



Regione Toscana



FLORENCE OPENS THE INTERNATIONAL SHOWCASE FOR TUSCAN WINES WITH BUYWINE AND THE TUSCAN WINE PREVIEWS

BuyWine, the B2B event for buyers and sellers, is back on 8 and 9 February in Fortezza da Basso, Florence

On 9 February, the Tuscan Wine Previews Week will be inaugurated with PrimAnteprima. The best Italian sommeliers are Tuscan: awards presented by Marco Remaschi

The scene is set for the ninth edition of **BuyWine**, the most important B2B showcase of certified denomination wines of Tuscany, scheduled for **8 and 9 February 2019 at the Fortezza da Basso in Florence**. The event, promoted by **Tuscany Region** in collaboration with **PromoFirenze**, a company of the Florence Chamber of Commerce, will be attended by **215 wineries** selected by regional tender. The producers will have the opportunity to meet **200 buyers from 44 countries**, carefully selected by PromoFirenze, based on expertise, competence, and commercial interest expressed in the participating producers. In addition to consolidated markets such as Germany, Scandinavia, USA, Canada and Japan, there are some interesting new entries this year: **Macau, Malaysia, Argentina, Chile, the Philippines, India, Albania, Slovenia and Spain**. The number of producers with organic or biodynamic certification is on the rise, with 80 companies, accounting for 37% of the total. There are also 6 producers of kosher wine made in Tuscany. In preparation of the event, the Tuscan sellers have taken part in a series of **seminars** providing them with tools and methodologies for a targeted and effective approach with the international buyers. Furthermore, to create targeted business opportunities, the agendas of the buyer and seller meetings are generated by a **matchmaking** system designed to combine their respective profiles.

PRIMANTEPRIMA - Running alongside BuyWine is the other big event organized by the Region and PromoFirenze: "**PrimAnteprima**", the initiative planned for **9 February** in the same location of the **Fortezza da Basso** in Florence (Cavaniglia pavilion), which officially inaugurates the **2019 Tuscan Wine Previews Week** (9-16 February). PrimAnteprima allows professionals and specialized press from all over the world to taste the vintages just released on the market by some of Tuscany's leading Consortia, such as: **Carmignano, Colline Lucchesi, Maremma Toscana, Montecarlo, Montecucco, Orcia, Pitigliano and Sovana, Terre di Pisa, Val di Cornia and Valdarno di Sopra**. The **keynote event** is scheduled for **12pm on Saturday 9 February**: a round table in which the Tuscany Regional Councillor for Agriculture, **Marco Remaschi**, will take part together with distinguished guests and experts, moderated by journalist and sommelier, **Andrea Gori**. **ISMEA** will be presenting the latest **data on wine production in Tuscany and market trends**, the **University of Pisa** will illustrate a study on the effectiveness of the BuyWine commercial model, and discussions will be held on **climate change and environmental sustainability**, the link between **cellars and design**, and how and where **the world talks about Tuscan wine online** thanks to specific research.

The Previews program will continue with **Chianti Lovers**, organized by the Chianti Wine Consortium (10 February, Fortezza da Basso in Florence), **Chianti Classico Collection** organized by the Chianti Classico Wine Consortium (11-12 February at Leopolda Station in Florence), **Preview Vernaccia di San Gimignano** organized by the Vernaccia Wine Consortium of San Gimignano (10 and 13 February, San Gimignano), **Preview Vino Nobile di Montepulciano** (9-11 February, Montepulciano), and **Welcome Brunello 2019** by the Brunello di Montalcino Wine Consortium (15 and 16 February, Montalcino). To find out more about the preview, programs and events open to the public, visit www.buy-wine.it and www.anteprimetoscane.it.

BUYER TOURS - Buyers can do a lot more than just visit the two-day BuyWine event. On **Sunday 10 February**, they are invited on **7 educational tours** discovering the Tuscan territory. The tours will allow them to get to know the context **in which Tuscan wine is produced**, to bring them closer to the agri-food, artistic, historical and natural excellences of our region so that they can return to their countries with a piece of Tuscany in their hearts. The tours are organized by the Chambers of Commerce of Florence, Pisa, Lucca, Arezzo, Siena, and Massa Carrara, and thanks to the fundamental collaboration with the Consortia of Chianti Classico, Chianti, Vernaccia di San Gimignano, Terre di Pisa, Vini Montecarlo, Vini Delle Colline Lucchesi and the Wine Route through the hills of Candia and Lunigiana.





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BEST ITALIAN SOMMELIERS AWARD - Tuscany is increasingly fertile ground for the wine system, as demonstrated by the rising stars in the sommelier world: in fact, the five top sommeliers selected for the AIS **Best Italian Sommelier 2018** were all from Tuscany. The Region has decided to recognize this record by assigning them a medal depicting a Pegasus. The Agriculture Councillor, Marco Remaschi, rewarded the current Italian champion, the florentine **Simone Loguercio**, the second place sommelier, **Valentino Tesi** from Pistoia (who will hold the two guided tastings scheduled at PrimAntepret), the two, tied third placed experts, **Massimo Tortora** from Livorno (Leghorn) and **Simone Vergamini** from Lucca, and **Clizia Zuin** from Florence, sixth place and first place among female sommeliers at the national level. Five proud representatives of the Tuscany Section of the **Italian Sommelier Association**, which is divided into 13 territorial delegations, and has about 4,000 members in the region.

A SNAPSHOT OF THE TUSCAN WINE INDUSTRY - Our region can boast almost **60,000 hectares of vineyards**, endless rows of vines that trace the hills and sceneries that are world famous. **92%** of these vineyards **make DOP wines** (DOCG and DOC) for a total of 160 million litres (93% is red). A large quantity of IGP wine is also produced: 66.6 million litres (75% red).

According to the **data on the production of DOP wines for the 2018 harvest**, Chianti (33.1%) remains in the lead, along with Chianti Classico (12.7%), which together account for almost 50%. The other DOPs like Maremma Toscana (4%), Brunello di Montalcino (3.9%), Morellino di Scansano (3.2%), Nobile di Montepulciano (2.8%), Bolgheri (2.5%), Vernaccia di S. Gimignano (1.9%), Rosso di Montalcino (1.2%), Rosso di Montepulciano (0.9%), and Bianco di Pitigliano (0.5%) are produced in much smaller quantities. 33.3% is attributable to other DOs.

The provinces with the largest area of cultivated vines are Siena (19,870 hectares), Florence (16,850 hectares) and Grosseto (8,890 hectares). The **average area per producer** alone is **2.5 hectares**, with peaks of 5 hectares for the province of Siena and 0.32 for Massa.

The most used vine is the Sangiovese Nero (61.6%), followed by Merlot (7.55%), Cabernet Sauvignon (6.5%), Trebbiano Toscano (4.7%), Vermentino (2.5%), Syrah (2.1%), Canaiolo Nero (1.3%), Vernaccia di San Gimignano (1.3%) and others.

The DOC with the smallest cultivation area? Capalbio and Grance Senesi (both with 3 hectares each). And the most extensive? Tuscan Maremma with 1,932 hectares producing 8.9 million litres.

The DOCGs with the smallest cultivation area, on the other hand, are Chianti Colline Pisane (2 hectares) and Val di Cornia Rosso (3 hectares). And the most extensive? Chianti with 10,165 hectares producing 60.8 million litres.

Source: ARTEA – vineyard register as of 31 July 2018 harvest declarations.

More info on www.buy-wine.it and www.antepimetoscane.it

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CHIANTI CLASSICO

