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Abruzzo Revolutionizes Wine Classification with 'Abruzzo Model'

Abruzzo's Strategic Rebranding for Global Appeal

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Abruzzo vineyards

The Abruzzo wine region (Italy), historically renowned for its robust Montepulciano and elegant Trebbiano wines, is undergoing a significant transformation with the implementation of the "Abruzzo Model." This strategic overhaul of the region's DOCs

(Denominazione di Origine Controllata) and DOCGs (Denominazione di Origine Controllata e Garantita) has been fervently promoted by the Consorzio Tutela Vini D'Abruzzo. Officially introduced at Vinitaly, this reorganization aims to elevate the quality and prestige of Abruzzo wines, bringing Pecorino, Cerasuolo, and Trebbiano D'Abruzzo Superiore to market, with Montepulciano D'Abruzzo expected to follow after its necessary aging period.

Unveiled in 2023, the primary objective of this qualitative revolution is twofold: to highlight the unique characteristics of individual territories and to establish a clear hierarchy within the wine denominations. This system allows consumers to make more informed purchasing decisions, enhancing their appreciation of the nuanced qualities of Abruzzo wines.

Alessandro Nicodemi, President of the Consorzio Tutela Vini D'Abruzzo, emphasizes the importance of adapting to modern market demands, which are increasingly influenced by trends, consumer preferences, and economic pressures. "For territories, it is crucial to have flexible, effective tools that are transparent to consumers," Nicodemi explains. "We have implemented stringent production rules to enhance wines destined for aging and those that reflect the distinctive qualities of different provincial areas. Consequently, the term 'Superiore' is now mandatory, accompanied by the subzones Colline Pescaresi, Colline Teramane, Terre de L'Aquila, and Terre di Chieti for all varieties."

This reorganization mandates that both "Superiore" and "Riserva" classifications prominently feature the provincial subzone on their labels. This requirement aims to foster a deeper connection between the wine and its place of origin, allowing consumers to recognize and appreciate the specific terroir characteristics. In future iterations, the system will narrow down to even smaller designations such as UGA (Unità Geografiche Aggiuntive), ultimately leading to single vineyard mentions.

Moreover, the Abruzzo Model has streamlined regional IGPs (Indicazione Geografica Protetta) into a single, cohesive Regional Indication: Terre d'Abruzzo IGP. This consolidation simplifies the classification system, making it more accessible to both producers and consumers while maintaining a focus on quality.



Consorzio Tutela Vini D'Abruzzo Champions Quality Overhaul in Historic Wine Region

The international debut of the Abruzzo Model took place at Vinitaly, where it was met with great enthusiasm. Two masterclasses, led by the renowned wine expert Filippo Bartolotta, showcased the newly reclassified wines, emphasizing their enhanced quality and distinctiveness. With this strong foundation, Abruzzo wines are now poised to captivate palates across the globe.

The Consorzio Tutela Vini D'Abruzzo's commitment to quality and transparency is a testament to the region's dedication to its wine heritage. By implementing the Abruzzo Model, the region not only preserves its rich winemaking traditions but also adapts to contemporary market demands. This innovative approach ensures that Abruzzo wines remain competitive and revered in the global market.

The wines of Abruzzo are entering a new era of excellence, driven by the strategic reorganization of the Abruzzo Model. With a focus on quality, transparency, and terroir, the region is set to enhance its reputation and offer consumers a more refined and informed wine experience. As Pecorino, Cerasuolo, Trebbiano D'Abruzzo Superiore, and soon Montepulciano D'Abruzzo grace the shelves, wine enthusiasts around the world

can look forward to discovering the superior quality and unique character of Abruzzo's finest offerings.