



www.chianticlassico.com

The new Gallo Nero portal introduces itself to consortium members

To preserve a territory, its history and most universally known product you have to utilize the modern media able to present it best to an increasingly competitive global market.

Starting from this premise the Chianti Classico Wine Consortium revamped its web space, transforming it from a showcase site to a multipurpose portal at the service of the millions of visitors that have consulted the consortium's site to date.

chianticlassico.com will be presented on Friday, July 18 to consortium members at consortium headquarters in Sant' Andrea in Percussina.

“The new portal won't be just a dynamic and up-to-date window on Chianti Classic viewable throughout the world but also a valuable tool for consortium members”, states Marco Pallanti, president of the Chianti Classico Wine Consortium. “A tool through which to communicate, publicize, simplify bureaucratic procedures, have timelier information and in general be able to count on constant updating, 24 hours a day”.

In fact, one whole section of the site is devoted to consortium members, who can also manage and independently feed the advertising pages dedicated to wineries.

The structure of the new Gallo Nero website is divided into two main macro-sections: one more “static”, where you can find across-the-board information and material on the “Classico” world, and another in constant movement, hosting the new Chianti Classico Magazine, now a weekly rather than a monthly and featuring daily “newsflashes”.

“We now live in a world where information is even faster and more intense and where the privilege of continual updating with *online news* makes web communication a must”, says Silvia Fiorentini, marketing and communication manager for the Chianti Classico Wine Consortium and editorial director of the newborn portal, commenting on the consortium's decision to place even heavier bets on the virtual Black Rooster world.

Underscoring this decision is the space that the magazine will have inside the portal: the more than 40 issues of the Gallo Nero weekly will segue one another during the year in the central part of the homepage, serving as a source of ever timelier updates and in-depth looks at Chianti Classico and its territory, with an eye on the Italian and international wine scenario.

Outside the magazine area are the other parts of the portal. The menu bar in the upper part of the page will access the *Consortium, Laboratory, Foundation, FAQ, Press, Members* and *Contacts* sections. On the left is a vertical bar for the sections regarding everything that rotates around the Black Rooster world, such as *Search the Bottle*, the corner of the site devoted to traceability where you can find out all the characteristics of the Chianti Classic bottle you're looking at just by keying in the serial number on its neckband.

The new portal is ready to welcome its many types of visitors with a broad and flexible format designed to offer more generalized info on the Chianti Classico world to wine connoisseurs and the less expert, timely news and data for those in the trade and useful services for consortium members.

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