

WINE ROUTES OF  
ITALY





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# WINE ROUTES OF ITALY



## THE HISTORY OF ITALY'S WINE CULTURE

Wine is considered one of the oldest beverages ever consumed by man; especially Italian wine that has a long history of tradition from north to south. The origins of wine in Italy are so ancient that they are known in both legends and fairy tales – and each territory has its own story.

The ancient name of the current Italian territory was *Enotria tellus*, land of wine. In Italy, and specifically in Sicily and Calabria, the vine began to conquer the Mediterranean and Europe, first spreading among the Sabine and Etruscan populations. Thanks to them, the cultivation of grapes expanded to the present Campania and the Po Valley.

With the conquest of large territories by the Romans, all of the Roman Empire became a vast wine-growing area, but with its fall and the barbaric invasions, viticulture suffered a sharp decline. In the late Middle Ages viticulture became the prerogative of the monasteries which, however, contributed towards the improvement of winemaking techniques.

Thanks to important work around the conservation of traditions, the great Lords managed to save and maintain some Italian primacy. Thanks to the opening of new maritime trade routes, the Renaissance was a very prosperous time for Italian wine and some of the most famous wineries were born that are still present today.

From 1970, began the great revival of Italian viticulture that continues to this day. In fact, in the last 45 years, Italian wines and viticulture have undergone several changes that have led to the new techniques in the cellar and of winemaking, and the modernization of viticulture, thus leading to a sensational improvement in the quality of wine spread in all Italian regions.



## GEOGRAPHY AND CLIMATE SHAPING ITALY'S WINE LANDSCAPE

Italy is by far the country with the largest and most diverse wine production in the world. The climatic conditions, the many vines, the geological features and the shape of the territory make the *Bel Paese* the ideal place for the production of quality wines, often of great value, with very diversified characteristics.

Italy's morphological and climatic characteristics have led to the cultivation of many types of vines. For a better understanding of the Italian landscape we invite you to know more about the country's regions and their wines.

When we talk about Italian wines in general the first mentioned are the red ones of Piedmont or Tuscany. At the level of white wines, in Italy there are products of absolute prestige such as the excellent wines of northern Italy, famous for their

minerality and freshness and the great whites of the south, full-bodied, alcoholic and structured. It is also worth mentioning the Italian production of classically made sparkling wines, which reached peaks of excellence in the areas of Franciacorta, Oltrepò Pavese, Trento and Alta Langa alongside sparkling wines that have been refermented in an autoclave: Asti and Prosecco. Finally, dessert wines merit to be mentioned: they are innumerable and of very high quality – especially those of the large islands, Sicily and Sardinia, and those from Friuli.





# A TOUR THROUGH ITALY'S WINE REGIONS

## AOSTA VALLEY

The region is characterized by the presence of numerous native vines. Among the white grapes we can find Prié Blanc and Petite Arvine, and among those with red berries Fumin, Petit Rouge, Prémessa, Vien de Nus, Mayolet and Cornalind.

The best-known Aosta Valley wine is Blanc de Morgex et de La Salle.

Despite its small size, Valdostana wine production has a remarkable variety and complexity.



## LIGURIA

In this region the cultivation of vines usually takes place on the hills of the immediate inlands, on narrow terraces that allow only manual cultivation operations. Mainly white grape varieties grow in Liguria and the most typical are Vermentino, Pigato (a clone of the Vermentino), Albarola, Bianchetta Genovese, Bosco and Rollo. Among the red berry varieties, a native vine can be found, Rossese, and other varieties, such as Dolcetto, with which Ormeasco, Granaccia, Ciliegiole and Sangiovese are made.



## PIEDMONT

The most cultivated grape varieties are definitely those with black berries – Nebbiolo, Barbera, Bonarda, Brachetto, Dolcetto, Freisa, Grignolino, Malvasia di Casorzo, Malvasia di Schierano, Pelaverga, Ruchè and Vespolina. Those made with white grapes are not to be overlooked, including Arneis, Cortese, Herbace, Favorita, Timorasso and the most important one: White Moscato.

Among the native vines are worth highlighting Erbaluce, which is used to produce sparkling and passive wines, and Arneis, from which you get two fine Piedmont wines: Roero Arneis DOCG (*Denominazione di Origine Controllata e Garantita*) and Langhe Arneis DOC (*Denominazione di Origine Controllata*).



