



IX Selection of Tuscan Wines: 70% of the brands passes the selection

37,5 % special mentions. Among the provinces Prato is the most "Pink", Livorno the most "Young"

On November 21st 2010 the IX edition of the *Selection of Tuscan Wines* has come to the end by stating once more the success of the regional wine sector. Among the 1364 competing labels, 960 have passed the severe selection of the 77 international jurors, i.e. 70,3% of the participants according to the here applied method (*Union International des Oenologues*), or for better understanding, 3,3% more participants according to the past edition (2008), when only 67% of the presented wines had passed the selection. Regarding the 960 wines that have been included in the catalogue "*IX Selection of Tuscan Wines*" 37,5% (360) of them has been awarded with a prestigious special mention of the jurors since they reached or even exceeded the 85 points score: +15,5% according to 2008.

After the extremely positive evaluation of the Board of Jurors from the oenology guide of the Italian magazine "L'Espresso" "I vini d'Italia 2011" (41 wines being mentioned, 6 of which with three stars out of 14) and 23 wines being awarded with the prestigious 'three glasses', the highest evaluation score of the Gambero rosso, and by Slow food, Tuscan oenology has won another important prize.

After this event where the 77 members of the examining board, divided into 11 committees composed by oenologists, sommeliers and journalist had to express their opinion, the promotional tour will now start, where the 960 selected labels are the sole protagonists. First event: Florence, from November 25th to 26th the first *Buy Wine* edition will take place. It is an international workshop dedicated only to the wines of the *IX Selection*. The *Italian Wine Week* will then take place in New York, while another workshop dedicated to the *Selection* will then occur in London. Here we can see a summary of the results:

THE PROVINCES - Once again the winners of the *Selection* are not only the historical Tuscan wine provinces as Florence and Siena (respectively 68, 0% and 75,5% of the selected wines) but also the ones that have converted to this production just in the last few years. The percentages according to the companies of Florence and Siena that have passed the exam are respectively 83,4% and 90,7% but the other provinces have got important results too, i.e. Prato (76,9% and 72,7% of the selected wines); Pisa (93,1%; 64%); Livorno (91,1%; 76,9%); Grosseto (89,5%; 71,3%); Arezzo (86,8%; 64,5%); Lucca (83,3%; 55,4%) followed by Pistoia and Massa-Carrara that got very good scores although they presented a more limited number of companies to the contest.

THE CATEGORIES - By having a look at the categories 11 on 19 have exceeded the goal of 72% of wines being selected (8 among them over 80%). 37,5% of the selected wines (360) has indeed reached or exceeded the score of 85 points that was necessary for the "special mention" of the Jury.

The best performances have been noticed among the *Allochthonous IGP Red Wines(2009/2008 Harvest)* with 89,6% of the wines being selected - 42,3% of



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which being awarded with the special mention -, followed by *DOP and IGO Straw wines* - 87,5% selected with 66,7% special mentions - and by *DOP Reserve Red Wines*: 86,2% selected with 46,7% special mentions. At the fourth place the *Allochthonous IGP Red Wines (2007 and former Harvests)*: 84,4% were selected and 55,6% scored 85 points or more.

TYOLOGIES - If we have a look at the typologies, *Straw Wines* are leading with 87,5% of the labels being selected and 58,3% special mentions. Following wines in the classification according to typologies: *Red Wines* (74,1%; 27,7%); *White Wines* (46,9%; 13%) and *Rosés* (34,8% selected).

According to the “designations”, *DOCG Wines* lead the chart with 71,6% of selected and 25,9% of “specially mentioned” wines. Following designations in the list: *DOC* (69,2%; 24,5%) and *IGT Wines*(67,5%; 27,8%).

WOMEN’S AND YOUNG PEOPLE’S WINES - In the first of the two here mentioned particular categories (not included in the contest but still awarding the producers’ passion and the attention) we find 217 selected wines and 103 companies, while among the young people’s wines 152 labels and 75 companies have been awarded. A curious detail: the province of Prato is the most “Pink” with 60% of the companies of the area being run by women, while the “youngest” province is the one of Livorno (21,9%).

