

ENOTEC'S CAMPANIA

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



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LOCATION/CLIMATE

- ❑ Four Italian regions border Campania: Lazio to the northwest, Molise to the north, Apulia (Puglia) to the northeast, and Basilicata to the east.
- ❑ Campania has an area of 5,247 square miles with a coastline running 311 miles on the Tyrrhenian Sea that contains the Gulfs of Naples, Salerno and Policastro.
- ❑ 51% of Campania's area is hilly, 34% mountainous (moderate altitude) and the remaining 15% made up of plains. Close to the coast there are volcanic mountains, most notably Vesuvio (4,203 feet).
- ❑ Campania is famous for its Amalfi Coast, which runs from just south of Naples to the town of Salerno.
- ❑ On the coast the climate is Mediterranean with warm, sunny summers and mild, rainy winters. Inland the climate is more continental, with lower temperatures in winter and warm summers.
- ❑ Viticulture thrives in Campania's 100,000 acres of mostly inland vineyards thanks to this climate, the rich volcanic soils, and the coastal Mediterranean breezes that blow in from the Tyrrhenian Sea and across the mountains to temper the heat, encouraging a bright acidity in the fruit.

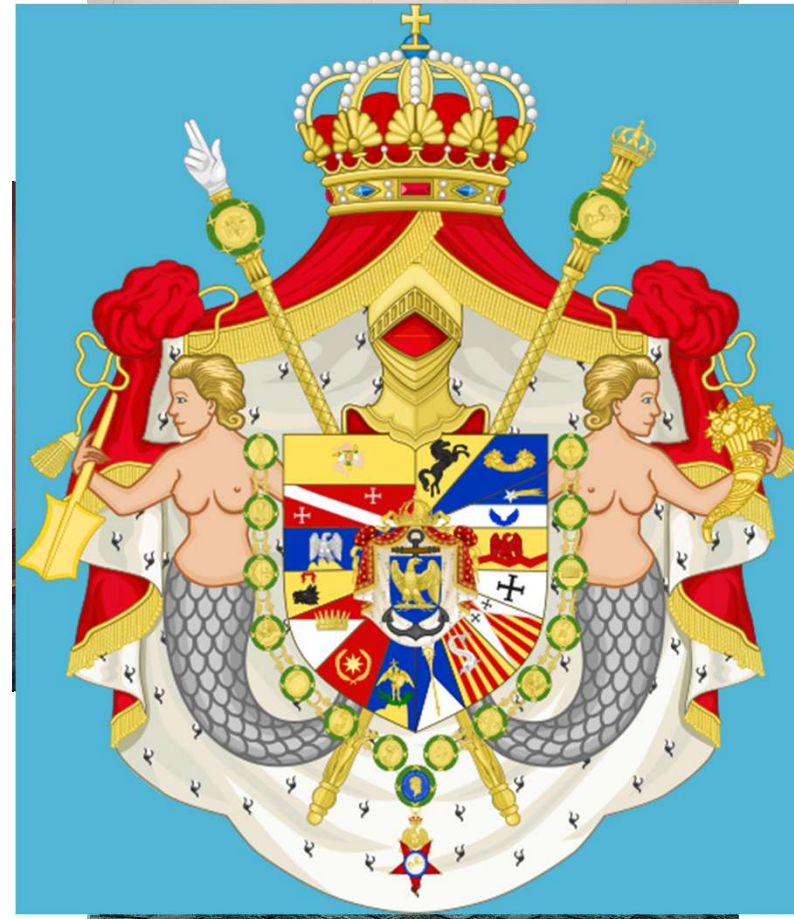


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CAMPANIA'S PAST

- ❑ As early as 1000 BC, various ancient civilizations inhabited Campania including the Oscans, Samnites, and Greeks. The city of Cumae is one of the earliest Greek colonies in Italy, and the site of the first wine vineyards in Campania (800BC).
- ❑ Campania was one of the wealthiest parts of the Roman Empire due to its fertile soil and proximity to Rome. The Bay of Naples was a destination for the Roman elite who built luxurious villas along the coast, and the Campanian wines like Falernum (likely made from Aglianico) were among the most famous and sought after in the Roman world.
- ❑ The Roman city of Pompeii was destroyed/preserved by the eruption of Mount Vesuvius in 79 AD. Herculaneum and Stabiae were also affected by this eruption.
- ❑ In the centuries following the fall of the Roman Empire, Campania faced periods of economic decline and instability, marked by invasions (Byzantine, Lombard, and Norman) and the challenges of the Middle Ages. Wine production continued in Campania, especially within monastic orders, but wine quality and reputation fluctuated greatly.
- ❑ During the Renaissance, Campania regained some prosperity, particularly when it was part of the Kingdom of Naples (1282-1816) and Two Kingdoms of Sicily (1817-1861). The region saw cultural and artistic achievements during this time and the return of higher quality wine production.



