

WINE CULTURE IN THE HISTORY OF ITALY

İTALYA TARİHİNDE ŞARAP KÜLTÜRÜ

Öğr.Gör. Esmâ Nur GEÇER

Gaziosmanpaşa Üniversitesi, Zile Meslek Yüksekokulu, Gıda İşleme Bölümü,
esma.gecer@gop.edu.tr, Tokat/Türkiye

Arş.Gör.Dr. Sabire YERLİKAYA

Karamanoğlu Mehmetbey Üniversitesi, Mühendislik Fakültesi, Gıda Mühendisliği Bölümü,
Karaman/Türkiye

ABSTRACT

Italy is one of the countries with the oldest vineyards of the world and a wine culture for thousands of years. In this country which contains many different soil and climatic conditions, different types of wines are produced over 2000 local grape varieties. The most known wine producing regions in Italy are Piedmont, Tuscany, Sicily and the northeastern region. Wine is a vital liquid for the Italian people, the vineyards hanging around everywhere and almost no food is consumed without wine. This country, which is at the top of the list per capita wine consumption, is also called as "Wine Region-Oenotria" by the Greeks in Southern Italy and Sicily. In Italy, the first vineyards were known to have been raised in Etruscan time. This work has become an important commercial value as well which was organized and well-arranged in the Romans period. Except for France, it produces and consumes more wine than all the other nations of the world. Both competing with the French in production and consumption, Italy has a great place in the use of wine in the cuisine and culinary culture.

Keywords: Italy, Wine, Food, Vineyard

ÖZ

İtalya, dünyanın en eski bağlarına ve binlerce yıllık bir şarap kültürüne sahip ülkelerden biridir. Birbirinden çok farklı toprak ve iklim koşullarını barındıran bu ülkede, 2000'i aşkın yerel üzüm çeşidiyle değişik tipte şaraplar üretilmektedir. İtalya'nın en bilinen şarap üreten bölgeleri; Piedmont, Toskana, Sicilya ve kuzeydoğu bölgesidir. Şarap, İtalyan halkı için yaşamsal bir sıvı niteliğinde olup, her yerde asmalar yetişmekte ve neredeyse hiçbir yemek şarapsız tüketilmemektedir. Yıllık kişi başı şarap tüketiminde de en üst sıralarda yer alan bu ülke, tarihte Güney İtalya ve Sicilya'da yerleşik olan Yunanlılar tarafından "Şarap Diyarı-Oenotria" olarak anılmıştır. İlk asmaları Etrüskler zamanında yetiştirildiği bilinen İtalya'da Romalılar döneminde daha organize ve düzenli hale getirilen bu uğraş, ticari anlamda da önemli bir değer halini almıştır. Fransa hariç, dünyanın diğer tüm uluslarından daha fazla şarap üretilmektedir. Hem üretimde hem de tüketimde Fransızlarla yarışan İtalya, mutfak ve yemek kültüründe de şarap kullanımına büyük yer vermektedir.

Anahtar Kelimeler: İtalya, Şarap, Yemek, Bağ

1. INTRODUCTION

One of the countries that has the world's oldest vineyards and a wine culture of thousands of years is Italy. In this country, which has very different soil and climatic conditions, different types of wines are produced with more than 2000 local grape varieties. Italy's most known wine producing regions are; Piedmont, Tuscany, Sicily and the northeastern region. Wine is a vital liquid for the Italian people and growing grapevine wherever you go, and almost no food is considered without wine. In Italy; wines which the viticulture dates

from the Roman period, both domestic species and grapes obtained from international wine grapes are being produced (Venkatraman and Ramanujam, 1986). Despite this long history, Italian enology making difficult in the process of giving quality samples, has reached a different development line with the laws in force and the appellation system from the beginning of the 1960s. This system combined with the production experience gained over many centuries and modern production concept, the quality of Italian wines has increased rapidly. According to the appellation system being applied in Italy, wines are classified under four categories.

