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MAREMMA The Hidden Tuscany

From the hills
to the sea,
a unique and
pristine
territory

Passionately cultivated by large and small winemakers and fueled by the ambition of distinguished dynasties, the Maremma is today's most innovative face of Tuscan winemaking. DOC Maremma Toscana wines are produced across the entire province of Grosseto in the heart of one of the most beautiful regions in Italy, which each year attracts increasing numbers of tourists from around the world. Boasting bountiful green hills, powder-sand beaches, azure seas, medieval villages, archeological sites and vast forests and the wildest, most untouched part of Tuscany produces an extremely vast and innovative array of wines to satisfy the most diverse palates and needs.

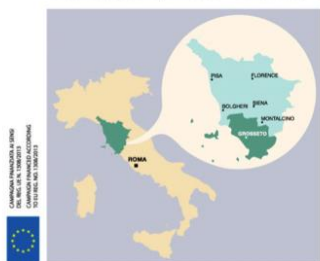
These wines include the crisp, fresh whites of the coastal areas, based primarily on Vermentino (the

DOC's most-bottled and most-desired white), more structured varieties from inland plots sheltered by the Colline Metallifere and the Tufo area, increasingly trendy rosés, single-varietal reds as well as native and/or international red blends. The reds in particular are easy-drinking wines that admirably express their character, even when bottled just months after the harvest; however, there are others that are sure to yield excellent results upon medium- and long-term aging, with eminent structure and complexity, whose full potential is yet to be discovered. Alongside the indigenous varieties—Ciliegiolo, Canaiolo Nero, Alicante, Sangiovese, Pugnitello, Aleatico, Vermentino, Trebbiano, Ansonica, Malvasia and Grechetto—in the 1990s, production was expanded to include international varieties such as Cabernet Sauvignon, Cabernet Franc, Merlot, Syrah, Viognier, Sauvignon Blanc, Chardonnay and Petit Verdot, which have found a perfect new home in the Maremma area.

"The Maremma Toscana is a zone that produces many types of wine that are an expression of the vast and varied territory," explains Francesco Mazzei, president of the Consorzio Tutela Vini della Maremma Toscana. "Since Etruscan times, this has been the ideal habitat for grapes and, thanks to the dazzling sunlight, indigenous and international varieties thrive under the aegis of sustainability and technical innovation. Elegance, crispness and a pleasant mouthfeel are traits common to all Maremma wines and the new generations of winemakers—local producers as well

as acclaimed vintners in Italy's wine panorama—are key elements, along with complexity and longevity, in achieving ever-higher qualitative objectives."

The multitude and variety of hospitality facilities in Maremma Toscana allow visitors to truly experience its wild side or spend their days being pampered, indulging in *la dolce vita*. Here, they can follow the wine tourism trails, experiencing the land, history, sea and pristine natural settings, with the opportunities to go horseback riding, kite surfing, bicycle or mountain bike riding, golfing and much more.



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Maremma Toscana
CONSORZIO TUTELA VINI