, while the dry version of Vernaccia di Oristano is an excellent aperitif and goes well with pungent seafood dishes or spicy foods. Those with sweet undertones pair well with flaky pastries. Finally, Carignano del Sulcis, reasonably full-bodied with moderate acidity, goes well with flavorsome meat and game dishes.

Notes

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ANALYSIS OF AN UNBREAKABLE BOND THAT HAS LASTED FOR TWO CENTURIES

important producers of the State: Ghirardelli, Pietro Carlo Rossi, Sutter Home (Trinchero family), Martinelli, the Gallo family, founders of the E. & J. Gallo Winery, whose owner, Giuseppe Gallo was originally from Fossano, in the province of Cuneo, and last but not least, the Mondavi family, whose roots date back as far as Sassoferato, in Marche. Despite this, it is undeniable that the Californian wine world (and the American one in general) has emulated that of the French vitiviniculture, both in the choice of the varieties imported and cultivated, as well as in terms of style and cultural references. This can primarily be attributed to two reasons: first because many of the varieties imported from France, especially from the Bordeaux area, were well suited to the climatic conditions of Californian viticulture, and second because the commercial market of the 19th and 20th centuries demanded French over Italian





wines. Nonetheless, some Italian varieties were also imported to California, mostly brought by immigrants: Barbera, Sangiovese, Nebbiolo, Lagrein, Montepulciano, Vermentino and Pinot Grigio above all.

Also, in order to better understand the age-old relationship between Italy and the United States in relation to wine, it is paramount to take into consideration the influence of Italian restoration in America. Over the last few decades, the most influential factor that has contributed to securing a position for Italian wine on the palates of US consumers is undoubt-

edly that of the numerous Italian restaurants that have spread like wildfire throughout the nation, especially after the Second World War, and above all from New York, a city with a historically endemic Italian community. Today, the upsurge of Italian wine continues to go hand in hand with the diffusion of Italian cuisine, slowly eroding the preference for international varieties amongst American consumers. This suggests a growing interest in indigenous and lesser known varieties grown over the world, but on which Italy has some winning cards to play.

MARKETING OF ITALIAN WINES

While it is true that the United States is the largest worldwide consumer of wine, in reality, pro-capita consumption remains quite low. This implies that there is still significant room for growth regarding wine sales in the American market, underlining the need for developing effective marketing strategies.

There are a few things that need to be taken into consideration. The first is that approximately 80% of the wine sold in the United States is destined for domestic consumption, and 75% of the time, these will be bottles sold at a retail price of less than \$9 each. In terms of marketing strategies, this means that there is room for Italian wines to cover every niche of the American market, from the finest, most expensive wines, to those that are more economical. To do this, it is important to remember that the American market is not homogeneous, rather it is a country with several major metropolises, each with their own unique tastes and demands. Successfully penetrating the major metropolitan areas of the country automatically means being able to penetrate the heart of the US wine consumption system. Keep in mind that this task is proportionately more difficult the greater the saturation is of a city, like, for example, New York, and that a growing number of Italian companies are entering less competitive markets with extraordinary success.

Overall, the key steps needed to be taken to find an outlet in the American market are: to carry out a market analysis and to acquire detailed information, carry out product tests in the areas that are deemed most receptive, identify the distributors active in the selected areas, develop actions to support distributors, and develop awareness-raising actions for the end consumer.



Even more confusing is the world of online sources on the subject, which, in addition to those published by the aforementioned print leaders (e.g. *slowine.it*, *gamberorosso.it*, etc.), include an unending list of guides and blogs that share pieces of the proverbial public pie, which, on a whole, is broadly differentiated in terms of inclinations and tastes. Amongst the specialist sites, those most

A list of the most notable and authoritative Italian journalists who specialize in the wine industry must include (but is not limited to): Antonio Boco, Giuseppe Carrus, Armando Castagno, Daniele Cernilli, Jacopo Cossater, Ian D'Agata, Paolo De Cristofaro, Laura Di Cosimo, Gianni Fabrizio, Francesco Falcone, Giancarlo Gariglio, Ernesto Gentili, Fabio Giavedoni, Giampaolo Gravina, Carlo Macchi, Alessandro Masnaghetti, Davide Panzieri, Luciano Pignataro, Alessandra Piubello, Fabio Pracchia, Sonia Ricci, Fabio Rizzari, Marco Sabellico, Sandro Sangiorgi, Alessandro Torcoli, Stefania Vinciguerra, and Enzo Vizzari. Likewise, the leading international voices dedicated to placing Italian wines on the map through their reviews include Richard Baudains, Carla Capalbo, Antonio Galloni, Jonathan Gebser, Monica Larner, Kerin O'Keefe, Jancis Robinson, Bruce Sanderson, and James Suckling.



DAY THREE

This image shows a full page of a document template designed for writing. It features approximately 28 evenly spaced, thin grey horizontal lines across the entire width of the page. The background is plain white, and there are no margins, headers, or footers visible. This type of template is commonly used for teaching handwriting to children or as a general-purpose lined paper for note-taking.