## LOMBARDY (2)

Lombardy viticulture has always stood out for the extreme diversification of its production areas, taking advantages of distinct climatic and geographical conditions. In Valtellina, the main vine is Nebbiolo (also called Keaynasca). Other important native vines are Pignola, Rossola and Brugnola. In the Oltrepò Pavese, the most popular grape is Barbera, followed by Croatina, Bonarda and Uva Rara. Franciacorta, in the Lake Iseo area, is known for growing Pinot Noir, Pinot Blanc and Chardonnay vines. In the area of Garda and the Mantovani Hills, the Gropello, Barbera, Marzemino and Sangiovese vines are grown.



## TRENTINO SOUTH TYROL

The composition of the soils and the climate, characterized by strong temperature variations between day and night, give the wines particular freshness and minerality, as well as a remarkably rich aroma.

In this region the international vines are very widespread, alongside important native varieties that are increasingly valued: Lagrein, Marzemino, Teroldego, Schiava and Nosiola. The pink and yellow Moscato (Rosenmuskateller and Goldmuskateller) are also widespread.





## VENETO (5)

About 25% of Italian PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) wines come from Veneto. The most cultivated red grape variety is Merlot, while Glera and Garganega stand out among the white grapes.

Among the Designations of Origin wines, it is worth highlighting Bardolino Superior DOCG, Amarone DOCG, Lugana DOC, Soave DOC, Gambellara DOC, DOCG Moscato Fior d'Orange, DOCG of Prosecco (Conegliano Valdobbiadene Prosecco DOCG and Colli Asolani Prosecco DOCG) and Conegliano DOCG.



## FRIULI-VENEZIA GIULIA

This region, of ancient wine traditions, mainly concentrates on the production of white wines, with a reputation of the highest quality.

The rich heritage of the native grape varieties from the vines of Friuli-Venezia Giulia has been enriched over time with many international varieties, such as Chardonnay, Sauvignon, Merlot, Cabernet Franc and Pinot Noir. Tocai Friulano, Verduzzo Friulano, Picolit, Refosco dal Peduncolo Rosso, Schioppettino, Pignolo and Tazzelenghe are the native grapes of the region.



## EMILIA ROMAGNA

The two areas are distinguished by a different cuisine and

by the grapes that are grown – and so are the wines gained from them. Emilia is the undisputed home of the Lambruschi, sparkling red wines, while in Romagna the wine becomes mainly still and is produced with the grapes Sangiovese, Albana, Pignoletto.

The most popular white wines in this area are Ortugo, Malvasia of Candia Aromatica, Grechetto Gentile, Montù, Pagadebit, Trebbiano Romagnolo and Albana. Among red wines, Barbera, Croatina, Lambrusco – in its countless varieties –, Fortana and Sangiovese stand out.

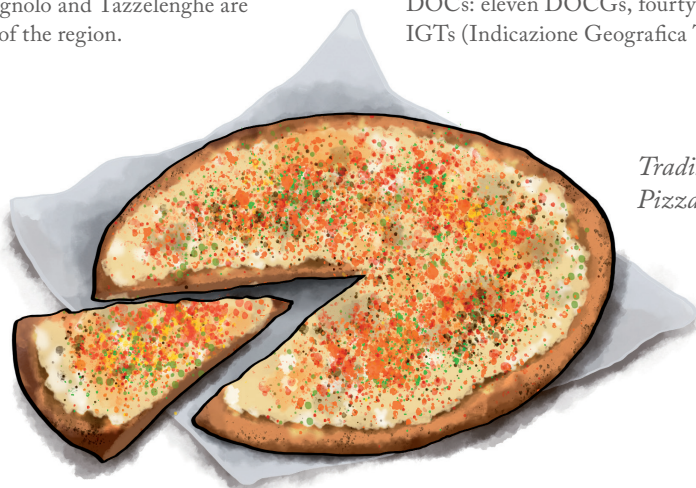


## TUSCANY (3)

Some of the most famous Italian wines in the world have been born in this area.

The main wines of Tuscany are Sangiovese, Carmignano, Brunello di Montalcino, Vino Nobile di Montepulciano and Vernaccia di San Gimignano.

Tuscany has a large number of DOCGs and DOCs: eleven DOCGs, forty DOCs and six IGTs (Indicazione Geografica Tipica).



