

# ENOTEC'S LAZIO

Classic Authenticity, Modern Crafting. From Our Families, To Yours.





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## LOCATION/CLIMATE

- ❑ Region also known as “Latium”, from the original Latin name meaning “the region of the Latins”
- ❑ Located in central western Italy, bordered by Umbria, Tuscany, and Marche to the north; Abruzzo and Molise to the east; and Campania to the south. The western side of Lazio is on the Tyrrhenian Sea—part of the Mediterranean Sea.
- ❑ The geography of Lazio is predominantly low elevation hills (54%) and flat plains (20%). It is likely that the name “Lazio” is derived from the Latin word “latus”, meaning “wide” or “flat land”.
- ❑ The remaining 26% of the territory is made up of several small mountainous areas in its far eastern (Apennine) and southern areas
- ❑ The climate is maritime along the coast, temperate in the hill areas and continental in the mountains. The region also has one of Italy's highest number of hours of sunshine and days with clear skies during the year.



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## LATIUM'S/LAZIO'S PAST

- ❑ Agricultural development in Latium dates back to 10<sup>th</sup> century BC. Latins (“people of Latium”) established numerous villages cultivating grains (spelt/barley), grapes, olives, apples, and figs
- ❑ The Tiber River was the northern border of Latium dividing it from Etruria. Etruscans were unable to control the region after the Latins founded Rome on the Tiber in 753 BC
- ❑ The fortunes of Latium/Lazio have been dependent upon the fortunes of Rome ever since
- ❑ Rome in the days of the Roman Empire:
  - At its height in 117 AD, Rome was the largest empire in the ancient world, with an estimated 50-90 million inhabitants (20% of the world's population)—bringing vast wealth to Latium.
  - The Empire of Rome was an economic engine of conquest—As more land was conquered, spoils, reparation payments, and slave labor flowed into its capital city; and tax revenue flowed for future years.
  - Latium’s vineyards—the back yard of Rome—provided most of the wine for the capital during that time



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## LATIUM'S/LAZIO'S PAST

### ❑ Rome in the days of the Catholic Church:

- Emperor Constantine converts Roman Empire to Christianity in 306 AD and moves the capital from Rome to Constantinople (Istanbul)—leaving massive land holdings in Rome/Latium to the Catholic Church
- The Western Roman empire falls in 476, and Latium becomes part of the Eastern Roman Empire. The Pope—largest landowner/most prestigious figure in Italy—becomes ruling authority.
- While Popes initially remain "Roman subjects", in time Latium becomes part of the Papal States—an area ruled by Popes from 756-1870
- The Papal States played a pivotal role in the development/promotion of wine:
  - Vineyard Expansion: The Papal States encouraged expansion of vineyards and wine production in their territories. Religious Orders played a crucial role in cultivating grapes and producing wine.
  - Quality Standards/Laws: Popes and bishops set production standards to ensure high quality sacramental wine
  - Exportation: The Papal States became a hub for the Italian wine trade, often exporting to other parts of Europe and beyond

1861: Kingdom of Italy founded, Italian Unification begins

1870: Italian army marches on Rome, Papal States abolished

1871: Rome becomes Capital of the Kingdom of Italy/later Republic of Italy



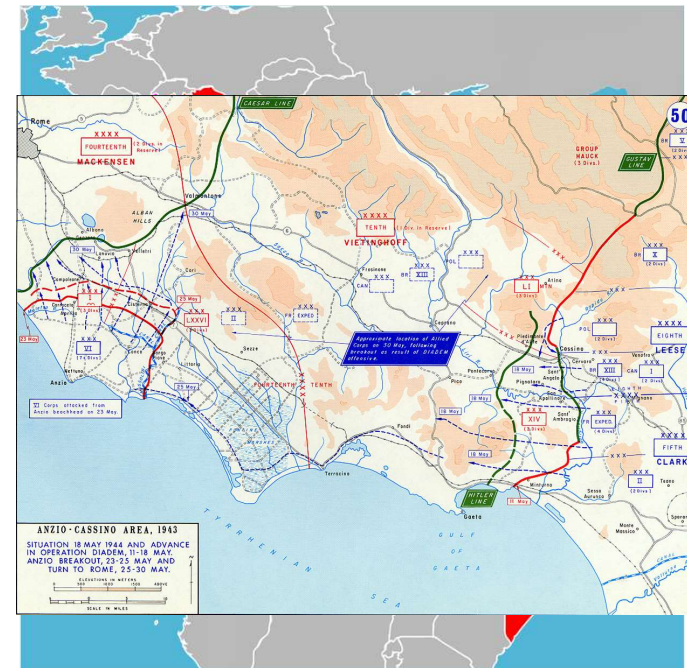
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## LATIUM'S/LAZIO'S PAST

