

### ***Classico is: Chianti Classico to suit all tastes***

**Winery visits for tourists, guided tastings for wine-lovers, happy hours and concerts for the younger set. From May 30 to June 6 “Classico is” will be on stage, full of events bearing the emblem of the great Tuscan wine.**

Guided tours and theme itineraries for wine tourists, exclusive tastings hosted by famous wine writers for wine-lovers, happy hours in wine shops and concerts for younger people: on stage from May 30 to June 6 will be the first edition of “**Classico is**” ([www.classico-e.it](http://www.classico-e.it)) the event promoted by the **Chianti Classico Wine Consortium** that reveals the many spirits of a territory among the best-known and most fascinating in the world. A very rich calendar of events ranging from art to cooking, history to music, all under the banner of the great Tuscan red.

At “Classico is” you’ll find a Chianti for every taste: during it more than 100 wineries will be opening their doors to tourists, offering guided tours and tastings. Plus theme excursions with expert guides accompanying small groups of people in exploration of the lesser-known aspects of the territory, with tours of historic Chianti wineries, the estates of the great noble families, the smaller vintners and those wedding wine to contemporary art (for bookings and info: Agenzia Esperienze Culturali, [www.sienaholiday.com](http://www.sienaholiday.com)).

For wine-lovers there will be tastings guided by famous Italian wine journalists devoted to Chianti Classico and its many particularities, seen through time’s passage or territorial variety; at the Wine Museum in Greve in Chianti, Gianni Fabrizio (*Gambero Rosso*), Ernesto Gentili (*I Vini d’Italia – L’Espresso*), Daniel Thomases (*I Vini di Veronelli*) and Eleanora Guerini (*Gambero Rosso*) will be guiding wine experts and aficionados in a fascinating journey through great vintages and lesser-known labels.

“Classico is” also has attractions for the younger set, who throughout it can enjoy Chianti Classico happy hours, with free wine tastings at selected wine shops and wine bars. As well as a great concert by Paolo Fresu, a big name on the international jazz scene, who will be performing with his quartet on June 4 in Castellina in Chianti. And there will also be concerts of classical music and by up-and-coming groups like the Jelly Roll Tuba Band.

Gourmets won’t want to miss the menus offered by “Classical Dining”: the finest restaurants in the territory will be preparing special meals for the occasion, with each course accompanied by a different Chianti Classico wine.

And there will be two important conferences of historical and cultural interest; the first devoted to Bettino Ricasoli, to be held June 5 at the Castello di Brolio in tribute to one of the most important personages in Italian and Chianti history on the two hundredth anniversary of his birth. On July 4, at the Centro Ippico Toscano in Florence, there will be discussion of the results of an important study of the benefits of DOP olive oil in an athlete’s diet; the study was conducted by the Chianti Classico DOP Olive Oil Consortium in collaboration with the Sports Medicine School of Florence University.

It has been possible to create *Classico is* thanks in part to funds from the Italian Farming, Food and Forestry Ministry and the Banca Cassa di Risparmio di Firenze, and to collaboration from the Wine Tourism Movement and the Castellina in Chianti Grape-Growers and Vintners Association.

Press Office  
Chianti Classico Wine Consortium  
[stampa@chianticlassico.com](mailto:stampa@chianticlassico.com)  
Tel. +39 055 8228525/22