*Traditional  
Pizza*



## UMBRIA

In Umbria there are both white and red grapes. Among the most popular white grape varieties are Verdello, Trebbiano Spoletino, Procanico, Drupeggio, Malvasia and Grechetto, while for the native red grapes there are Ciliegiole, Sangiovese and Sagrantino.

## ABRUZZO

The Abruzzo wine scene is characterized by the presence of both red and white native grape varieties. The most famous red berry is Montepulciano and among the white vineyards it is worth highlighting Passerina, Trebbiano d'Abruzzo, Cocciola and Pecorino.

## MARCHE (1)

Marche is one of the Italian regions most dedicated to the enhancement of native grapes, with undoubtedly positive results. Verdicchio stands out: a white grape capable of giving important structure to the wines that derive from it.

Pecorino and Passerina are also offering promising results. Trebbiano Toscano is as well cultivated much. The black grape varieties have also enjoyed considerable success, in particular Montepulciano (which is often blended with Sangiovese in wines), Lacrima di Morro d'Alba and Vernaccia Nera.

## MOLISE

The Trebbiano d'Abruzzo and Montepulciano vines are certainly the most popular, as well as the main ampelographic bases for the DOC Pentro d'Isernia and Biferno.

The native grape variety, Tintilia, a black grape, is cultivated throughout the region and vinified in red or rosé with the recognition of the DOC Tintilia del Molise.



## LAZIO

More than 60 vines are grown in the region, mainly white grapes such as Trebbiano and Malvasia di Candia.

For the production of red grapes, the most popular varieties belong to the Merlot, Sangiovese and Montepulciano cultivars, and also to native grapes such as Malvasia del Lazio and Bellone for whites, and Cesanese and Nero Buono for reds.



## CAMPANIA

The main red grape varieties of Campania are Aglianico, Aleatico, Barbera, Cabernet, Franc, Cabernet Sauvignon, Cesanese Comune, Ciliegiolo, Greco Nero, Malvasia Nera, Merlot, Montepulciano, Piediroso, Pinot Nero, Primitivo, Sangiovese, Sciascinoso and Uva of Troy.

Among the white grape varieties you can be offered Asprinio, Bellone, Biancolella, Bombino Bianco, Coda di Volpe, Falanghina, Fiano, Forastera, Greco Bianco, Malvasia Bianca, Malvasia di Candia, Montonico Bianco, Moscato Bianco, Pinot Bianco, Pinot Grigio, San Lunardo or Trebbiano Toscano.



## PUGLIA (4)

In the north of Puglia, in the Tavoliere area, the dominate vines are Bombino Bianco, Trebbiano, Sangiovese, Montepulciano and Bombino Nero. White grapes predominate in the center, including Verdeca and Bianco d'Alessano, and Uva di Troia plays a very important role. In the south, Primitivo and Negroamaro dominate over all the vines of Puglia.

Puglia is one of the major wine producing regions in Italy and particularly famous for the rosé wines.



## CALABRIA

There are numerous native vines, especially with black grapes (Gaglioppo, Magliocco Canino, Black Marseille, Nerello Mascalese, Prunesta).

Located in the northern part of the province of Crotone around the town of Cirò, is the home of the DOC Cirò, which is by far the most famous of Calabria; about 90% of Calabrian DOC wines come from Cirò.



## SICILY

In Sicily, the production of white wines is prevalent, but the production of red wines is also significant. Excellent *passito* wines are produced here.

The most significant among the native white grape varieties are Catarratto Bianco, Perricone, Inzolia, Grillo, Carricante, Grecanico Dorato, Zibibbo, Malvasia of Lipari, Minnella Bianca and Moscato Bianco. And among those with black grapes Nero d'Avola, Nerello Mascalese, Nerello Cappuccio, Frappato or Nocera cannot be missed.



## SARDINIA

The wine produced on this island, although not high in volume, is noteworthy due to the large presence of numerous native vines, which are often present only here. We find the following among the white grape vines: Malvasia di Sardegna, Nasco, Nuragus, Semidano, Torbato, Vermentino, Vernaccia di Oristano; and among the black grape varieties: Cannonau, Carignan.





