



# CONSORZIO DEL VINO BRUNELLO DI MONTALCINO®

MONTALCINO, THE TERRITORY AND THE WINES



CONSORZIO DEL VINO  
BRUNELLO DI MONTALCINO®









## MONTALCINO

What is in a name? The origin of the name Montalcino is shrouded in mystery. It may come from Mons Lucinus, the Latin name for mount of Lucina, after the Roman goddess. Others, instead, link the name to Mons Ilcinus (Mount of the Lecci, Italian for holm oaks). The image of three holm oaks on the Montalcino town coat of arms would suggest the latter theory.

Over the centuries, Montalcino faced fierce military conflict, first against Siena, but later allied with Siena against Florence. Considered an impenetrable stronghold, Montalcino was protected by walls and a great fortress. When Cosimo de' Medici took over the city in 1559, the town was the last independent municipality in Italy.

The terroir of Montalcino offers optimum conditions for the production of high quality wine. Archaeological finds dating to the Etruscan age would suggest that wine has been made here for over two thousand years.



The Coat of Arms of Montalcino in onyx (14<sup>th</sup> century)  
(Civic and Diocesan Museum of Sacred Art, Montalcino)



**Copper colander of Etruscan manufacture,**  
with elegant handle in shape of a swan's head, used  
to filter the wine after spicing  
Discovered in the countryside of Montalcino  
4<sup>th</sup> century BC (Private collection)





Abbazia di Sant'Antimo  
(Castelnuovo dell'Abate)

During the Middle Ages, regulations established how wine was to be made, stating clearly when grapes were to be harvested. From then on, even during the siege of 1553, there was no shortage of wine. Throughout history, foreign visitors and Italians alike have commented on the exceptional quality of the wine from this area. "Montalcino is not particularly famous, except for the goodness of its wines" (Charles Thompson, 1744).



**Wine amphora "oinochoe"** of Etruscan manufacture  
Discovered in the countryside of Montalcino  
4<sup>th</sup> century BC (Private collection)



**Ancient military map of the siege of Montalcino**  
(12<sup>th</sup> century) Published in 1584 in the treatise of military  
architecture by Maggi and Castriotto





## BRUNELLO DI MONTALCINO, THE STORY OF A GREAT WINE

Brunello di Montalcino traces its roots to the 19<sup>th</sup> century when local farmers began experimenting with a native grape variety cultivated in the surrounding territory. This grape, known as "Brunello" or "Brunellino", was identified as a variety of Sangiovese. The delectable wine produced from this fruit can be aged for years, richly enhancing its value.









For several years, Brunello remained a prestigious wine, the province of just a few refined connoisseurs. Only in the second half of the 20<sup>th</sup> century did it transition from an exquisite delicacy known by the elite to an international symbol of the finest Italian wine.

With the introduction of the DOC quality appellation (Denomination of Origin Controlled), Brunello rose to the ranks of the eight most important Italian wines bearing that designation. In 1966, it became a DOC wine, and a year later the Brunello Consortium was founded. In 1980, it was the first wine to become DOCG (Denomination of Origin Controlled and Guaranteed), a superior designation for select wines in Italy bearing a specific seal from the government.



A Brunello label from 1895  
(Illo Raffaelli, Riccardo Paccagnini:  
*A Brunello Pioneer*, Massa, 1990)

A historical shipment of Brunello wine to the United States  
in the early 20<sup>th</sup> century





The small quantity produced made export difficult. Efforts to market Brunello took off in the '70s, but the global market was only conquered after 1980, thanks to the growing number of wineries and bottles produced. Montalcino also led the way in wine tourism, with the first open cellars, guided tours, and a region that welcomes thousands of visitors from all over the world every year. Countless acknowledgements attest to the quality of the wine: in 1999, "Wine Spectator" listed Brunello among the 12 best wines of the 21<sup>st</sup> century. In 2006, Brunello was crowned the absolute best in a worldwide ranking.







