vinetur

World Winery Map launches with 4,303,693 vineyard parcels in 90 countries

The platform combines winery listings with climate, terrain and appellation data for researchers, merchants, growers and travelers.

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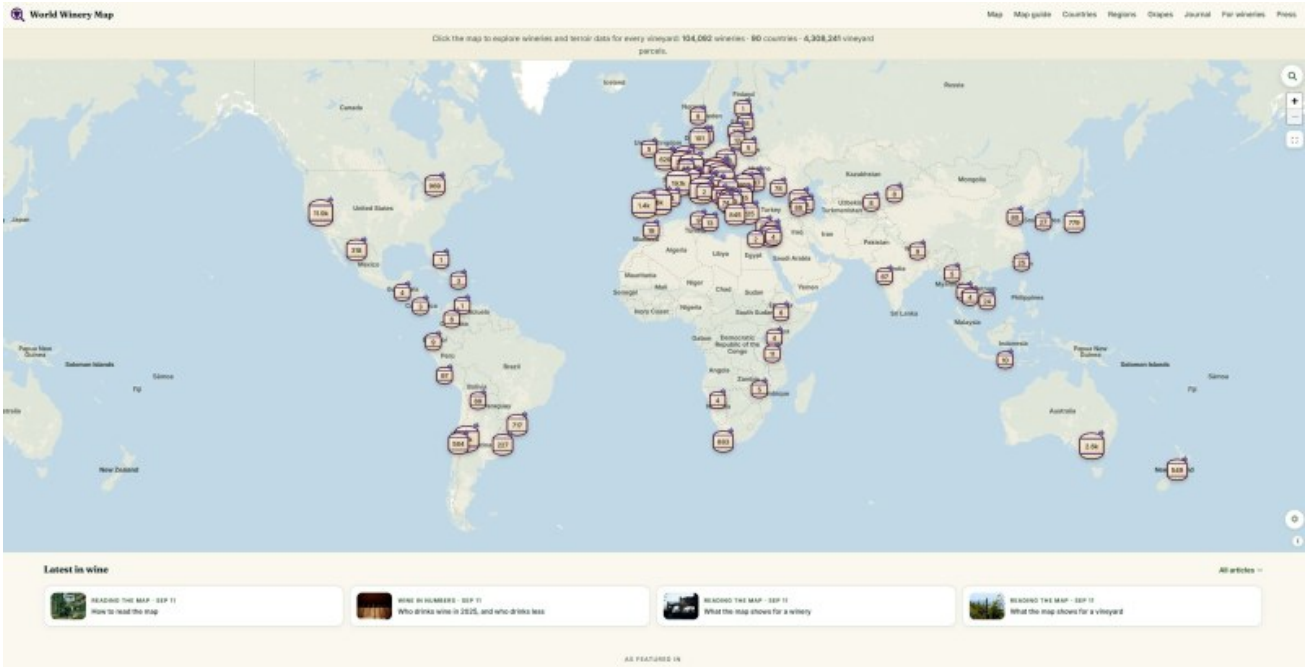

A new online wine mapping platform has gone live with an ambition to assemble one of the largest digital databases ever built for the global wine industry, combining winery listings, vineyard parcels and climate and terrain data in a single interactive map.

The project, called WorldWineryMap.com, says it currently covers 4,303,693 vineyards and 104,330 wineries in 90 countries. According to the company, Italy has the largest number of entries, with nearly 31,000 references on the platform.

The site is designed for both wine professionals and consumers. Users can search producing areas around the world, locate wineries nearby and review technical information tied to individual vineyard plots. The platform presents itself as a tool for growers, merchants, researchers, travelers and wine enthusiasts who want either practical directions or detailed production data.

For each mapped vineyard, the site provides geospatial information including altitude, solar radiation and slope. It also lists viticulture-related indicators such as soil composition, the Huglin index and average temperatures during the vine growing season. The level of detail is intended to let users compare plots and regions using factors that can affect grape development and wine style.

Matija Gavrilović, founder of World Winery Map, said the project built its vineyard profiles by extracting exact coordinates for each parcel and combining those points with terrain and climate information. He said the team used the Copernicus Glo-30 terrain model to calculate altitude, slope and aspect, and then overlaid climate data.

For larger vineyard parcels, Gavrilović said the platform measures as many as 16 control points instead of assigning one single elevation number. That approach, he said, is why altitude is often shown as a range rather than a fixed figure. He added that the project also calculated rainfall, wind exposure, soil type and geology where data was available.

The company said its vineyard information comes from 38 independent sources. Of those, 22 are official government registries, which together account for 3,824,217 of the mapped parcels. The data is most complete in the European Union, where public vineyard registries are more widely available. In other parts of the world, the platform said it relies on national agricultural censuses, satellite analysis of land cover and other non-official sources.

That difference in source quality is likely to matter for users who want to compare one country with another. The platform says it is already in contact with official bodies in several countries in an effort to keep the map as accurate as possible and to improve future updates.

Beyond parcel-level data, the site also maps wine regions at multiple scales. According to the company, the database includes 98,719 boundaries tied to wine geography, from broad producing areas down to named vineyard sites. Within that total are 2,815 official regions, subregions and appellations, along with 95,904 viticultural sites.

Users can click on a region and review its boundaries, average rainfall and elevation, and look at viticultural indicators such as the Winkler index, a heat-summation scale commonly used to assess climate suitability for grape growing. The combination of region-level and parcel-level data means the platform is trying to serve both broad geographic research and highly specific site analysis.

The site also includes a built-in geolocation function aimed at wine tourism and winery visits. Users can identify wineries near their current location and receive directions to reach them. For people not traveling, the map is presented as a virtual way to explore global wine areas from home, with a level of detail that goes beyond a standard consumer travel guide.

The launch comes at a time when digital mapping tools are becoming more common across agriculture and food production, but wine remains a particularly data-intensive field because of the importance of microclimate, topography and legal appellation boundaries. By placing those layers together, the company is betting there is demand for a single platform that can connect place, production and access.

World Winery Map is also asking wineries to take part directly in maintaining the database. Producers can claim their company profiles on the platform at no cost, according to the company, and then update information such as tasting room hours, visitor access policies, grape varieties grown and the vineyard parcels linked to their business. The company says that producer participation is expected to help keep listings current and improve the accuracy of the underlying map.

The platform is entering a field where accuracy and completeness can vary sharply across regions, especially outside Europe, where public vineyard registries are less common. But its launch adds a large new reference point for people seeking detailed information on the geography of wine, from the scale of a single vineyard slope to the scale of global production regions.