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Sangiovese Festival Returns to San Giovanni Valdarno in April

Celebrating the renowned grape, the festival highlights wine, culture, and community in the heart of Tuscany.

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The Sangiovese Festival is set to return to San Giovanni Valdarno on April 12 and 13. This event, dedicated to the celebrated red grape variety of central Italy, promises a memorable experience filled with the essence of vineyards and the warmth of the land. Organized by the Municipality of San Giovanni Valdarno in collaboration with Confcommercio Firenze-Arezzo, and supported by the Tuscany Region and the Chamber

of Commerce of Arezzo-Siena, the festival aims to showcase and celebrate the Sangiovese grape.

The second edition of the festival was introduced by several key figures, including the President of the Tuscany Region, Eugenio Giani, and the Mayor of San Giovanni Valdarno, Valentina Vadi. Giani highlighted the festival's role in bringing people together in a joyful celebration, emphasizing the historical significance of San Giovanni Valdarno as an ideal setting for such an event. He noted the Sangiovese grape's rich history, dating back to 1590, and its importance in the production of renowned wines like Chianti.

Mayor Vadi expressed hopes for an even greater turnout this year, building on the success of the previous edition. The festival will feature more wineries and producers, with the town's main squares serving as the vibrant center of activities. The event aims to enhance the town's reputation as a destination for quality living, combining nature, gastronomy, and outdoor activities.

Franco Marinoni, Director of Confcommercio Toscana, emphasized the festival's role in strengthening the connection between the region's traditions and its agri-food sector. He highlighted the importance of having a clear and recognizable identity to attract international tourists who value quality experiences. San Giovanni Valdarno, through this festival, positions itself as a hub for slow living, promoting well-being and social interaction.

The Sangiovese grape is known for its strong and authentic personality, yet it is versatile, showcasing its unique character through various expressions. The festival will explore the origins of the grape's name and its connection to the region. One theory suggests that the name "Sangiovese" is linked to "San Giovanni," referring to the upper Arno valley as the grape's birthplace. Another theory ties the name to the time of year when the grape buds, around late June, coinciding with the feast of St. John the Baptist.

Overall, the Sangiovese Festival offers a rich narrative, celebrating the grape's heritage and its significance in the region. It is an opportunity for visitors to immerse themselves in the local culture, enjoy the diverse expressions of Sangiovese, and appreciate the unique blend of tradition and innovation that defines this part of Italy. The event

promises to be a vibrant celebration of wine, culture, and community, drawing wine enthusiasts and tourists alike to San Giovanni Valdarno.