### ❑ Rome/Lazio during World War II:

- 1940: Benito Mussolini leads Italy to join Germany's Axis Powers group, with hopes to restore the Roman Empire in the Mediterranean (Mare Nostrum)
- 1940-1943: With help from Germany, Italy adds to its colonial empire by annexing Yugoslavia, Greece, Corsica, Tunisia, and part of Egypt
- July-September 1943: Allies invade Sicily, Mussolini arrested, Italian army collapses. Italy capitulates, joins Allies and declares war on Germany
- Lazio, including its capital city Rome, is occupied by German forces. Curfews and reprisals against civilians who oppose German occupation begin.
- January-June 1944: Allied forces land at Anzio in Lazio and Campania (Naples) to the south, and fight their way to Rome. Fortunately, there was little damage done to Rome's historic landmarks—but many of Lazio's vineyards/farmlands are destroyed in battles.
- June 4, 1944: Rome liberated. May 8, 1945: VE (Victory in Europe) Day
- The war damage to vineyards/wineries, combined with significant displacement and migration of families seeking food/shelter/safety resulted in many wine producers simply giving up or banding together to form cooperatives in order to survive.

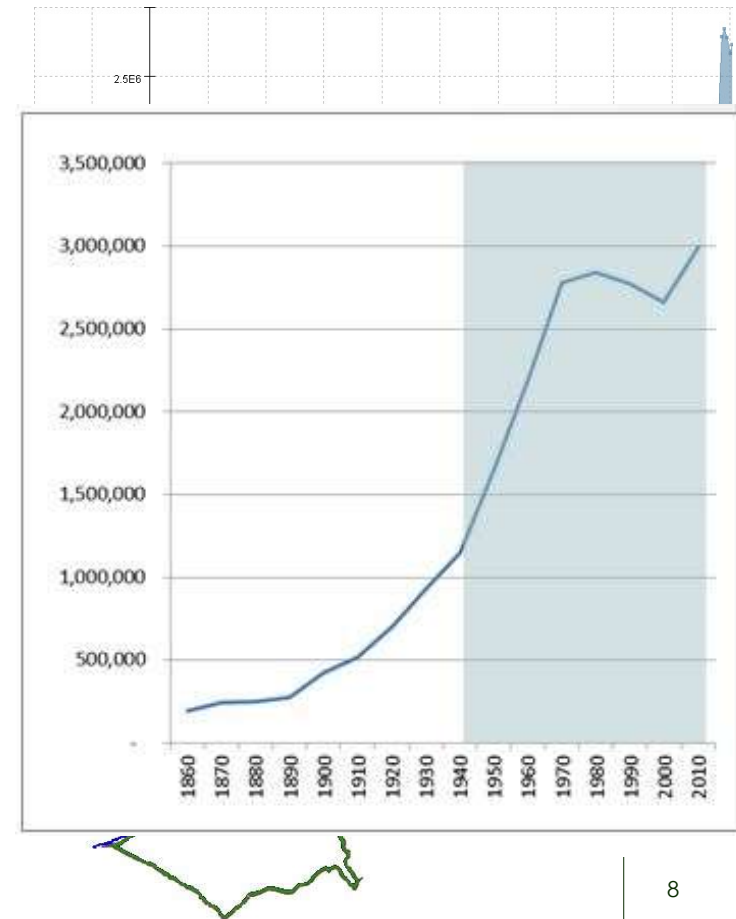


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## LATIUM'S/LAZIO'S PAST

- ❑ The end of WWII begins a period of massive investment in the Rome/Lazio economy. Italy was third largest recipient of Marshall Plan aid receiving \$12 billion from 1948-1952.
- ❑ Reconstruction followed by an unprecedented “economic miracle” from 1950-1963, with gross domestic product rising by an average 5.9% annually. Much of this growth took place in Italy's capital: Lazio/Rome.
- ❑ Because of this, the decades of the 1960s, 70s, and 80s were periods of “irrational urban growth” in Rome.
- ❑ The influx of cars/drivers caused so much air pollution in the 1980s that Rome became an undesirable place to live and the population dropped
- ❑ Population growth returns in the early 2000s, and now exceeds 2.9 million in Rome Comune City Limits, 4.4 million in greater metropolitan area—up exponentially in past 100 years
- ❑ What does this growth look like on the map?





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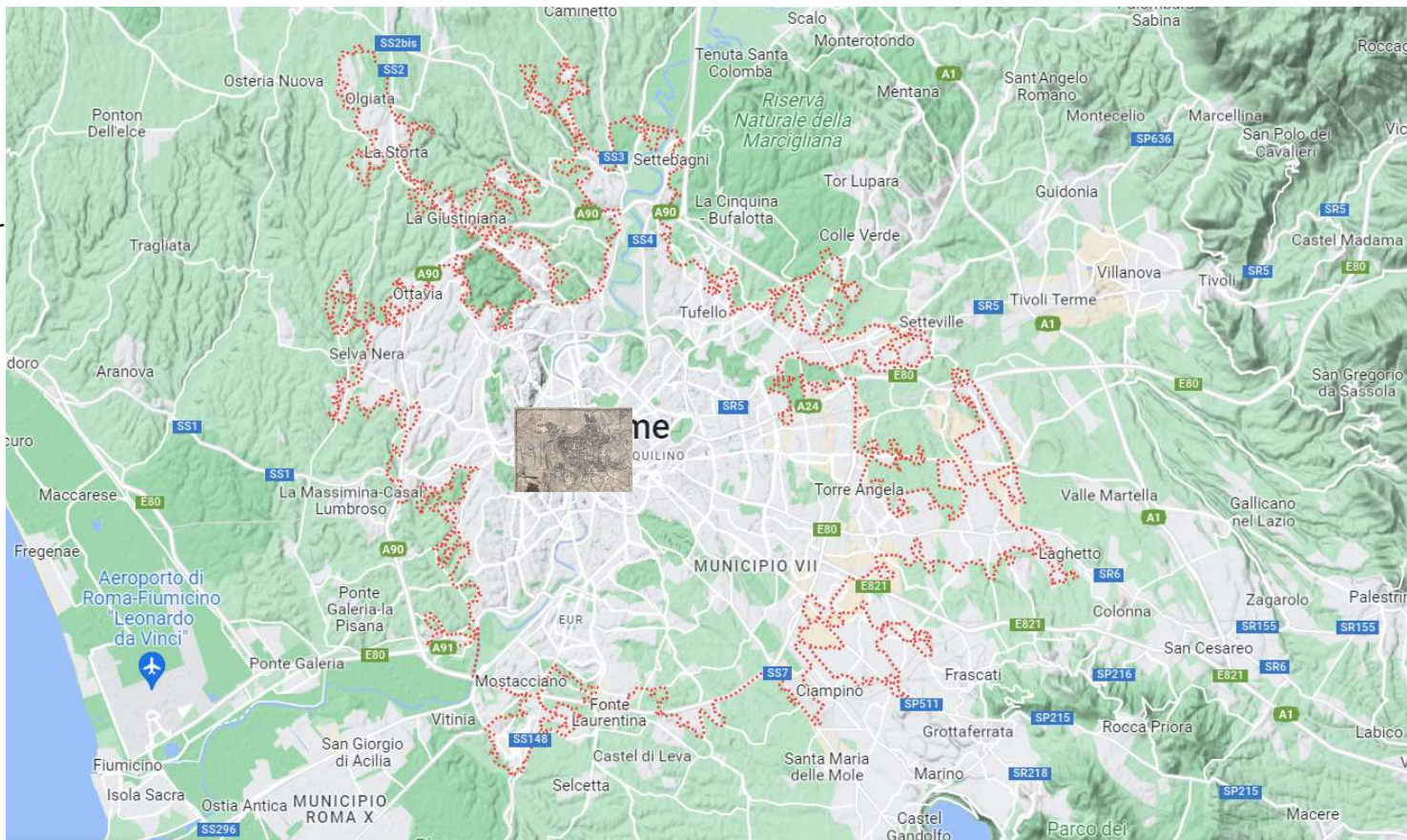
## LATIUM'S/LAZIO'S PAST

