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Italy Approves Sparkling Wine Production Under Toscana IGT Label

Tuscany prepares to officially add sparkling wines to its renowned portfolio as producers anticipate final European Commission authorization.

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Tuscany, a region long known for its red wines like Chianti Classico and Brunello di Montalcino, is preparing to add sparkling wines to its official wine portfolio. On March 17, the National Wine Committee of Italy's Ministry of Agriculture approved a key step in the process to allow the production of sparkling wines under the Toscana IGT (Indicazione Geografica Tipica) label. This move follows the approval by the Regional Council of Tuscany in December 2024 and now awaits final authorization from the European Commission. If all goes as planned, producers expect to apply the new regulations by the end of 2026.

The change will allow both white and rosé sparkling wines to be produced using either the traditional method (Metodo Classico) or the tank method (Charmat). The Toscana IGT is one of Italy's most recognized wine designations, with an average annual production of over 90 million bottles in the past five years and a production value of €458 million. About 70% of these wines are exported.

The Consorzio Vino Toscana, which oversees the IGT Toscana designation, has described this as a historic modification. The consortium is led by Cesare Cecchi and Stefano Campatelli. Alongside the introduction of sparkling wines, another formal change will take place: the label will now use only "Toscana" instead of "Toscano or Toscana." This aims to strengthen brand recognition and market positioning.

Cesare Cecchi, president of Consorzio Vino Toscana, noted that membership in the consortium has grown from 70 members in 2019 to 450 today, or 1,700 if including cooperative-affiliated growers. He said that these changes respond to evolving consumer preferences and market needs. Cecchi highlighted that adding sparkling wine is a significant opportunity for Tuscan wine producers. He also emphasized that using only "Toscana IGT" on labels will reinforce the identity of these wines as a mark of quality and regional excellence.

Currently, Toscana IGT covers several types of wine: white, rosé, red, semi-sparkling (frizzante), as well as wines made from dried grapes (Passito) and late-harvest grapes (Vendemmia Tardiva). With approval of the new rules, sparkling wine will become an official part of this range.

Stefano Campatelli, director of Consorzio Vino Toscana, explained that many Tuscan producers have already been making sparkling wines for some time. The formal inclusion under Toscana IGT responds to their requests and opens new development opportunities for the sector. Campatelli said that while tradition remains important, Tuscany is adapting to a market increasingly focused on quality and product diversity.

The change in labeling—using only “Toscana”—is also intended to help protect the name from improper use by other brands. The consortium has registered “Toscana” in class 33 (alcoholic beverages) to support this effort.

With these developments, Tuscany’s wine industry is preparing for a future where sparkling wines stand alongside its famous reds and whites. Producers hope this move will help them reach new markets and meet changing consumer tastes while maintaining Tuscany’s reputation for quality.