2. APPELLATION SYSTEM IN ITALY



2.1.VdT (Vino da Tavola)

It is the lowest step in Italy's wine quality system and the wine of the same status as the Vin de Table in France includes fairly mediocre, simple, inexpensive and ready to drink. The qualities of the grapes used in this category of wines are rather loose with respect to the practices of viticulture and wine making practices. Wine has been obtained generally from grapes taken from anywhere in Italy, by fermentation and containing at least 11% alcohol.

2.2.IGT (Indicazione Geografica Tipica)

IGT, which means wine with typical regional characteristics, is at the same level as the "vin de pays" status in France. The IGT, which was founded in 1992, is technically a dining table wine status. However, the wines in this category are produced under more legal control than VdT. For example, only grapes grown in that region can be used in wine, alcohol rates are regulated according to the climate conditions, viticulture and wine making techniques are under control, albeit partially and highly flexible.

2.3.DOC (Denominazione di Origine Controllata)

As a counterpart to "Appellation d'Origine Contrôlée" in France, it points the status of "quality wine". This term, which means "controlled appellation" in a wine producing region which bounds determined by law, controls many aspects of wine-making and wine-making from grape cultivars, to vineyards and vineyard applications, from grape harvest per hectare to wine-making applications.

The alcohol content, acid level, dry matter amount of wine should be within the limits determined by law. The manufacturer is obliged to comply with all rules in order to grant DOC status to the wine. Today, there are 200 DOC regions in Italy, but not all of them are of the same size.

2.4.DOCG (Denominazione di Origine Controllata e Garantita)

In 1963, the Italian government created a new quality wine status over the DOC status, pointing to the elite wines of the country. DOCG, which means inherent control and guaranteed naming, was initially given to the most prestigious regions of the country: Barolo, Barbaresco, Chianti, Brunello di Montalcino and Vino Nobile di Montepulciano. Compared to the DOC, these regions, which contain much stricter rules and higher quality standards, represent the best wines of Italy.

Other Italian territories with DOCG status include:

Torgiano Riserva, Carmignano, Gattinara, Sagrantino di Montefalco, Taurasi, Vernaccia di San Gimignano, Asti, Moscato d'Asti, Franciacorta, Brachetto d'Acqui, Vermentino di Gallura, Ghemme, Gavi, Valtellina Superiore, Sforzato di Valtellina, Greco di Tufo, Fiano di Avellino, Recioto di Soave, Montepulciano d'Abruzzo Colline Teramane.

3.HISTORY

This country, which is also in the top rank per capita wine consumption per year, is referred to as "Wine Region-Oenotria" by Greeks residing in southern Italy and Sicily in history. Even prior to the foundation of the Roman Empire, wine production was done by working in viticulture widely in the country (Mccarthy, 1964; Crescimanno and Ficani, 2002).

In Italy, where the first grapevine were known to have been raised during the Etruscan civilization, in the era of Romans, this effort, which has become more organized and ordinated, has become an important commercial value (Bernetti and Casini; 2006).

Etruscan civilization and Greeks had made wine production in the country, a long time ago, to establish their own vineyards and begin production of 2nd century BC Romans. Roman wine production was fertile and well organized, large scale production and various storage methods such as barrel bottling were improved. Italy with 3,000 years of viticulture, is in the forefront of world wine production (McCarthy and Ewing-Mulligan 2003). It produces and consumes more wine than all the other nations of the world except for France. Italy, which competes with the French in both production and consumption, has a great place in the use of wine in the culinary and culinary culture. Many local dishes are cooked by adding local wines. Within the last 25 years, the wine industry, has made great breakthroughs, especially in terms of viticulture improvement and maintenance studies have reached the "great wine" category of production (McCarthy and Ewing-Mulligan, 2003).

3.1.Ancient Times

In the beginning, Viticulture initiated in Sicily, Puglia and Tuscany, by Greeks and Etruscan civilization in BC IV. Century, is being spread all over Italy in a short time. But the Romans made it to Europe.

The modern European viticulture map is almost identical to the map of the strongest period of the Roman Empire. The wine, which nourishes pleasure and disgust and inspires poets and writers, has become an integral part of the Roman social life. The Romans, like Plinius, have documented the tricks of quality grape cultivation for centuries, such as land selection, maintenance, pruning, yielding and aging (Aktan and Kalkan, 2000).