## MONTALCINO, THE LAND OF WINE

Montalcino, forty kilometers south of the city of Siena, is a stunning hilltop town in the heart of Tuscany. With rolling hills and farmland of rare beauty, it has been part of the UNESCO World Heritage Sites since 2004. Montalcino's distinctive mount is mostly surrounded by forest. Vineyards and olive groves fill the countryside, and many historical stone buildings are witness to centuries of cultivation in this area. Montalcino and the villages of Castelnuovo dell'Abate, Sant'Angelo, and Torrenieri are picturesque hamlets with an overall population just over five thousand inhabitants.





Brunello di Montalcino DCG, Rosso di Montalcino DOC, Moscadello di Montalcino DOC, and Sant'Antimo DOC are exclusively made within city limits of the Town of Montalcino.

This area comprises 24,000 hectares, of which a mere 15% is under vine. The zone is roughly a square bordered by the rivers Ombrone, Asso, and Orcia.

The soils of Montalcino vary, due to its formation over different geological ages. The lowest areas are made up of relatively loose soils. As one moves up the hill, the soil becomes dense with stony particles formed by the decomposition of the original marl and limestone.

As the crow flies, Montalcino is 40 km away from the sea and 100 km from the Apennines. It boasts a Mediterranean climate: it tends to be dry, but has occasional continental conditions, given its position between the coast and the mountains. Precipitation occurs mostly in spring and late autumn (yearly average rainfall: 700 mm). Snow is possible during winter at heights above 400 meters. Fog, ice, and late frost are rare on the hillside, in part due to the wind, which provides an optimal habitat for the healthy growth of the vines. Mount Amiata to the South, at 1740 meters, protects the territory of Montalcino from weather hazards like storms and hail.







The climate is prevalently mild during the entire growing phase of the grapevines, with many clear days that allow for a gradual and full ripening of the fruit.

The range of slopes with different exposure, the extremely hilly terrain, and the varying heights from 120 to 650 meters above sea level between the valley areas and the highest zones (Poggio della Civitella), create distinctive microclimates, even in close proximity.

The most widespread training method used for the vines is the spurred cordon, which is obtained by way of a spur pruning (double buds) of a variable number of spurs per vine.

The exceptional quality of Brunello di Montalcino starts in the vineyard – with meticulous manual labor, dry pruning, and the selection of the best shoots, and from canopy management to elimination of bunches – all the processes share the goal of producing and harvesting the best fruit. Some winemakers perform another selection at harvest, so that only the most perfect grapes are brought to the wine cellar.











