



**Press release**

## ***Signed the decree approving the modifications to the Valdarno di Sopra specification a D.O. based on territorial vocation, organic and quality***

Published in the Gazzetta Ufficiale of July 10 2024, with effect from July 11 2024, the Decree approving the amendments to the specification for the D.O. Valdarno di Sopra. A very long and hard process, the one that led to the approval of the modifications to the specification of the Valdarno di Sopra D.O.. *"Five years spent in confrontation and deepening, at times frustrating. We have achieved very important results thanks to an extremely cohesive member's group and a territory that has supported our project, both of which have sustained us in our planning and transmitted determination. Today, finally, our wine makers can count on more solid foundations of identity and quality"* as stated by Director Ettore Ciancico. These are the main highlights of the changes made:

The production area was extended to the Florentine part of Valdarno di Sopra with the parallel abolition of the sub-areas, thus bringing back to unity a territory that is historically, naturally and ampelographically united, as, moreover, stated in the Bando of Cosimo III de' Medici of 1716.

The decision to be a territorial and single-vineyard appellation has been reinforced, with the inclusion of several indigenous grape varieties, thus emphasising the link with the territory, its history, its traditional farming and human professionalism.

Finally, the process of greater characterisation and qualitative growth of wines with the mention 'vigna' has begun, providing the same analytical values for these as for 'riserva' wines.

We believe that the future must be based on the quality found in the best vineyards, due to their soil composition, positions, grape varieties present and training methods. The most valuable vineyards that are registered and controlled, as required by the rules, and that produce wines that only at the end of the cellar processes, which are also controlled and certified, can bear in the label the term 'vigna' and thus be at the top of the quality pyramid of the D.O. .

The approval of these changes, however, represents only the first step in the special characterisation of 'vigna' wines that the Consorzio intends to resolutely pursue with the further amendments requests already submitted to the Ministry, following a process already present in other European countries.

President Luca Sanjust remarked 'Ours is a story of a small D.O. that starts in 1716. Today we are very satisfied to have proposed, consistently with our roots, as the top of the quality pyramid of the Denomination the wines that are born in the best vineyards. We believe that this is the right way to strengthen the link with the territory. It is a very significant paradigm shift of which we are extremely proud, one that enhances territoriality over other production characterisation choices.'

Why the finest wines come from the best soils with the best vineyards.

July 11, 2024