

WSET Diploma Thesis - Summary

Southern Maremma – a little known region with huge potential

by Marcel Luther; Schützenmatte B1; 6362 Stansstad

Motivation and Objective

Through my work in a specialised wine shop I am in touch with many wine producers from Italy. Wines from the Maremma have spiked my interest through their great quality and diversity. There are huge differences in viticulture in the different parts of Maremma and worth looking into.

The objective of the thesis is to have closer look at the southern part of the Maremma, the "Maremma Grossetana". It is a zone where wine was always produced, but in contrast to the northern part where town like Bolgheri and Suvereto rose to fame, wines from the southern Maremma never became the same famous.

The thesis tries to uncover the potential for quality winemaking in the Maremma Grossetana. For this it takes a closer look on Capalbio, one of its most iconic towns.

The Maremma roughly comprises the coastal parts of the regions Tuscany and Lazio. Although there is no strict definition it can be subdivided in three parts:

- The **Maremma Livornese** stretches from Livorno to Piombino
- The **Maremma Grossetana** in the province of Grosseto – from Piombino to Capalbio.
- The **Maremma Laziale** in Lazio – from Capalbio to Santa Marinella

Methods

In order to get all the necessary information to reach a conclusion various methods were used.

Most information was gathered during a study trip to Capalbio. In meetings with many producers not only their current situation was assessed. The history of Capalbio, politically as well as from a viticultural standpoint was uncovered.

The annual rainfall was researched in collaboration with "Monteverro" who could provide climate data from the last decade.

Research already done by Monteverro regarding soil characteristics and composition is used to analyze soil quality.

In addition to this work, research of both, Internet and printed media resources completed the information.

Finally, the facts gathered through this research were compared with values from Bolgheri to identify similarities and differences. From this comparison conclusions could be drawn that give insight into the viticultural potential of Capalbio and the rest of the Maremma Grossetana.

Results

The thesis concludes that there is a lot of potential for viticulture in Capalbio. The reasons for that is the climatic similarities to already successful Bolgheri and the opportunities of tourism and pioneer winemakers who make the region more famous.

But the thesis also finds reasons why Capalbio did not reach its full potential up to now. Mainly it is the political differences and lower investments from medieval times up to today. Also, the DOC Capalbio has a bad reputation. This is mainly due to the cooperative that was very dominant in Capalbio. In 2013 this cooperative went bankrupt leaving a hole in Capalbio's viticultural landscape.

There are signs for a change in this region. Capalbio is a hidden gem waiting to be explored. All the factors are there for Capalbio to be as successful as Bolgheri or Suvereto.