



CHIANTI
RUFINA
dal 1716

TERRÆLECTAE

Rufina: A lofty passion in the vineyard

WHY TERRÆLECTAE?

Terraelectae is a collective mark created and owned by the producer members of the Consorzio Chianti Rufina.

WHY IS RUFINA LAUNCHING A SPECIAL VINEYARD-BASED PROJECT?

The Rufina producers are exploring ways to achieve a more precise representation of their territorial uniqueness. The Chianti DOCG universe is vast and variegated, embracing growing areas very different from each other. The tendency in today's wine-production culture, however, is to precisely understand and express the relationship between an individual grape variety and its particular terroir, and the principle of source terroir takes precedence over all other regulatory or procedural norms in the various Production Codes. The Rufina-produced Sangioveses are different from those of Pisa, of Siena, and from those of the Arezzo valleys. In order to define the profile classic to the Rufina Sangiovese, the producers belonging to the Consorzio decided to select their finest-quality vineyards exclusively dedicated to Sangiovese, just one vineyard per winery, and to produce a wine named after that vineyard, all utilising the same winemaking protocol, and finally to give it a voluntary collective mark, Terraelectae.

DOES TERRÆLECTAE REQUIRE A CHANGE IN THE PRODUCTION CODE?

The Terraelectae mark requires no change to the Production Code.

The Chianti DOCG covers a wide, quite diverse area, and any modification of the Code would require a lengthy, complex process, which would yield regulations all but identical to the current ones, amounting to a waste of time and energy.

WILL THERE BE A VINEYARD REGISTER FOR TERRÆLECTAE?

The wine must be made exclusively from grapes grown in the Chianti Rufina DOCG growing area, in particular from estate vineyards of the producing wineries, or from vineyards leased by and directly managed by them, and the label must bear the name of that vineyard. The wine must be traceable, and vinification and storage of the wine must be in separate containers; and such vineyard designation, followed by the place name or traditional name, must be listed on the grape report, both in the official registers, in the accompanying documentation. In sum, all the terms pertaining to Terraelectae are

contained in the Production code: regarding designation of the source vineyard, no additional of separate register is needed different from vineyard reports currently required by law.

WHAT THEN IS TERRAELECTAE?

Italian wine-production regulations allow for the appearance on the bottle front label of a voluntary collective mark (trademark).

TERRAELECTAE is precisely a **VOLUNTARY COLLECTIVE MARK** whose usage regulations are adhered to by numerous or all the members of the Consorzio Chianti Rufina, the only parties possessing the rights of adherence.

WHAT ARE ITS OBJECTIVES?

The mark has been designed with the objective of furthering ultra-premium wine production, which in turn will increase the added value of each participant winery and of the growing area as a whole. The longevity classic to Rufina wines, long amply demonstrated, marks these wines as eminently collectible and as reliable investments. These wines should be proposed to the market at a commensurate price level.

HOW IS THE MARK TO BE USED?

The **TERRAELECTAE** mark may be used by **each producer for only one category of wine**, and that wine must be in conformity with the “Disciplinare di produzione di vini a denominazione di origine controllata e garantita **CHIANTI della sottozona e tipologia RUFINA** (Production Code for CHIANTI DOCG wines in the RUFINA subzone and typology).” The wine must be made exclusively from grapes grown in the Chianti Rufina DOCG growing area, in particular **from estate vineyards of the producing wineries**, or from vineyards leased by and directly managed by them; must be composed of **100% Sangiovese** grapes; and must bear the **name of the vineyard** on the front label. The wine must be traceable, and vinification and storage of the wine must be in separate containers; and such vineyard designation, followed by the place name or traditional name, must be listed on the grape report, both in the official registers, in the accompanying documentation.

WILL TERRAELECTAE WINES HAVE SPECIAL PRODUCTION PARAMETERS OR A SPECIAL AGEING REGIME?

The **TERRAELECTAE** wines must belong to the **RISERVA** category, be made in accord with the relevant sections of the Production Code, and must, in addition,

- **Have a maximum production of 70 q/ha;**
- **Have an alcohol content not less than 12.5% vol.;**
- **Be aged a minimum of 30 months, of which 18 in oak and at least 6 months in bottle;**
- May not be served in carafe- or decanter-style containers.

WHAT IS THE RELATIONSHIP OF THE TERRAELECTAE MARK WITH THE GRAN SELEZIONE CATEGORY?

Use of the **TERRAELECTAE** mark is an alternative to utilisation of the Gran Selezione designation, inasmuch as the former reflects the selection of, and a winemaking philosophy based upon, a specific vineyard. Gran Selezione is made from grapes grown in estate vineyards, but the various lots of wine utilised may be sourced from various vineyards, and thus the resultant wine is quite distinct from the concept of cru on which the Terraelectae project is based.

AND WHAT IS THE RELATIONSHIP WITH ADDITIONAL GEOGRAPHIC REFERENCES?

The concept is quite different. Additional geographic references or units have a collective reach, since they can refer to more than one producer. The cru concept, no the contrary, singles out one specific place of grape-growing, where certain factors, natural or not, confer on the wine unique and individual

characteristics different from those of other wines grown in nearby places or terroirs. Each individual producer identifies and selects his own specific vineyard.

IS THERE A LIST OF THE SITES / VINEYARDS RELATED TO THE TERRAELECTAE MARK?

When a producer requests utilisation of the Terraelectae mark and submits to the Consorzio, along with his formal request, the information sheet on his Chianti Rufina Riserva Vigna, this request is registered and receives full formal consideration by the Consorzio, which is the owner of the mark.

TERRAELECTAE represents the very soul of Rufina. It has been created to eloquently express the finest qualities of Sangiovese of Tuscany, thanks to its refined floral scents and notes of ripe black cherry, to the silky elegance of its texture, to the smooth yet vibrant character of its progression, and to its remarkable ageing potential.