# 1 STRADA DEL VERDICCHIO

*The Verdicchio wine route in Marche region includes two main areas: the territories called Castles of Jesi in the province of Ancona that surround the city of Jesi and the area of Matelica in the province of Macerata.*

## PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

The gastronomic specialties that can be paired with Verdicchio are many, including pizza with cheese, a leavened cake filled with cheese, and then calcioni, savoury ravioli of fresh pasta stuffed with pecorino cheese and eggs, but also meat, as quail with grapes.

## MUST-VISIT IN THE REGION

Starting from **Jesi** you can visit **Montecarotto**, **Serra San Quirico**, the city of stone, and from there you can explore the **Gola della Rossa** with its famous **Caves of Frasassi** and **Fabriano**, a UNESCO Creative City. Passing through **Cerreto d'Esi** you get to **Matelica** and then to **Staffolo** up to **Cupramontana** with the Wine Museum and **Castelbellino**.



*Savoury Ravioli*



## MAIN WINES

Verdicchio is a dry, harmonious, inimitable, delicate, legendary white wine.





## 2

## LOMBARDY – FRANCIACORTA

*This is a pleasant road to be savoured and enjoyed slowly. A route to discover the architecture and the wines of Franciacorta, a beautiful area suited to viticulture, stretching from Brescia all way to lake Iseo.*

### PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

Exclusive and refined, Franciacorta DOCG is unrivalled in accompanying any dish, from *hors d'oeuvre* to dessert. We invite you to try the local products from the zone's agrotourism: the Teleggio PDO cheese, extra virgin olive oil and Besclan Robiola.

### MUST-VISIT IN THE REGION

Besides to the monasteries, such as the **Convent of Annunciata in Rovato**, and the **Monastery of San Pietro in Lamosa**, near the **Torbiere del Sebino Natural Reserve**, the area is dotted with ancient medieval villages with towers and castles.

Every season is good to travel the **Franciacorta Wine Route**, where you can visit and experience its many wineries. In particular, the **Franciacorta Festival** which takes place in September, a weekend full of events related to eating and drinking well.



### MAIN WINES

The Franciacorta DOCG wine comes in different varieties: Satèn, Rosé, Millesimato, Riserva, Curtefranca DOC (white and red) and the Sebino IGT.



*Besclan Robiola*

3

## STRADA DEL VINO NOBILE DI MONTEPULCIANO E DEI SAPORI DELLA VALDICHIANA SENESE

*Strada del Vino Nobile di Montepulciano e dei Sapori della Valdichiana Senese is the association set up in 1998 to enhance and promote the beauty and the diversity of the Valdichiana Senese territory in the south of Tuscany.*

### PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

Valdichiana Senese has a wide basket of typical products famous all over the world. Starting with pici, handmade pasta with aglione (garlic sauce), going to chianina meat and Florentine steak and finishing with Pecorino cheese. A slice of toasted bread with extra virgin olive oil cannot be missed.

### MUST-VISIT IN THE REGION

- Wine tour of the historical cellars of **Montepulciano**.
- **Chianina Cattle tour**.
- Thermal experiences at **Terme di Chianciano**, **Fonteverde Terme** and **Terme di Montepulciano**.
- Discover the **Etruscan Civilization**.
- Cycle and walking paths.
- Discover the **Renaissance and Medieval hamlet of Valdichiana Senese**.
- Take a cinema tour in the most famous set of **new moon**, *Under The Tuscan Sun* and *Gladiator*.

### MAIN WINES

Vino Nobile di Montepulciano is one of the most prestigious wines in the world. It is the Sangiovese vine variety (known locally as the Prugnolo Gentile) that gives the wine its soul – a wine that, after two years aging in barrels, achieves a unique taste, with a strong territorial identity. Two other important DOC wines are Rosso di Montepulciano and Vin Santo di Montepulciano.



Pici





## 4

## PUGLIA – THE CASTEL DEL MONTE DOC WINE ROAD

*The Castel de Monte DOC Wine Road spreads all around the area of the famous UNESCO Heritage Site, the unique castle built by Frederick II, and hymn to the sun in central Puglia, at the heel of the Italian boot.*



*Burrata*

### PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

This route, partly washed by the sea, offers a series of products used all over Italy such as the burrata and extra virgin olive oil from trees older than a century.

