

ENOTEC'S MARCHE

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



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LOCATION/CLIMATE

- ❑ Occupies a roughly triangular area with longer sides formed by the Apennine Mountains and Adriatic Sea
- ❑ Emilia-Romagna (north), Abruzzo (south), and Umbria (west) are its neighboring regions
- ❑ Most of the region is mountainous (17%) or hilly (67%), except for river valleys and the often very narrow coastal strip (16%)
- ❑ To the north and west (higher altitudes) = Continental Climate: cooler, leaner, mineral wine styles
- ❑ To the south and east (lower altitudes and coast) = Mediterranean Climate: warmer, riper/fruitier wine styles



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MARCHE'S PAST

- ❑ As early as 800BC, the area that is now Marche was settled by the Piceni, a pre-Roman civilization.
- ❑ Marche's winemaking heritage spans thousands of years and has been influenced, among others, by the Etruscans, Romans and Lombards.
- ❑ Allies of Rome until 269BC, the Piceni then declared war and lost. The city of Fano on the Marche coast became Rome's largest Adriatic settlement.
- ❑ During the Middle Ages (500-1300AD), Marche was divided among city-states, including the Duchy of Urbino. This era saw the construction of historic towns, castles, and fortifications, and the spread of agriculture and arts and crafts throughout the region.
- ❑ The Renaissance (1300-1600) was a golden age for Marche. Raphael—one of the most important artists/architects of the period—is born in Urbino, and the city became a hub of culture and art.
- ❑ From the 16th century until Italian unification (1861) much of Marche was the border of the Papal States—from which the region derives its name Marche, meaning "march" or "the mark" of the border zone.



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MARCHE'S PAST

- ❑ World Wars I and II caused some damage in Marche (particularly in and around the seaport of Ancona), but its rugged terrain prevented major land campaigns and rebuilding was swift.
- ❑ Prior to the 1980s, Marche was considered a poorer region, but relatively stable economically due to its focus on agriculture and the production of traditional crafts—particularly textiles, ceramics, shoes and leather.
- ❑ Sharecropping has historically dominated Marche agriculture, preventing the extremes of fragmented land ownership and allowing farms to remain large enough to be economically viable. Winemaking in Marche has historically been centered around family-owned vineyards and smaller scale production.
- ❑ While not immune to Italy's overproduction trend of the 1950's-70's, Marche was quick to adopt a quality focus—particularly in white wine production—resulting in early recognition for its wines domestically and internationally.
- ❑ Since the 1980s, the economy of the region has been radically transforming without losing its rural past. Many small craft workshops have modernized and several have become major brands known all over the world (Indesit, Tod's, Guzzini, Teuco).