### Rome 1901

City built along  
the Tiber

Vatican City  
alone across river  
from Rome core

Completely  
surrounded by  
farms/vineyards



### Rome 2023

City has  
expanded to  
both sides of the  
Tiber

Now completely  
surrounds  
Vatican City

Nearly all  
surrounding  
farmland has  
been built upon

What does this  
growth really  
look like?



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## LAZIO'S PRESENT

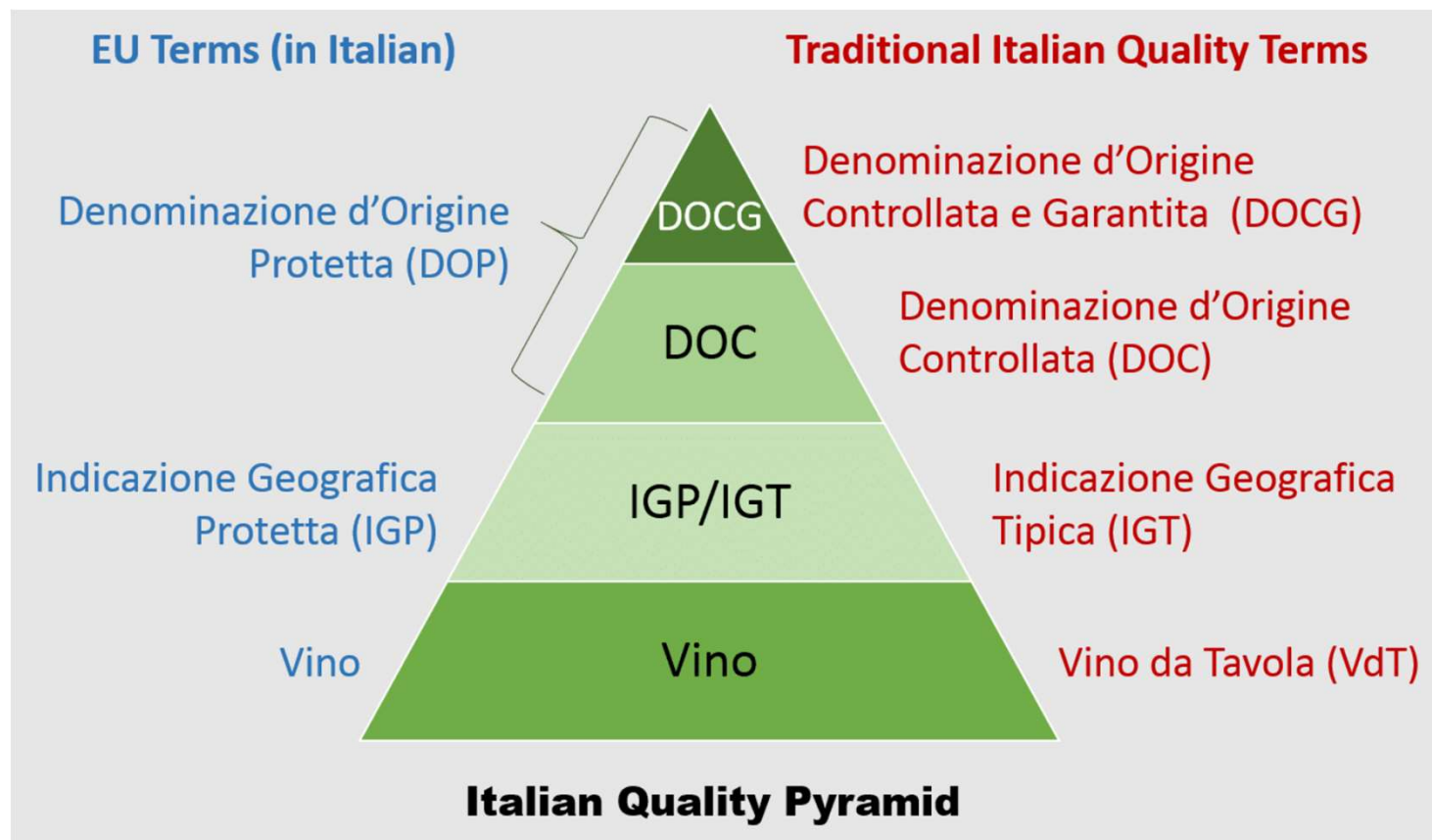
- ❑ Four (4) Administrative Provinces and One (1) Province-level Metropolitan City:
  - ✓ Viterbo
  - ✓ Rieti
  - ✓ Frosinone
  - ✓ Latina
  - ✓ Metropolitan City of Rome (73% of Lazio's population)
- ❑ Economy heavily dependent (86% of regional GDP) on two main areas: Tourism (Rome 3<sup>rd</sup> most visited city in Europe) and Government. General absence of Heavy Industry (9% GDP) and Agriculture (1% GDP).
- ❑ Historical vineyard records not readily available, but in the past 20 years alone Lazio plantings have declined from 250,000 acres to 50,000 acres (-80%). During that same time period, wine production has declined by nearly 50%, dropping Lazio from the sixth largest Italian wine region to the tenth largest.
- ❑ The Silver Lining?
  - ✓ Marginal vineyards have been the first to go (the reason why production has dropped less than acreage)
  - ✓ Vineyards have been pushed out of lower quality flat lands, and concentrated in higher quality hillside locations—particularly in Castelli Romani
  - ✓ Twenty years ago, only 15% of Lazio's wine production was DOP (high quality) level. Today, that amount is 40%.