PARTICIPATION: MORE WINES AND COMPANIES - 467 participating companies with 1364 wines. Respectively 3,3% and 13% more than the last 2008 edition. This is first of all a reward for the wine producing Tuscany that accepts this contest with more and more enthusiasm, and this is stated by the increasing growth of the participants from edition to edition: 317 wines in 1989, 1206 in 2008 and finally 1364 this year.

EDITION FULL OF INNOVATION - There were many new features in the 2010 edition of the *Selection*, both according to the categories and to the commissions. The greatest news in this 2010 contest edition is the introduction of **two new categories** (n.10 and n.12) exclusively dedicated to the **DOP Red Wines** that will be sold from January 1st 2011. These two new categories will enable Toscana Promozione to promote next year wines that have just entered the market by creating the already existing actions and events in an even more effective way. In order to better face the high number of participants, the **Boards of Jurors** have incremented their number too by becoming **11 instead of 10**. They were composed by 7 members: 5 oenologists, 1 sommelier and 1 journalist (there were jurors-journalists coming from several countries of the world, among which United States, Great Britain, South Chorea, Japan and Belgium).

OUR GOAL IS PROMOTION - The goal of this important Tuscan contest having achieved its eight edition is quite ambitious: to select the best Tuscan wines in order to create a real bouquet of excellence that should be employed during promotion activities in order to develop new contacts with operators from specialised chains, Great Organised Distribution (GOD) buyers and representatives of the so called HoReCa (Hotel, Restaurant, Café) sector. This is an action made to provide a new impulse to Tuscan oenology facing the International markets. The following “promotional tour” agenda is already full of important dates for the wines having passed the Jurors exam of the IX edition. First step: Florence and *Buy Wine*, a work shop dedicated to the



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selected wines only. Then New York and London will follow with their events. For 2011 the following actions are already on the list: Prowein in Düsseldorf, the London International Wine and Spirits Fair, Vinitaly of Verona and Vinexpo in Bordeaux. Stops in Shanghai, India and other countries will be also part of the strategy.

A WEB SITE AND AN ON LINE CATALOGUE - From the past 2008 edition the Selection of Tuscan Wines has implemented the own communication tools. The already fully appreciated printed guide is still available but a CD and an on line catalogue pointing out the awarded wines complete the information strategy. The IX edition on line catalogue will be available from January 10th, i.e. when the wines belonging to the new contest categories (dedicated to labels that are not already for sale) will join the list. Indeed the new contest site has been available on line since September: www.selezionedeiviniditoscana.it.

THE SELECTION AND ITS HISTORY - Started in 1989 as initiative to support the regional wine production, the Selection of Tuscan Wines is an oenology contest authorised by the Italian Ministry of Agricultural Policies that is organised every two years by Toscana Promozione together with the Enoteca Italiana of Siena, the Associazione Enologi Enotecnici Italiani (Association of Italian Oenologists and Oenotechnicians), the Provinces, the consortiums for the protection of the specific products, the Chambers of Commerce and the Italian Trade Commission.

The *Selection* has mainly two goals: to point out the best regional wine production (in order to use it for promotion activities in Italy and abroad) and to support Tuscan producers in their search for an always better quality. This challenge has been accepted by Tuscan wine producers that have joined the contest from edition to edition with increasing enthusiasm, which is also reflected by the increased number of wines participating to the contest: from 317 in 1989 to 1355 in 2010.

The *Selection of Tuscan Wines* seemed to have reached its biggest record in 2002 with a 50% increment of participants (693 wines and 254 companies) and 74% awarded wines according to the 1998 edition. This last data seemed unbeatable since it was determined by factors that go beyond production: as the possibility to evaluate a series of excellent vintages. Indeed the 2004 edition ended by scoring a +39% in the participants and a +4% in the awarded wines. This positive trend has been stated also by the following editions: 2006 (+3%; -1, 2%); 2008 (+6%; +7%) and 2010 (+3, 3%; +3, 3%).