



PRESS RELEASE

The first edition of BOLGHERI DIVINO celebrates a unique and cohesive wine territory in the pursuit of Excellence

Bolgheri (LI), Friday September 3 – On Saturday September 4, 2021, in the cradle of the greatest Italian wines, the **1st edition of Bolgheri DiVino** takes shape; an undertaking of the producers of **the Consortium of Bolgheri and Bolgheri Sassicaia DOC** that will tell the story of a unique territory and its excellent wines. The event – one of its kind in Italy and on the international scene – brings together for the first time ALL of the producers associated with the DOC.

Bolgheri DiVino is - in 3 central moments - the story of Wine, Territory and Nature that aspires to become, in the future, a reference occasion for lovers of Fine Wines of this corner of the Tuscan coast.

In the morning, for invited Italian and international wine press, an **en primeur tasting of the Bolgheri Superiore DOC 2019** will be held at the Castello Della Gherardesca in Castagneto Carducci. This notable tasting anticipates by nearly 4 months the date of release to the market creating an absolutely unique anteprima of the wines.

Throughout the day - distributed throughout the territory and hosted in 7 prestigious locations - there will then be a **"Widespread Tasting" for the guests in which it will be possible to test the wines of the 65 Wineries aligned with the Consortium** of the Bolgheri DOC, with a particular focus on the debut of the 2020 vintage of Bolgheri Rosso DOC, presented in anteprima. A very special occasion for guests to explore and discover the territory and its magnificent views, tree-lined avenues, vineyards, beaches and beautiful estates.

The day will close with what many already call **"The Event" in the world of Italian Wine: none other than a spectacular Dinner on Viale dei Cipressi – an icon of the Bolgheri landscape – where almost 1000 guests will sit at a single, dreamlike, imperial table of almost 1 km in length**, surrounded by the cypresses sung by Carducci.

The inaugural edition of this dinner in 2019 left everyone enchanted and thus the will to repeat it today, of course in full and strict compliance with the anti-CoVid regulations.

The wines of Bolgheri DOC

Both the 2019 vintage for the preview of the Bolgheri Superiore, and the 2020 vintage for the debut of Bolgheri Rosso, are two extremely interesting years, capable of producing balanced wines with great character and with a clear Bolgheri identity, offering great potential for aging.



The 2021 harvest, which is now coming to life, carries on the positive trend of recent years. The summer was dry but without excessive heat peaks and thanks to the deep soils of Bolgheri, which allow the roots to reach water, and the low temperatures during the night, it was possible to maintain the right balance in ripening, laying the foundations for another excellent vintage.

Albiera Antinori, president of the Consortium declares: *“We are very happy to be able to realize for the first time this day in Bolgheri, which in addition to the quality of our wines synthesizes the cohesion and unity of intent amongst the producers. In fact, among the various moments, all of the wineries of the Consortium will attend the event, in a team spirit that has led this small territory to excel globally together with the most important winemaking territories of the world.”*

The Consorzio DOC Bolgheri and DOC Bolgheri Sassicaia

The Consortium for the Protection of Bolgheri DOC and Bolgheri Sassicaia DOC wines is the officially recognized by the Ministry of Agricultural, Food, Forestry and Tourism Policies as the only body responsible for the Promotion, Protection and Management of the two denominations concerned. The Consortium was founded in January 1995 a few months after the birth of the red wine denomination at the end of 1994. In 2014 the Consortium obtained the highest-level recognition from the Ministry, receiving the task of operating erga omnes. To date, as of 2021, the Consortium is made up of 65 producers whose vineyards represent over 98% of the total land. Almost all the companies in the area carry out all the production phases, from the vineyard to bottling.

In the 2020 calendar year the bottled production reached 6,533,359. Although the territory is very small, the producers have been able to make the most of the many facets of the territory and in a few years the wines of Bolgheri have become the most prized and appreciated by critics and the global market.

The average age of the vineyards in this territory is also almost 16 years, a sign that as a whole the territory has just entered its maturity and that the average quality of production in the coming years will continue to rise.

In terms of product, Bolgheri is by far the denomination with the highest average value in Italy. Confirmation of the success of these wines at a global level is also attested by the index of the global wine market, Liv-Ex. In 2020, in fact, among the 10 most traded references in terms of global wine trade, 3 are from Bolgheri, thus making it the most represented wine area in the world.

Bolgheri DiVino Partners 2021

This important day for the territory will see the joint patronage of both the **Ministry of Agriculture and Tourism**, as well as the **Region of Tuscany, the Province of Livorno and the Municipality of Castagneto Carducci**. **The sole sponsor of the event, chosen by the Consortium, is UniCredit**, which more than any other reality has strongly demonstrated its belief in the potential and value of this territory.





Andrea Burchi, Regional Manager Centro Nord UniCredit, states: *"There are different ways of banking. Ours goes beyond just financial support and focuses on the concrete proximity to the territories to support their growth and enhancement. This is why UniCredit wanted to support the Bolgheri DiVino 2021 initiative. An event that celebrates the perfect union between commitment and passion for quality wine production, culture and identity of the territory. And that constitutes a precious networking opportunity, focused on keeping the spotlight on one of the main sectors of Made in Italy excellence: wine. UniCredit recognizes the incredible potential and is dedicated to offering their support throughout the entire wine producing process. This dedication on behalf of the bank goes to supporting the economy by creating, sustaining and protecting this unique sense of value."*

An extraordinary Team, behind an extraordinary Event.

The organization and management of the event are entrusted to **Scaramuzzi Team**, which supported the Consortium in 2019 on occasion of the dinner celebrating the 25th anniversary of the DOC. The realization of the Dinner menu will again be entrusted to Guido **Guidi** of Florence.

Particular attention will of course be given to the service and presentation of the wines, the absolute protagonists of the day. Both the two dedicated tastings as well as the gala dinner will be curated by professional sommeliers. The *en primeur* at the Castle will be overseen by **FISAR Toscana**, the tasting spread over the Bolgheri territory by **FIS Toscana** and the Dinner service on the Viale dei Cirpessi by **AIS Toscana**.

The entire event takes place in respect to the current regulations in terms of health and safety which the organization has worked constantly to ensure, including tedious documentation and certificates on behalf of both Italian and foreign guests.

In light of the current situation, the event is not open to the public and takes place exclusively by invitation and in strict compliance with the requirements of the law.

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