(Wine) Standards are nothing new.
They exist since the beginning of trade.

Greece – 2500 years ago

Laws in Thasos,
a Greek island reknown for its wine:

*prohibit the dilution of wine with water*

*and*

*forbid that small quantities of wine are sold in large amphorae.*

C(aius) MAEV(ius), owner of the vineyard, late 2nd century BC
Geographical Indications – Historical origins –

- King Charles VI of France, Burgundy, 1415
- Cosimo III de' Medici, Chianti, 1716, 1932
- Marquis of Pombal, Port, 1756, 1788, 1907
- French Appellation d’Origine Contrôlée 1905, 1919, 1927, 1935 laws (e.g., Champagne)

General Insights

1. The world’s first geographical indications (GIs) were in the wine sector and focused on the delineation of the location of production, the ‘terroirs’.
2. Their introduction is related to trade, economics and politics.
3. Their expansion (in the following years and centuries) is related to changes in political power structures, in combination with changes in the dominant philosophy and in (transport) infrastructure.

1st Case Study: The Delimitation of Chianti Wine

« At the beginning of this century, due to the trade that the Chianti province had with Britain, the price of wine was four or five times over the ordinary price, and there was no hill, mountainous or rocky, that with iron or with fire was not crushed to plant the vines. »
Sallustio Antonio Bandini, 1775

Tuscan wine

- 2,000 years ago: Ancient Rome was the center of wine trade → collapse of the Roman Empire ... and Middle Ages (‘reputation’ of Italian wines disappeared)
- 17th century: major expansion of vines in Tuscany (drop wheat prices, sharecropping)
- But limited exports → regulations forbade export of Tuscan wine
- What triggered wine exports from Tuscany?
Anglo-French wars (1688-1713)

Collapse of French wine exports to Britain + Britain imposed high tariffs on French wines

Pressure in Tuscany to remove the ban to seize the opportunity to enter the British market

Lorenzo Magalotti (1637-1712), Florentine count and diplomat, advised to profit from the wars between France and Britain

“(...) non bisognasse perdere la congiuntura della guerra che è presente tra l’Inghilterra e la Francia”
“(...) we must not miss the present war conjuncture between England and France” (authors’ translation, Manoscritti Magalotti, ASF)

“Bisogna però ricordarsi che gli inglesi amano i vini rossi, e asciutti, onde il Chianti (...) saranno i più propizi per il commercio”
“However, we must remember that the British love red and dry wines, so Chianti (...) would be the most appropriate to trade” (authors’ translation, Manoscritti Magalotti, ASF)

Chianti and Britain

1698 edict: Cosimo III removed export bans

Italy’s (Chianti) wine exports to Britain and Holland increased rapidly

Initially, Chianti wine was produced by Florentine landowners and powerful merchants (Antinori, Frescobaldi, Ricasoli, da Verrazzano)

However... the party did not last forever!
The Power of Lobbying

The trade profits induced other producers (located in other parts of Tuscany) to enter the British export market → *false* Chianti wines

(perceived) fall in Chianti’s "quality" reputation → threat to their profitable trade with Britain

Powerful Florentine landowners/merchants pressured Cosimo III to protect "Chianti’s reputation" by distinguishing "Chianti wine" from other wines

1716: Cosimo III issued two edicts

1st edict: Delimited the boundaries of the "Chianti" wine growing area

« (...) from Spedaluzzo to Greve; then to Panzano, with the territory of Radda, which includes the three villages of Radda, Gaiole and Castellina, up to the borders of the state of Siena.

(...) all the wines that are not produced in the above-confined regions cannot and will not by any reason be bought or traded as Chianti wine »

Extract from the 1716 wine edict

2nd edict: Established a Congregazione

- The Board (Congregazione) controlled wine production, its shipment, trade and the possible frauds—the equivalent of the present Chianti Consortium
Persistence and Adjustments

• Question: how the Chianti GI as it was initially delineated compare to today’s GI ? Is it still the same or has it been adjusted ?

• The 1716 Chianti GI region was expanded once

GI expansion: A "Perfect Storm"

The 1932 expansion was the result of three changes:
- the creation of the railway in Tuscany,
- the arrival of the deadly vine bug Phylloxera,
- and the massive Italian immigration to the US.