## THE CONSORTIUM OF BRUNELLO DI MONTALCINO

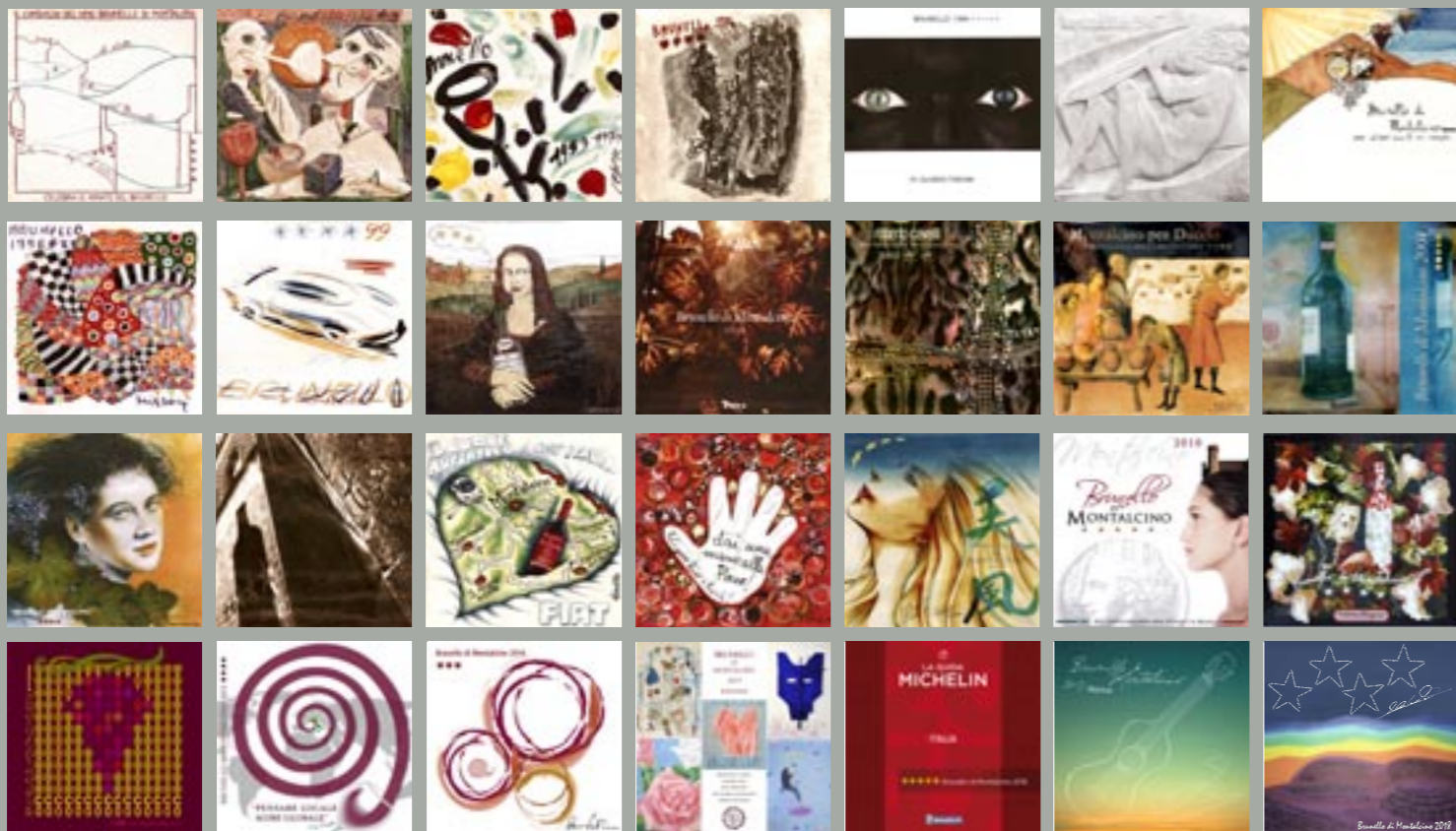
The Consortium of Brunello di Montalcino was founded in 1967, just after the DOC designation, as a free association of vignerons whose aim was to safeguard their product and emphasize its best qualities. The Consortium has fostered bringing together old and new wineries, small and large alike, united by the common goals of respect for nature and the desire to make the best quality wine.

The Consortium organizes events in Italy and abroad, and facilitates the participation of member winemakers in trade fairs. It manages public relations and the image of Montalcino wines through its press office, and distributes news and information through the official website, with numerous publications in several languages. Behind-the-scenes promotion is an important aspect of the business, catering to press and opinion-makers from the wine sector. Among its many activities, the Consortium also organizes wine tastings, sampling events and tours. Important assistance is given to members vis-à-vis the standards that govern wine production.



■ Total surface area of the territory of Montalcino	Ha 24,000
■ Total surface area of land under vine	Ha 3,500
■ Brunello di Montalcino DCG	Ha 2,100
■ Rosso di Montalcino Wine DOC	Ha 510
■ Moscadello di Montalcino Wine DOC	Ha 50
■ Sant'Antimo DOC	Ha 480
■ Other wines	Ha 360





The Consortium of Brunello di Montalcino hosts "BENVENUTO BRUNELLO," an event to welcome the new Brunello vintage every year in February in Montalcino.



It showcases the premiere of new wines brought onto the market. On this occasion, stars are awarded the recently concluded grape harvest, and a commemorative plaque, designed each year by a prominent artist, is mounted.