3.2.Modern History

It may be said that the collapse of Rome is the result of the golden age of the wine, but the viticulture has not been abandoned by the inhabitants of the peninsula. On the contrary, until the reunion in 1861, it was further developed under the numerous flags that dominated the various regions of Italy (Spawton, 1991). Thousands of years of intense competition among these city states has led to extraordinary differences in the way that each federation has its own local varieties and traditions tightly protected. In the meantime, Italy's vineyard has reached an amazing structure that as we know gradually, the abundance of regional grape varieties and the diversity of wine styles and the foreground of local wine production techniques (Tosun, 2005).

Although Italy has a difficult wine potential to overcome, there are small incentives to improve the quality of wine in the country where wine has been highly adopted and has achieved a high internal consumption rate. With the formation of the true middle class after World War II, the Italians began to be interested not only in quantity but also in quality for the first time. The 1950s has witnessed extraordinary demand for quality wines as well as the economic stability needed to produce them. Gradually, the gigantic wine industry, which started to crash in Italy, began to change course. The dependence on cooperatives reduced, productivity was being decreased and new technology was being adopted. In the 1960s, super-Toscan wines appeared like Sassicaia, which changed the world's view of Italian wines. Since the Super-Toscans made from international grapes and out of the holy DOC rules are very beautiful, collectors from all over the world were competing to buy these wines at prices that set new records. These wines have shown to other producers that Italian wines can compete on the world stage. A handful of producers who have decided to reduce the yield and improve the technology have now become a flood from Valle d'Aosta to Sicily.

4.WINE REGIONS

4.1.Piemonte

The main grape of the region is Nebbiolo, a native noble species Nebbiolo, a grape of Barolo and Barbaresco wines, is being cultivated since the Romans first formed the region. Other noble local grapes of the region can be included Barbera, Dolcetto, Favorita and Bonarda.

4.1.1.Barolo

Barolo, which was produced in the town of Barolo and date back to the early 19th century, at that time he was only being preferred by the local people as a sweet wine. However, with the passionate work of the Barolo Marquis of the period from the mid-19th century has become one of the few wines of the world and thanks to the new production methods, it has become the dense neat wine. With the implementation of DOCG, which has been in vogue in 1980, superior quality standards have been adopted and Barolo has been followed with greater interest in world markets. Although it is a full-bodied and assertive wine, the tannins are soft and easy to drink.

4.1.2.Barbaresco

Another important wine of the region, also known as Barolo's brother, is taken from the same name town of Barbaresco. Barbaresco, obtained from Nebbiolo grapes, can only be produced in the following towns pursuant to DOCG rules; Barbaresco, Treiso, Neive and San Rocco Senodelvio. It is an extremely valuable wine due to its rich aromatic structure and aging. The best producers are; Gaja, Giacosa, Pio Cesare, Marchesi di Gresy, Roagna, Scarpa. Other important wines produced in Piemonte are; Barbera d'Alba, Dolcetto, Favorita and Cortese de Gavi.

4.2.Toscana

Italy's world-best known wine is Chianti, which has become the symbol of Tuscany. Chianti, obtained from Sangiovese, one of Italy's noble noble grapes, has not reached a quality level that has remained unchanged until recently is a wine that is dominated by red fruit aromas and is not very ambitious.

4.2.1.Chianti

However, with the increase in quality in Italian wines over the last years, Chianti wines are becoming increasingly better quality. "Chianti Classico" is the name given to the top quality of these wines.

4.2.2.Super-Tuscan

The truly precious wines produced in Tuscany are called "Super-Tuscan" and are obtained from the cups of Sangiovese and French grapes. These red wines, which are produced with the blending of new methods with the radical production methods and the quest for high quality, make the leading role of the developing Italian wine.

