



CLASSICO BERARDENGA

VITICOLTORI DI CASTELNUOVO

Press Release

Classico Berardenga Estate CRUs Characterization Project

With the 2018 harvest, the winegrowers belonging to the Classico Berardenga Association launched the Estate CRUs Characterization Project, an important and effective tool to safeguard the quality and traits of the wines, in addition to promoting and developing the area.

The project is a multidisciplinary study aimed at deepening knowledge about the vineyards and wines in the Chianti Classico production zone within the Municipality of Castelnuovo Berardenga. The research will be conducted for three years into the vineyards belonging to the wineries, focusing on the best individual areas chosen by each winery.

The study calls for geological, soil, climatic, agronomical and oenological surveys to understand the interaction between the main factors that lead to the shaping of characteristics in Sangiovese-led wines, which is the main exponent of this land's geological diversity and the principal grape for the entire appellation.

Promoted and coordinated on behalf of the association, the study is being conducted by AGER Agricoltura e Ricerca, a company at the forefront of research in the agricultural sector. This collaboration enables the winegrowers of Classico Berardenga to use innovative computer tools to study and understand a land in terms of precision viticulture and zonation.

The participating wineries are already seeing the advantages and soon they will be able to use another tool that will allow them to make the best choices in the vineyard and in the cellar, thereby improving the quality of their wine production as an expression of the terroir.

The project's final results will lead to the definition of a shared identity among the participating wineries through a coordinated strategy aimed at strengthening the bond between Castelnuovo Berardenga and the area's Chianti Classico.

The Estate CRUs Characterization Project is a new step for the Chianti Classico appellation, which will contribute towards new growth strategies, encouraging the publication of this type of research from the point of view of defining and promoting territories in their entirety.



Classico Berardenga - Viticoltori di Castelnuovo

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