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CAMPANIA'S PAST

- ❑ Campania was a significant battleground during World War II, with Allied forces landing at Salerno in 1943 as part of the Italian campaign.
- ❑ In more recent history, especially during the 20th century, Campania has faced economic disparities. Naples, as the regional capital, has struggled with issues such as unemployment (some of the highest in Italy) and organized crime.
- ❑ The Amalfi Coast and parts of Campania's interior have thrived with tourism and seen economic growth. Still, the region has had a mix of wealth and poverty, with disparities between urban and rural areas.
- ❑ Campania's winemaking experienced a revival in the late 20th and early 21st centuries that continues to this day. The region's unique grape varieties—Aglianico, Fiano, Falanghina, and Greco—have gained international recognition for their quality and character.



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CAMPANIA'S PRESENT

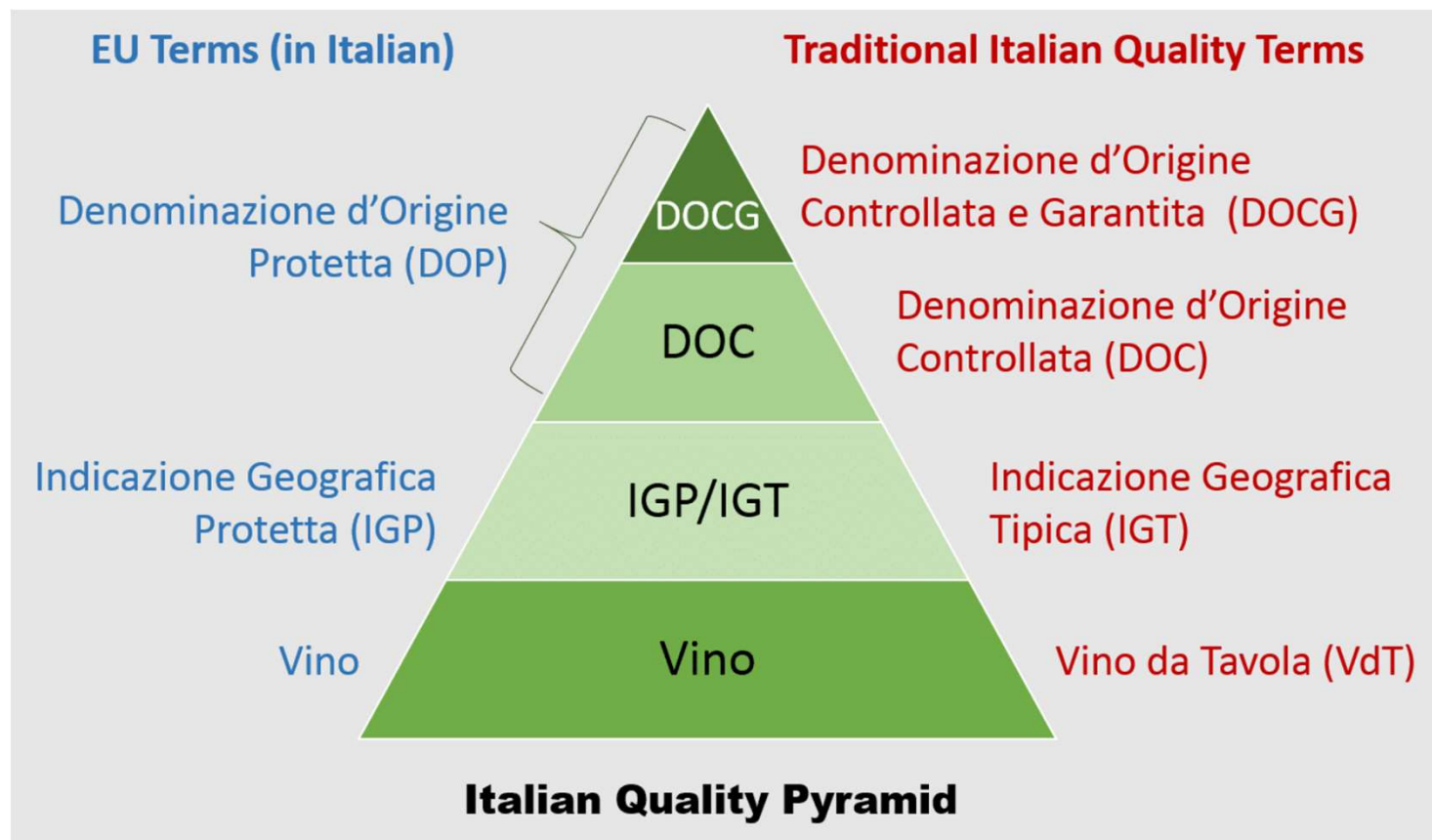
- ❑ Five (5) Administrative Provinces:
 - ✓ Metropolitan City of Naples (53% of population)
 - ✓ Salerno (19%)
 - ✓ Caserta (16%)
 - ✓ Avellino (7%)
 - ✓ Benevento (5%)
- ❑ Today, Campania is known for its rich cultural heritage, including the historic city of Naples, the stunning Amalfi Coast including the Isle of Capri, and the archaeological sites of Pompeii and Herculaneum.
- ❑ It's also famous for its cuisine, including pizza—which is said to have originated in Naples—and Limoncello made from the local Sfusato d'Amalfi lemon
- ❑ Campania produces over 50% of Italy's nuts and is also the leader in the production of tomatoes.
- ❑ Campania is now the 9th (out of 20) largest wine producing region in Italy. It's 16.4 million case annual production is slightly less than 4% of Italy's overall production.