4.2.3.Brunello di Montalcino

Brunello di Montalcino, also from the wines of the region of Tuscany, is being followed with increasing interest. These powerful and aging reds, named for the town of Montalcino, is obtained from the grape of "Sangiovese Grosso", a sub-genus of Sangiovese grape. The notable white wine of the region is produced from Vernaccia grape, in San Gimignano, a DOCG region.

4.3.Sicily

Geographically and culturally located at a certain distance from Italy, this great island of the Mediterranean is known for its fortress wines, mainly Marsala.

4.3.1.Marsala

Marsala, first produced by the British in the 18th century, It is derived from the noble white grapes of Sicily, Catarratto, Grillo, Damaschino and Inzolia. Marsala is divided into three according to the color (Oro: Light yellow, Ambra: Amber, Rubino:Ruby) and sugar ratio(Secco / Sek:Mak.40 gr/lit, Semisecco / Dömisek:40-10 gr/lit and Dolce / Sweet:100 gr + / lit) The highest quality wines produced in accordance with the requirements of the DOC standards are called Vergine and Vergine Stravecchio. These wines are aged in barrels for 5-10 years and have at least 18% alcohol content. Those named as Superiore and Superiore Riserva are in a lower quality class. It is aged between 2 and 4 years in barrels. Out of these two categories, and formed the majority of Marsala production and only if they are labeled as Marsala are aged for 1 years and the alcohol content are slightly lower.

4.3.2.Moscato di Pantelleria

Another wine that should be mentioned when talking about Sicilian wines is Moscato di Pantelleria. It is a sweet wine produced in Pantelleria. This special wine from the local Zibibbo grape in Pantelleria, a small

volcanic island, is also obtained from the same grape dried and is thus referred to as MoscatoPassito di Pantelleria.

5.CONCLUSION AND EVALUATION

Italy, which is known around the world for its high-quality wines, is at the top of global rankings, meeting about one fifth of total production in the year 2016. While Italy takes first place in terms of total production, France is holding second place despite a loss of 350 million liters. Spain and the United States, respectively, are following. So much so that according to data from the International Organization of Vine and Wine, most of the wine in the world was produced by Italy in 2016 with 49 million hectoliters.

The ranking changes, however, when looking at consumption based on countries. While the United States takes first place, France takes second place in consumption together with production. While Italy is third, Germany follows.

The wines produced in Italy are exported to numerous countries around the world. It has a market share of more than 10% in many Asian countries, especially India, which has the second largest population in the world. Together with this, Turkey gets most of its wine imports from Italy.

The wine-making tradition, viticulture and winemaking in Italy that dates back to the Etruscans, are deemed as important parts of the culture and gastronomy of the country alongside the economic value it generates.

The wines that Italy produces using traditional methods with grapes obtained from the fertile vineyards of Italy have a great reputation throughout the world. Together with wine production in numerous countries across the world, in terms of production, consumption, and commercial data, Italy assumes an active role in the global wine market.

REFERENCES

- Aktan N., Kalkan H., (2000). *ŞarapTehnolojisi, Kavaklıdere Eğitim Yayınları*, Ankara.
- Bernetti I., Casini L., Marinelli N., (2006). Wine and Globalisation: Changes in the International Market Structure and the Position of Italy, *British Food Journal*, Vol. 108 Issue: 4, pp.306-315.
- Crescimanno, M., Ficanı, G. B., Guccione, G., (2002). The Production and Marketing of Organic Wine in Sicily, *British Food Journal*, Vol 104, Number 3/4/5, ss. 274-286.
- Mccarthy, E. Jerome, (1964). *Basic Marketing, Homewood, III: Irwin*.
- Mccarthy E., Ewing-Mulligan M., (2003). *Amatörler İçin Şarap, 3.Basım, Globus Dünya Basımevi, İstanbul*.
- Spawton, Tony, (1991). Wine and the Marketing Mix, *European Journal of Marketing*, ss. 19-31.
- Tosun, M. (2005). *Şarap Sektör Araştırması, Türkiye Kalkınma Bankası*.
- Venkatraman, N., And Ramanujam, V., (1986). Measurement of Business Performance in Strategic Research: A Comparison of Approaches, *Academy of Management Review* 11 (4), pp. 801-814.