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## ITALY'S REGIONS/APPELLATIONS

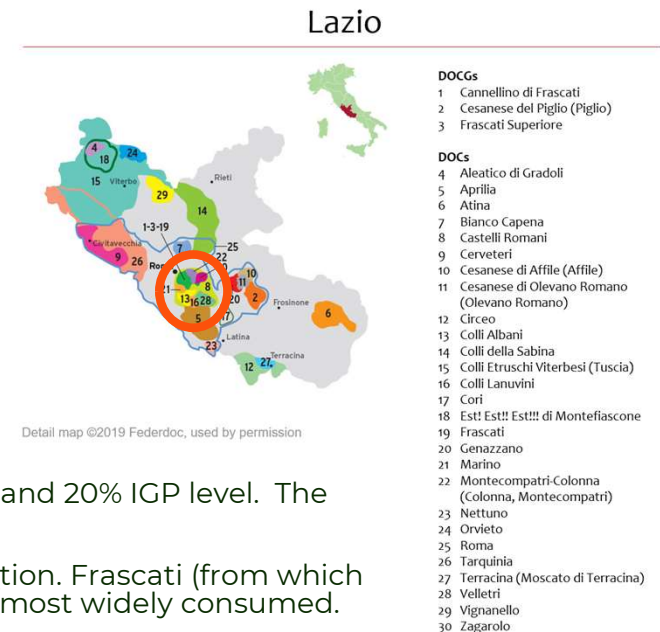




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## LAZIO'S REGIONS/APPELLATIONS