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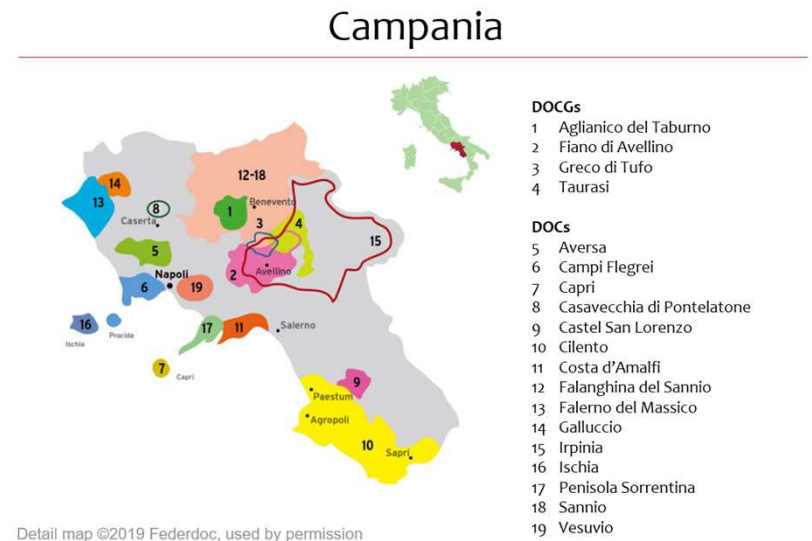
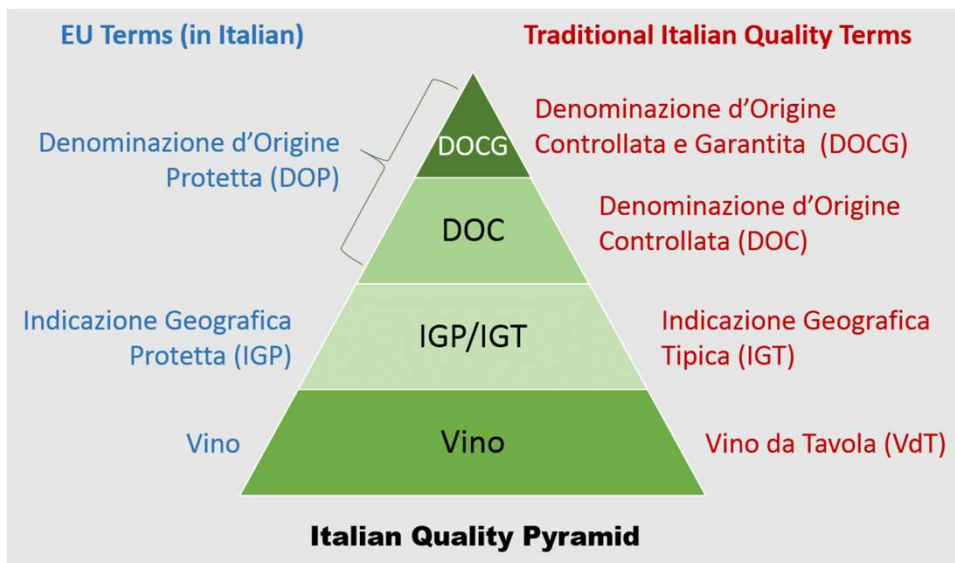