## WINE DENOMINATIONS AND THE PRINCIPAL REGULATIONS

Brunello di Montalcino DOCG, Rosso di Montalcino DOC, Moscadello di Montalcino DOC, and Sant'Antimo DOC are exclusively made within city limits of the Town of Montalcino.

Brunello di Montalcino is made from the Sangiovese grape, a variety traditionally referred to as Brunello in this area.

The regulations governing wine production dictate that the maximum production of grapes per hectare must be less than 8 tons/ha (approximately 52 hl/ha of wine). It also dictates the date of the wine being released onto the market, which is January 1st of the fifth year after harvesting. During this long period, the wine must spend at least two years in wooden barrels and age at least four months in the bottle. The Riserva wine must age at least 6 months in the bottle, and is released a year later onto the market.







Rosso di Montalcino DOC is proof of the great versatility of the Montalcino terroir, as it is made from the same Sangiovese variety, but is a red wine to be enjoyed earlier. In fact, Rosso di Montalcino is introduced to the market on the September 1st following the year of harvest. Starting with the 1984 vintage, it attained DOC status. Rosso di Montalcino is particularly fresh and fruity, and a valid alternative both for the cellar master and the consumer.

A decisive step toward completing the Montalcino production pyramid was taken when the last DOC was introduced: Sant'Antimo. Starting with the 1996 vintage, this DOC includes both white and red wines and must include the grape variety.

Moscadello di Montalcino is a white DOC dessert wine. This wine has been produced for many years in Montalcino; even the 18th century Neoclassical Italian poet Ugo Foscolo mentioned it in one of his letters. Thanks to some enthusiastic vignerons, it is experiencing a new season. All of the varieties of Moscadello – Tranquillo (Still), Frizzante (Sparkling), and Vendemmia Tardiva (Late Harvest) – are made from Moscato grapes.



## Brunello di Montalcino

**DOCG - Denominazione di Origine Controllata e Garantita**

**Production area:** Municipality of Montalcino

**Grape variety:** Sangiovese (known by the name Brunello in Montalcino)

**Maximum yield:** 8 tons per hectare

**Aging in wood (required):** 2 years in oak barrels

**Aging in bottle (required):** 4 months (6 months for Riserva wines)

**Bottling:** bottled exclusively where it is produced

**Introduced onto market:** January 1<sup>st</sup> of 5<sup>th</sup> year after harvest

(January 1<sup>st</sup> of the 6<sup>th</sup> year for Riserva wines)

**Packaging:** Brunello di Montalcino is sold only in Bordeaux-style bottles

## Rosso di Montalcino

**DOC - Denominazione di Origine Controllata**

**Production area:** Montalcino

**Grape variety:** Sangiovese (known by the name Brunello in this area)

**Maximum yield:** 9 tons per hectare

**Bottling:** bottled exclusively where it is produced

**Introduced onto market:** September 1<sup>st</sup> of year following harvest

**Packaging:** Rosso di Montalcino is sold only in Bordeaux-style bottles



**Two youths in wooden wine vat**

15th century  
(Civic and Diocesan Museum of Sacred Art, Montalcino)





## Moscadello di Montalcino

DOC - Denominazione di Origine Controllata

Production area: Montalcino

Grape variety: White Moscato or Muscat

Maximum yield: 10 tons per hectare for Tranquillo (Still) and Frizzante (Sparkling), 5 tons per hectare for Vendemmia Tardiva (Late Harvest)

Bottling: bottled exclusively where it is produced

Introduced onto market: January 1<sup>st</sup> of second year after harvest for the Vendemmia Tardiva

## Sant'Antimo

DOC - Denominazione di Origine Controllata

Production area: Montalcino (with the exception of a small area)

Grape varieties: all those recommended and authorized in the Province of Siena, with specific limits for types reporting the grape variety and for Vin Santo

Maximum yield: 9 tons per hectare for whites and for Sant'Antimo red, 8 tons per hectare for all red wines reporting grape variety

Bottling: must be bottled in the Province of Siena











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