



## The Chianti Classico farming and food district: Italy's biggest wine and olive oil "enterprise"

**With more than 500 million euro in revenue, the Chianti Classico farming and food district is the most profitable Italian "terroir". Wine, olive oil and tourism are the main sources of income in a virtuous system that provides employment while respecting and valorizing one of Italy's premier landscapes.**

Revenue calculable as more than 500 million euro, covering bottled wine output worth 360 million euro (Chianti Classico and IGT), olive and olive oil production worth 15 million euro, other crops worth 50 million euro, plus farm holiday concerns and collateral businesses pulling in 100 million euro: these are the record-setting figures for the Chianti Classico farming and food district, the most profitable Italian "terroir". A huge "enterprise" in which wine, olive oil and tourism are the main sources of income and which will be on exhibit at the upcoming edition of the "**Chianti Classico Collection**" – a wine press and trade event – being held at the **Stazione Leopolda in Florence on February 17 and 18**, confirming wine as its leading product but also counting on the excellence of its oil and high-level tourism in a virtuous and necessarily unitary synergy.

Chianti Classico is a solid farming and food district – covering 175,000 acres, 18,000 of which are Chianti Classico vineyards, and 25,000 devoted to olive growing, for a total of 1,200,000 plants – one of the most important European examples of concentrated production in which converge a multiplicity of factors, historical heritages, cultural tensions and quality businesses. In the past twenty-five years Chianti Classico has achieved a success with few equivalents in Italy and in Europe. A quick and unexpectedly extensive rise, thanks in part to its ability to interpret the deepest cultural trends in contemporary society, satisfying the consumer's least banal orientations. A success also largely based on the world wine-market renown of Chianti Classico, the product that best embodies the territory's history, culture and social identity. And the strategy of Chianti Classico winemakers has been to constantly improve wine quality and above all promote the product as a direct expression of the environmental, artistic and cultural quality of the territory, the latter a competitive advantage decisive in repositioning Chianti Classico in the highest and most demanding market ranges. "Building up a farming and food district is a decision," explains **Marco Pallanti, president of the Chianti Classico Wine Consortium**, "that for Italy, and in particular for Chianti Classico, obliges companies to work as a team, valorizes these enterprises and guarantees better environmental protection, becoming the pivot of a new strategy meeting the future's tougher and tougher challenges".

Thanks to wine the Chianti Classico economy has experienced practically unprecedented growth, above all for a special trait: it is based on valorizing agricultural and environmental resources that not too long ago were synonyms for backwardness and poverty. Quality farm produce and a beautiful countryside were able to become a powerful economic engine, converting what until the mid-80s were considered marginal resources into a host of closely linked growth factors. It's enough to realize that wine and the landscape triggered an important tourist inflow (the hills between Siena and Florence are venues of choice for choice for farm holidays and wine & food tourism) that in turn stimulated myriad collateral businesses, beginning with handicrafts.



However, to this central element must be added, on the one hand, the pre-existence of a set of enterprises able to activate human and financial resources and, on the other, the presence of a managerial mentality concentrated in a circumscribed territory. The district isn't simply a label but the fulcrum of institutional and productive integration based on complementarity and cooperation and aimed at consolidating and developing the finest features of an entire territory.

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