ITALIAN WINE TOURISM

EVOLUTION AND FUTURE

The 14th Report on Wine Tourism in Italy, published at the beginning of 2018, reported the following encouraging statistics: there were 14 million annual wine tours logged, which included excursions and overnight stays, and at least 2.5 billion euro spent on wine and tourism sector. This implies that the wine tourism branch is healthy and dynamic, capable of generating income on a broad and articulate level. Proof of this can be found in the numerous Italian municipalities that have backed initiatives aimed at promoting wine tourism including special events, travel promotions, discounts, and investment incentives. Likewise, there has been a marked increase in industry advertising from the supply chain, starting from the consortiums to the tourist bureaus.

Within the final conclusions of the above report, we find this: “the world of wine and that of wine tourism in Italy is undergoing rapid change, not only due to an evolving market, but also due to evolving regulatory requirements. However, knowledge of the updated juridical regulations (detailed in the Consolidated Law on Vine Varieties and Wine and the new fiscal requirements for wine tourism as per Budget Act 2018) is limited, or at least not as widespread as it should be.” From this we can conclude that, given the liveliness of the industry, there is still ample room for growth.

In hindsight, it has become evident just how crucial a role associations like *Città del vino* (1987) and *Movimento del turismo del vino* (1993) have had in the start-up and subsequent growth of wine tourism. The latter has given birth to some of the most successful promotional initiatives of the sector, including *Cantine Aperte* (“Open cellars”), *Calici sotto le stelle* (“Wine glasses under the stars”) and *Benvenuta vendemmia* (“Welcome to the harvest”) which have been key in catalyzing the turning point for the wine world, welcoming the general public into wine cellars, tightening the relationship between producer

and consumer. The Wine Tourism Movement has four main objectives: promote the wine culture through on-site visits, draw tourists to the wine regions, improve tourism services amongst the wineries, and promote economic and employment prospects across the wine territories.



WINE ROUTES

The Strade del Vino e dei Sapori ("Wine and Flavors Route") is a integrated system of touristic offers that wind their way along a path of visitable wine businesses such as vineyards, farms, wineries and related entrepreneurial



activities such as restaurants, hotels, holiday farms, and wine bars, which aims to shine light on wine territories. From the legislative point of view, the Strade di Vino is regulated by law no. 268 of July 1999, which defines them as "marked and advertised paths with appropriate signage, along which natural, cultural and environmental attractions, vineyards and cellars of farms or associated companies, open to the public, exist ... tools through which the wine territories and their relative products can be disclosed, marketed and used in the form of a touristic offer."

The Wine Routes initiative has proven to be extremely valuable in creating a virtuous network between environment, art, gastronomy and wine, with the protagonist being wine, of course, with its uncanny ability to represent diverse customs and traditions and to act as an ambassador for the territory. Wine Routes is, as a result, a fundamental instrument in the weaving of stories, culture, and rural farm-food traditions, promoting new and rewarding marketing strategies.

Today in Italy there are over 150 Wine Routes. According to the annual Report on Wine Tourism in Italy published by the Associazione Città del Vino together with Censis, some are already well organized (15%), others are satisfactory (6%), and yet others are still in the start-up phase (30%), and the remaining are non-operational. Almost all the routes have their own websites; they touch roughly 1,450 municipalities, over 400 denominations, and 3,300 farms, with a still considerable economic and organizational development potential, estimated at around 80%.

ANALYSIS OF WINE TERRITORIES' POTENTIALITY AS GASTRO-WINE TOURISM DESTINATIONS FOR AMERICANS

A recent Eurostat study confirmed that Italy remains the top European destination for American tourists. US tourists in Italy are preceded in numerical terms only by the German ones. It is therefore undeniable that Italy remains a widely popular and coveted destination, with significant annual tourism growth rates. There is also an increasing interest in Italian culture in American universities: Italian is the fourth most popular modern language taught in US universities. In 2015, Donatella Cinelli Colombini published a study in the *International Journal of Wine Research* that subdivided the wine tourists, into four categories: wine tourists "by chance", passionate oenophiles, journalists or wine scouts, and luxury seekers. If the first category requires organized activities to become wine tourists through and through, the second, which accounts for most cellar visitors, are more often than not familiar with the companies and their wines, seek niche destinations, and/or are willing to spend considerable sums when purchasing of wine. This sector also includes industry professionals, such as restaurateurs, sommeliers and

importers. However, if Swiss and Germans tend to arrive in Italy with their car and travel freely, North Americans prefer organized tours and usually book them well before departure. Usually these are groups of 8-12 people who hire a driver with a minivan that makes a couple of stops at local vineyards then takes the group to a restaurant. The fare for such organized tours ranges from 130-170 euro per person with the most popular regions being Piedmont, Veneto, Tuscany and Sicily.

The growth of US wine tourism in Italy highlights both the improved receptivity of the Italian wine and tourism branches, as well as the pocket of potential for growth within the sector. Overall, however, it must be emphasized that the last few years have seen a deeper awareness on the part of wine companies regarding the importance of structuring themselves to receive this type of tourist, including American ones. The region at the forefront in this sense is Tuscany, but also Piedmont, especially in its noblest areas of Barolo and Barbaresco, which is preparing itself more and more effectively.



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