



Wine Tourism in Chianti Classico: How the Consorzio Supports Local Wineries

A case study - Castello d'Albola

Vinexpo, Bordeaux, June 19th 2013



Michele Zonin

*Casa Vinicola Zonin VicePresident
Chianti Classico Consortium Board Member
Chianti Classico Co. President*

Wine Tourism in Italy

Source: ISNART

- ➔ General increase: + 4,2% in 2012
- ➔ International tourists come to Italy for food and wine (6,9%)
- ➔ Wine tourists are “repeaters” (44,5%) and fond of “word of mouth” (31,5%)
- ➔ Holiday is an opportunity to taste local food and wine (40%)



Wine Tourism now is an olistic experience, which transversally includes transports, accomodations, restaurants, leisure time activities, etc.

Commitment is required for all the suppliers, not only the Wineries!

Chianti Classico – Wine Tourism Trends

The wine area is considered as one of the most **prestigious** in Italy

A lot of **international** tourists (from Usa, Uk , Netherland, France, Japan)

Shorter but more **frequent** stays

Increasing request for **taylor made services**

Growing importance of **Word of Mouth** and **On Line Brand Reputation**

Great **web development** and fundamental role of a web strategy



Chianti Classico Wine Consortium

The institution

With more than 600 members, the Chianti Classico Wine Consortium now represents 95% of the entire denomination and has an up-to-date, well-structured and professional organization in charge of the mission for which it was created: **protecting and valorizing** Chianti Classico wine and its trademark.



It is fundamental in **supporting wine tourism at local wineries**



Chianti Classico — what we offer

Corporate social responsibility: all our activities are linked to the preservation of our territory understood as the macro meaning of community - territory, environment and society. **Wine tourists appreciate it!**



Chianti Classico – what we offer

New Gallo Nero (Black Rooster) trademark:

Reinvigorated and modernized, the restyling of the Black Rooster, one of the most famous logos of all both for Italian wine and for “made in Italy” in general, authored by the renowned Italian studio for strategic design, Robilant & Associati, is one of the major features of the “**Chianti Classico Revolution**”, the revision of the appellation sought by the Consortium as part of an overall project of **higher quality, greater competitiveness and new attention to trade, press and tourists incoming.**



Chianti Classico – what we offer

The Birth of Chianti Classico Co.



CHIANTI CLASSICO

THE COMPANY

For the first time in the history of tutelary consortiums a producers' association has set up an external organization working to valorize and promote a denomination: the Chianti Classico Co. will be the authentic armed branch of the marketing area, focusing on enhancing **brand reputation, merchandising and incoming.**

CASA VINICOLA ZONIN

VINTEERS SINCE 1871

Chianti Classico – what we offer

Our Merchandising aims to raise “Chianti Classico” brand awareness among wine tourists



About **80%** of Chianti Classico’s merchandising customers are wine tourists and most of them are **international** ones.

2010-2012: more than 100,000 items with the Chianti Classico logo sold.

Example: Americans usually have a strong passion for cycling and when they visit Chianti Classico they often buy our bike clothes with Black Rooster logo.

Chianti Classico – what we offer

Chianti Classico Academy : located in the beautiful 18th century Convent of Santa Maria al Prato at Radda in Chianti, it's a **new cultural hub** for the wine education of beginners, connoisseurs and experts. Conviviality, fun and the chance to share impressions with other wine-lovers make it **perfect for tourists visiting Chianti Classico**, wishing to quickly increase their wine knowledge.



CASA VINICOLA ZONIN

VINTEGERS SINCE 1871

Chianti Classico – what we offer

We integrate with other production chains: food, art and crafts

The Chianti Classico

Experience:

10 days of wine & food events, seminars, tastings, excursions and games to get acquainted with Chianti Classico producers and our beautiful territory!



Increasing number of wine tourists attending it:

2010 → 2000

2011 → 3500

2012 → 5000

2013 → 8000



CASA VINICOLA ZONIN

VINICOLA SINCE 1871



**CASTELLO
D'ALBOLA**

RADDA IN CHIANTI

**CASTELLO
D'ALBOLA**



Casa Vinicola Zonin: who we are

With strong ties to the land for the past seven generations, the Zonin family heads the largest family-owned grape growing and winemaking company in Italy and one of the most important wineries in Europe.

Casa Vinicola Zonin is the core and support of its Estates, like Castello d'Albola in Chianti Classico



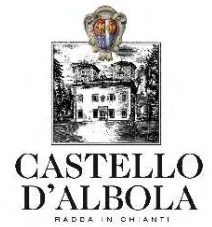
Casa Vinicola Zonin: our philosophy

We want to underline each **Estate's relationship with its historical, cultural and human patrimony** unique to the area



A priority for Casa Vinicola Zonin is **wine tourism**. Each Company's Estate constantly improves its hospitality services, winning a growing number of Italian and International wine lovers, in search of new terroirs, flavors and authentic traditions. The latest figures have pointed out, that wine tourism is strongly increasing.. Zonin's Estates confirm the trend, reaching a total of **100,000 visitors per year**. **Castello d'Albola**, had in 2012 vs 2011 15% more visits (**20.000**) with a growing number of French, American, German, British and Brazilian tourists.

Zonin Family Estate Brands.



An incomparable landscape, traces of history and culture going back to the Middle Ages, villas and castles of exceptional beauty, hills crisscrossed by vineyards and wines of extraordinary fine quality.

Castello d'Albola, erected in the 15th century by the noble family of the Acciaioli and transformed in the Renaissance into a splendid villa, is situated in this fortunate zone.



Our Wine Tourists

- ▶ A big number of “repeaters”
- ▶ High income and high cultural level
- ▶ Adults (around 60) with their families
- ▶ Search for relax, Italian culture and Italian lifestyle
- ▶ Strong passion for wine



They're acquainted with Chianti Classico Consortium activities!

Zonin Family Estate Brands.

What we offer.....

Enchanting accomodations properly promoted in the most exclusive guides and by Consortium



CASTELLO
D'ALBOLA
RADDA IN CHIANTI



Zonin Family Estate Brands.

What we offer.....



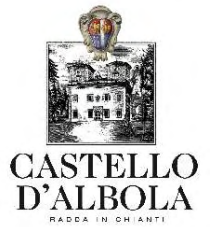
Lunches with local food and lessons on food and wine pairings, supported by Consortium

In depth introduction to Chianti Classico wines and tastings guided by our winemaker, where he teaches the tools and sensitivities required for appreciating wine knowledgeably, according to Chianti Classico Academy's methods: wine geography, terroirs, grape varieties and tasting techniques.



Zonin Family Estate Brands.

What we offer.....



Events and parties in the castle, often promoted during the Chianti Classico Experience

Art exhibitions and seminars programs in the winery in network with other Consortium's producers





Grazie!!!