### MUST-VISIT IN THE REGION

- **Castle del Monte.**
- **Alta Murgia National Park.**
- **Museum of the Sugar Plum** in Andria.
- **Romanesque Cathedrals** in Ruvo di Puglia, Andria and Trani.

### MAIN WINES

The Castel del Monte DOC wine is produced in three types: white, red and rosé, coming from the Pampanuto, Uva di Troia and Bombino Nero grapes, respectively.



## 5 VENETO

*From the mountains to the sea, from the lake to the plains, the itineraries of the taste of the Veneto wind between landscapes of rare beauty – in this setting are inserted the Roads of Wine and typical products, beautiful landscaped-environmental paths, cultural and recreational, perfectly signposted and along which you will find wineries and other gastronomic establishments, which will open their doors to welcome you warmly.*

### PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

Along the Wine Route of Veneto you can taste traditional Venetian dishes:

- Cold cuts and risotto con gli asparagi.
- Risotto all'Amarone.
- Bigoli con ragout di cortile.
- Risotto con gli asparagi Pearà.
- Bacalà alla Vicentina.
- Lake fish.
- Sardines in Saor as sweet as Pandoro.
- Brasadelo
- Zaletti.

### MUST-VISIT IN THE REGION

In addition to Verona, Vicenza, Treviso, Padua and Venice, you cannot miss:

- **San Giorgio Inganna**  
Armchairs in Valpolicella.
- **Castle of Soave.**
- **Palladian Villas** in Berici Hills.
- **Castles of Romeo and Juliet.**
- **Marostica and Bassano.**
- **Garden Monumentale di Valsanzibio**  
Villa Barbarico sui Colli Euganei.
- **Follina and its Abbey** in the area of Prosecco.
- **The beaches and coastline** in the area of Lido Pramaggiore.

### MAIN WINES

In Veneto you can taste sparkling wines, white wines, red wines and great sweet wines for dessert. Veneto has 14 DOCG, 28 DOC and 10 IGT. Among the wines produced in the region there are famous names worldwide, such as Amarone, Soave and Prosecco.



*Risotto all'Amarone*



## 6

## TERRE DERTHONA

*The Terre Derthona route includes about 50 municipalities located in the area surrounding the city of Tortona in the Province of Alessandria. The route begins from the Po river and arrives to the Apennine Mountains unfolding itself through suggestive hills. Its strategic position allows you to reach the renowned destination within one hour, as well as international hubs such as Milan, the regal Turin and the Marine Republic of Genova.*

### PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

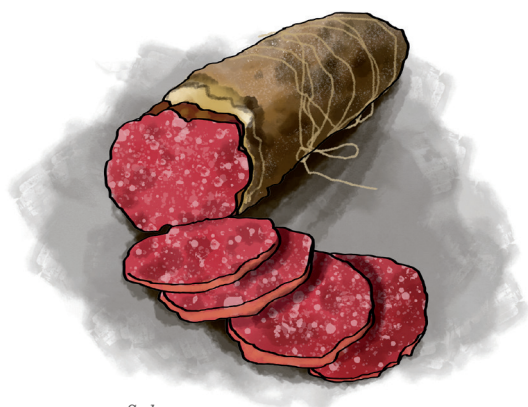
Montebore, the rare cheese chosen by Leonardo da Vinci.

Salame Nobile del Giarolo is prepared following only traditional practices.

Volpedo peaches, renowned for their perfect balance of sweet and tart, fragrant aroma and buttery flesh.

### MUST-VISIT IN THE REGION

- Cycle up to **Castellania**, birthplace of the cycling legend Fausto Coppi.
- Witness firsthand the landscapes that inspired the visionary Divisionist painter Pellizza da Volpedo, surrounding his house. From here you walk along **St. Michael's Way**, the European Pilgrimage linking Scotia with Jerusalem.
- Above all, explore running, walking or cycling the rolling hills and vineyards, savouring and tasting niche and surprising wines of this land.



Salame

### MAIN WINES

The most important wines in this region are the white Derthona and the red Barbera. Derthona is made using Timorasso grapes, an ancient varietal brought back by skillful hands and vision of Mr. Walter Massa.

With aging, the mineral and hydrocarbon notes, which are similar to those of a Riesling, become more distinct and defined. The mouthfeel has body and structure and a good balance between soft and hard sensations.

The Designation of Origin is called DOC Colli Tortonesi. A white wine that can age all too well.





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