- ❑ Currently 3 DOCG's, 27 DOC's, and 6 IGP's. Wine production today is 40% DOP and 20% IGP level. The remainder is basic table wine (Vino d'Italia) production.
- ❑ White wines account for over 70% of total production/50% of DOP level production. Frascati (from which two of Lazio's DOCG wines come) and Est! Est!! Est!!! are by far the best known/most widely consumed.
- ❑ The "Signature Red Grape" of Lazio is Cesanese, from which the DOCG red wine of Lazio—Cesanese del Piglio—is made.
- ❑ 2 of 3 Lazio DOCG's, and 8 of 27 Lazio DOC's are located within the Castelli Romani area, making up 35% of Lazio's DOP level wine production



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## CASTELLI ROMANI

- ❑ In Roman times, the Castelli Romani (“Roman Castles”) region was attractive to nobility for its cool climate, scenic beauty, and close proximity to Rome. For centuries it has been a primary source of wine for Roman tables.
- ❑ Many Italian wine experts today believe that Castelli Romani is on the verge of a “Fine Wine Revolution” due to its unique combination of microclimates, soils, and varietal mix; and the inherent ability of its wines to pair so well with local (Roman) cuisine:
- ❑ **Microclimates:** The area has numerous diverse microclimates due to its hilly, higher altitude terrain and deep volcanic crater lakes. This allows winemakers to produce a range of wine styles, from crisp whites to full-bodied reds.
- ❑ **Soils:** The predominantly volcanic soils in the Castelli Romani region impart distinct mineral qualities and complexity to the wines.
- ❑ **International and Indigenous Varieties:** While producing excellent wines from grapes like Cabernet Sauvignon, the region primarily cultivates indigenous grape varieties like Malvasia, Trebbiano, and Cesanese. These grapes are well-suited to the local terroir.
- ❑ **Food Pairing:** Castelli Romani wines are excellent companions to local Roman cuisine. Their acidity and structure complement dishes like Porchetta, Pasta Carbonara, Cacio e Pepe, Bucatini all'Amatriciana, and Roman-style Artichokes.



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## LAZIO GRAPE VARIETIES

- ❑ Malvasia (30% of Lazio plantings)
  - ✓ Two main types in Lazio
  - ✓ Malvasia Bianca di Candia--Light bodied; high in acidity. Aromas & flavors: White flowers, citrus, green or yellow apple, herbs.
  - ✓ Malvasia del Lazio--aka "Malvasia Puntinata"--a crossing of Zibibbo and Schiava Grossa. Highest-quality Malvasia. Aromas & flavors: Yellow fruit (peach, mango, banana, passionfruit), sage.
- ❑ Trebbiano (28% of Lazio plantings)
  - ✓ The most planted white grape in Italy
  - ✓ Same variety as Ugni Blanc, the grape of Cognac in France
  - ✓ Aromas & flavors: High acidity, delicately herbal and lemony
  - ✓ Often blended with more aromatic white varieties (Malvasia, Moscato, etc.)
- ❑ Cesanese (4% of Lazio plantings)
  - ✓ Native to Lazio
  - ✓ Two types--Cesanese Comune and Cesanese di Affile
  - ✓ Moderate color and tannin
  - ✓ Aromas & flavors: Red cherry, spices (cinnamon, white pepper), rose petals
- ❑ Other prominent varieties planted
  - ✓ Autochthonous: Bombino Bianco, Montepulciano, Sangiovese
  - ✓ International: Merlot, Cabernet Sauvignon





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## LAZIO'S FUTURE

- ❑ Lazio, like other lesser-known Italian wine regions, is currently in a phase of “Repositioning” to take full advantage of its winemaking potential
- ❑ Winemaking cooperatives have, in the past, helped to drive the modernization process in Lazio, but an ever-increasing number of producers are:
  - ✓ Moving from Coops to Family Estates pursuing Ultra Premium wines
  - ✓ Practicing Sustainable, Organic, and Bio-Dynamic Farming Methods
  - ✓ Perfecting the production of international varieties but increasing their focus on local autochthonous varieties
  - ✓ Pursuing continued refinement of DOC/DOCG appellations



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