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Natural wines: A technological goal for new market trends

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In the last fifty years, the wine production and its marketing have been revolutionized not only by the move from small national markets into a single and larger global market but also by internet. This has given the chance to small producers of any kind to find customers all over the world. All of that has generated the demand for huge masses of wine never seen before but also for many wines with specific characteristics which have filled “niches” of market. The latter should be added to the total large figures. One of the demands that seem to have the largest share in the future is the one of wines made without any added chemicals, the so-called “natural” wines. Today these wines are produced often by people refusing technology and that is exactly why the quality of the wines could be irregular and the cost of production very high, limiting the expansion of the category. The solution could come from the use of innovative techniques in the vineyards in the cultivation and in the cellar. These techniques permit to avoid the use of chemicals maintaining the costs basically the same than the ones of the conventional producers. We are presenting three projects realized with the co-operation of the Universities of Pisa, Firenze and Bologna. Each of them allows the possibility of this achievement in any production system from the minor to the large industrial one.

Biography

Stefano Cinelli Colombini was born in Florence in 1956 and graduated in Law at the University of Siena and has been working in the family property of Fattoria dei Barbi managing the sales, the agriculture and the livestock farming. He has been a part of the Board of Directors in the Consorzio of Brunello di Montalcino, Morellino di Scansano and in Confagricoltura also at national level. He is a Member of the Accademia della Vite e del Vino. He is the Founder of Museo della comunità di Montalcino e del Brunello. Since 1999 he is the Owner and General Manager of Fattoria dei Barbi and the property in Scansano.

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