ITALY'S REGIONS/APPELLATIONS



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CAMPANIA'S REGIONS/APPELLATIONS



- ❑ Campania currently has 4 DOCGs, 15 DOCs, and 10 IGPs.
- ❑ Popular tourist wines, Lacryma Christi Bianco and Rosso, are a subset of Vesuvio DOC
- ❑ Only 19% of Campania's annual wine production is classified at the DOP level, 11% IGP, and 70% at the Vino level.

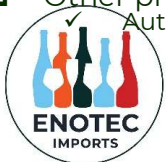


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GRAPES

- ❑ Aglianico (34% of Campania plantings)
 - ✓ Thought to have originated in Greece. One of Italy's three greatest grape varieties and also one of its oldest, from which the Taurasi ("Barolo of the South") and Aglianico del Taburno DOCG wines are made.
 - ✓ Best vineyards are in volcanic soils on mountainous slopes.
 - ✓ Medium to full bodied, very high acidity, prominent minerality, usually quite tannic. Aromas & flavors of floral (red roses), red fruit (sour cherries), plum, leather and herbs, and smoke. Capable of long aging.
 - ✓ Produces Red, Rose, Sparkling Rose, and Red Passito Dessert wines
- ❑ Falanghina (18% of Campania plantings)
 - ✓ Indigenous to Campania
 - ✓ Light to medium bodied, High Acidity. Aromas & flavors of peach, yellow apple, apricot, cherry pit, and a green/leafy note.
 - ✓ Produces White, Sparkling, and White Passito Dessert wines
- ❑ Greco (9% of Campania plantings)
 - ✓ Word "Greco" used for a number of different grape varieties—some of which are thought to have come from Greece. The Greco of Campania though is a superior variety indigenous to this region.
 - ✓ Grape from which Greco di Tufo DOCG wines are made. Full bodied, deep yellow in color, oily texture, can have slight bitterness. Ageworthy. Aromas & flavors of yellow flowers, honey, peach, pear, and tropical fruit.
 - ✓ Produces White, Sparkling, and White Passito Dessert wines
- ❑ Fiano (9% of Campania plantings)
 - ✓ One of Italy's greatest white varieties and the grape from which Fiano di Avellino DOCG wines are made
 - ✓ Light to full bodied; very versatile. Best on volcanic soils. Steely, minerally, age-worthy. Aromas & flavors of Hazelnut, green apple, pear, and honey.
 - ✓ Produces White, Sparkling, and White Passito Dessert wines
- ❑ Other prominent varieties planted
 - ✓ Autochthonous: Coda di Volpe, Biancolella, and Caprettone (white); Piediroso (red)



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CAMPANIA'S FUTURE

- ❑ The region's stunning landscapes, historic vineyards, unique grape varieties, and culinary traditions make Campania an attractive destination for wine tourism. This trend is expected to contribute to the region's economic growth and the promotion of its wines.
- ❑ Campania's unique terroir (volcanic soils and diverse microclimates) is a significant asset. Winemakers will continue to explore and express these terroir-driven characteristics in their wines.
- ❑ Many winemakers in Campania are adopting sustainable, organic, and biodynamic farming practices. This trend is expected to grow, reflecting the global shift toward environmentally friendly/socially responsible viticulture.
- ❑ Campania has been innovatively modernizing its wineries, which will lead to higher quality wines and growth in share of higher value DOP wines.
- ❑ Campanian wines have been successfully increasing their presence in international markets. As global consumers seek diverse and authentic wine experiences, Campania's exports should continue to grow.



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