1. The Leopolda railway

The creation of a railway line (1850s) connecting Siena to Livorno (excluding Chianti wine producers)

2. The arrival of Phylloxera in France

• The destruction of vineyards in France increased demand for wine/raisins from other countries (Spain, Italy, Greece...)
• 1880s-1890s: Tuscan wine production ↑ by 40%
3. Massive Italian immigration to the US (1880s-1920s) ...

Frauds and Lobby

- As a consequence, Chianti wines were now produced in a much larger region.

- Creation of 2 consortia: "Gallo Nero" ('historical' Chianti region) and "Chianti Putto" (big wine export producers located in other parts of Tuscany) → lobbied the government for a protection.

- 1932 law expanded the Chianti GI area and created 7 subzones → One subzone was named "Chianti Classico" and included the 4 towns delimited by Cosimo III (Castellina, Gaiole, Greve and Radda) → Chianti GI region has remained largely unaltered

... started producing "Chianti" wine in California and using the ‘Fiasco’

Wagons loaded with Chianti bottles

The Historical Evolution of the Chianti Wine Region
Case Study: The Delimitation of Port Wine

« But it was in delimiting the best wine-growing areas that [Pombal] was positively visionary. By choosing only the schistous soil (and avoiding the granite outcrops in the area) he foreshadowed the whole notion of controlled appellations. »
Hugh Johnson, 1989

Britain and Portugal

- Initially little trade with Portuguese wine
- 1654: the commercial treaty between Portugal and Britain
  - English factories (associations of merchants) were created to ship wines to Britain
- Anglo-French wars (1688-1713):
  - Wars: Collapse of French wine exports to Britain
  - 1703: Methuen Treaty (reducing tariffs on Portuguese wines)
  - 1714: Britain imposed high tariffs on French wines

Dramatic growth of Portuguese wine exports to Britain

- Imports increased from 1% in 1677 to 37% in 1713 to 72% in 1737/46 of British imports

Port wine as a Patriotic Drink in Britain
And in Portugal...

- **Vineyards spread** on the hills along the **Douro river** and shipped to Britain via the harbor of Porto.

- However... also in Douro the party did not last forever!

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**The Power of Lobbying**

The trade profits induced **other producers** (located in other parts of Portugal) to enter the British export market + **other "Port" wines** (raisins) + **new ways of producing** Port wines → 'false' Port wines

(perceived) fall in Port’s "quality" reputation → **threat** to their profitable trade with Britain

Wealthy vineyard owners in the Douro valley **pressured** the Portuguese Prime Minister (Marquis of Pombal) to protect "Port’s reputation"

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**1756: Pombal introduced a series of regulations**

![Image of Marquis of Pombal]

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**The Douro Company**

- regulated the **production and trade of Port wines** by controlling quantities, setting prices and standards → two categories: "Factory wines" for export and "branch wines" for home consumption

- and...

![Statutes of the Douro Company]
- set the geographic boundaries ('terroirs') in which Port wines could be grown

355 stones

Persistence and Adjustments

• Question: how the Port GI as it was initially delineated compare to today's GI? Is it still the same or has it been adjusted?

• The 1756 Port GI region was expanded twice (1788 and 1907)

2nd GI expansion: Another "Perfect Storm"

The 1907 expansion was the result of four factors:

- the increased Douro river navigability,
- the expansion of the railway in northern Portugal,
- the arrival of the deadly vine bug Phylloxera,
- and a period of liberalization.

1. Increased Douro river navigability & the Valeira gorge (1780-92)
2. The construction of the **Douro railway line** (1873-87)

3. **Liberalization** ("free trade" regime) and 4. **Phylloxera**

**Frauds and Lobby**

- As a consequence of the liberal regime, the higher production of the winegrowers outside the Port GI and lower transport costs, Port wines were now produced in a much larger region.

- 1887: creation of a **new pressure group** (the "League of Douro Farmers") to lobby the government to prevent the new producers from labelling their wine as "Port" wines.

- 1907: **new delimitation** reaching up to the borders of Spain → Port GI region has remained largely unaltered.

**The Historical Evolution of the Port Wine Region**

- First Delimitation, 1756-1761
- Second Delimitation, 1788-1793
- Third Delimitation, 1907

Source: Adapted from Museu do Douro (2017).
Lessons from History

1. GIs and 'terroirs' have historically emerged as important wine regulations.
2. Their introduction is related to trade, economics and politics.
3. Their expansion (in the following years and centuries) is related to changes in political power structures, in combination with changes in the dominant philosophy and in (transport) infrastructure.

1930s poster: “Drink wine and live happily”