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MARCHE'S PRESENT

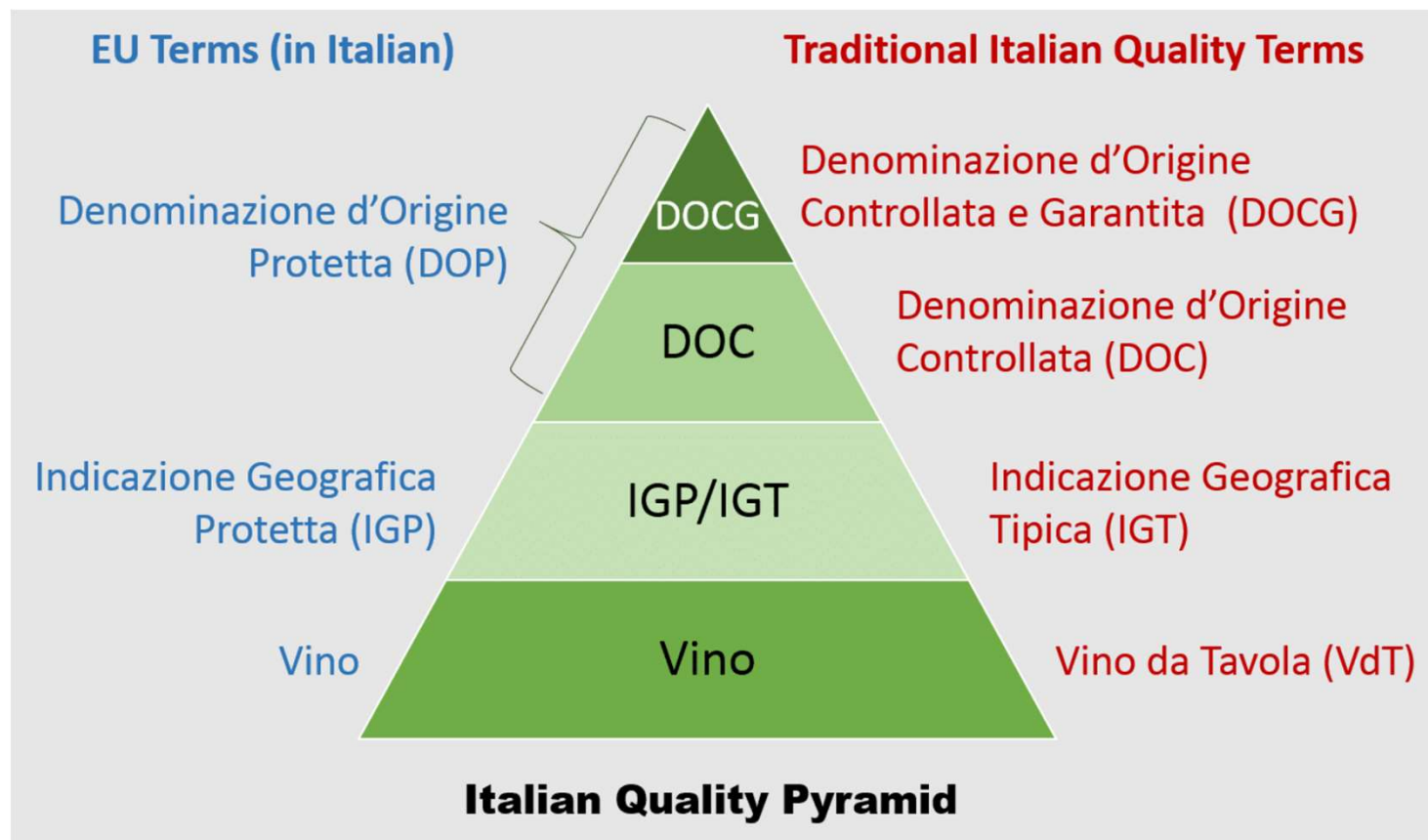
- ❑ Today, Marche is considered one of the more economically balanced regions in Italy. It benefits from a diverse economy that includes agriculture, manufacturing, and tourism.
- ❑ Marche is known for its picturesque landscapes, historic towns, and cultural heritage.
- ❑ Five (5) Administrative Provinces:
 - ✓ Ancona (32% of population)
 - ✓ Pesaro e Urbino (24%)
 - ✓ Macerata
 - ✓ Fermo
 - ✓ Ascoli Piceno
- ❑ Marche is now the 11th (out of 20) largest wine producing region in Italy. It's 15.4 million case annual production is slightly less than 3% of Italy's overall production.



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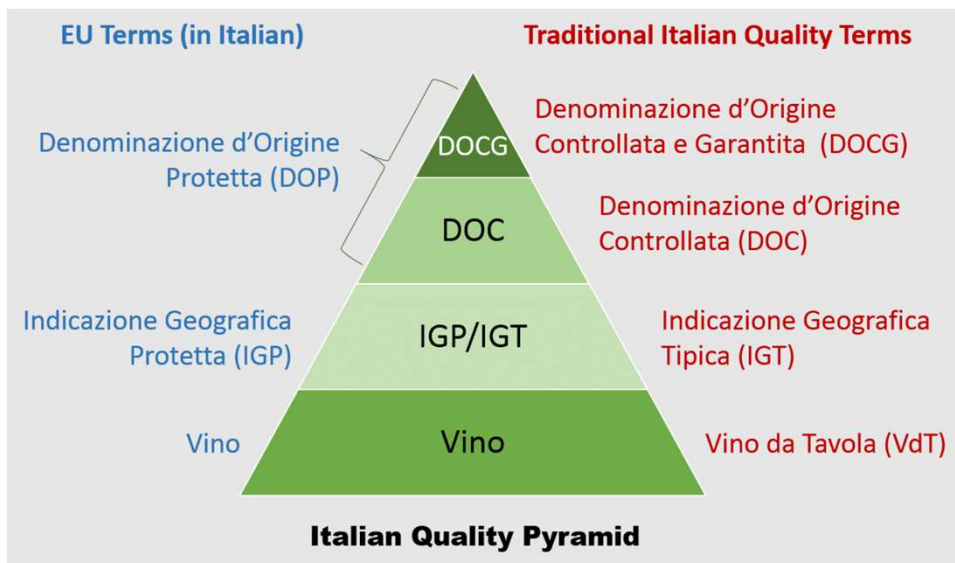
ITALY'S REGIONS/APPELLATIONS



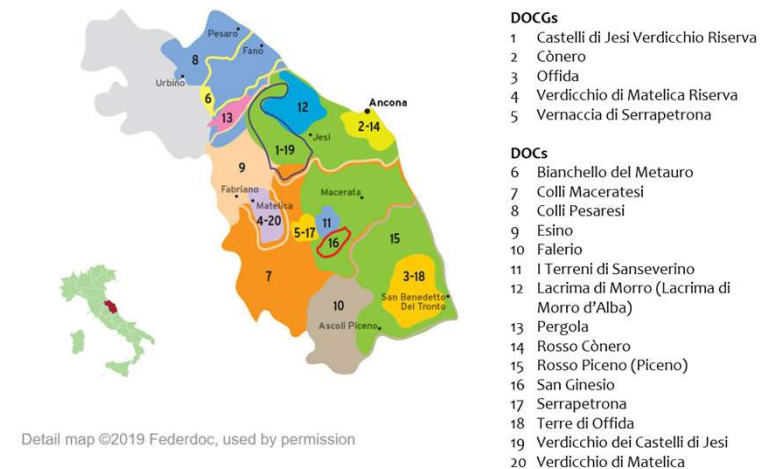
ENOTEC'S MARCHE



MARCHE'S REGIONS/APPELLATIONS



Marche



- ❑ Currently 5 DOCG's, 15 DOC's, and 1 IGP. 3 DOCG's white, 1 red, and 1 red sparkling.
- ❑ Basic Vino and IGP wines account for roughly 1/3rd of total production each (2/3rd combined), but DOP wines growing much faster year on year
- ❑ White wine exceeds red wine in overall volume



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GRAPES

- ❑ Sangiovese (22% of Marche plantings)
 - ✓ Italy's most widely planted and one of its most famous red grapes
 - ✓ Planted throughout Central Italy, including Tuscany, Umbria, Marche, and Emilia-Romagna
 - ✓ Medium-Medium Full bodied, light in color. Aromas & flavors: (In warmer areas) sweet red cherry, plum, herbs; (in cooler areas) sour red cherry, red berries, licorice, violet, tea; (with age) underbrush, leather, tobacco.
 - ✓ Produces Red, Rose, Sparkling Rose, and Red Passito Dessert wines
- ❑ Montepulciano (20% of Marche plantings)
 - ✓ One of Italy's most respected reds
 - ✓ Widely planted throughout Central/Southern Italy—second only to Sangiovese in total acres planted in Italy for red grapes
 - ✓ Light to full bodied, deeply colored, soft tannins, moderate acidity. Aromas & flavors of red cherry, plums, herbs, and earth
 - ✓ Produces Red, Rose, Sparkling Rose, and Red Passito Dessert wines
- ❑ Verdicchio (14% of Marche plantings)
 - ✓ One of Italy's greatest white varieties. Indigenous to Marche.
 - ✓ Trebbiano di Lugana and Trebbiano di Soave are biotypes.
 - ✓ High acidity; ageworthy. Aromas & flavors: Floral, delicately fruity, almond.
 - ✓ Produces White, Sparkling, and White Passito Dessert wines
- ❑ Pecorino (7% of Marche plantings)
 - ✓ Indigenous to Marche. Thought to be extinct in mid-1900's, "rediscovered" in 1980's.
 - ✓ Light to medium bodied, High acidity; high alcohol. Aromas & flavors: Apple, pear, delicately herbal (sage, thyme, mint).
 - ✓ Produces White and White Sparkling wines
- ❑ Other prominent varieties planted
 - ✓ Autochthonous: Passerina (white) and Lacrima (red)



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MARCHE'S FUTURE

- ❑ While Marche has long been known and celebrated for its white wines, there is great potential in red wine production in this region
- ❑ Offida Pecorino and other Pecorino-based wines continue to show great growth potential
- ❑ With today's popularity of sparkling wines, there is an opportunity for Vernaccia di Serrapetrona to become better known
- ❑ Continued growth/growth in share of DOP wines in Marche overall production



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