

THE PROJECT

“The Malvasia Myth” project aims at featuring and valorizing the cultural heritage of the renowned wine. It will build an overall myth about Malvasia's history and culture. The myth of the Malvasia, based on the cultural identity, the stories and legends of all Malvasia wine-producing regions, will involve the local communities towards the creation of a network of Malvasia regions and the development of a cultural route of wine.

The Malvasia myth is a transnational cooperation project implemented under the framework of LEADER/ CLLD 2014-2020 programme.

More information

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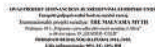
Malvasia Myth is a member of the Iter Vitis cultural route of the Council of Europe.



Cultural route
of the Council of Europe
Itinéraire culturel
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MALVASIA MYTH

PATHS OF HISTORY, CULTURE & WINE

Taste the myth!

Discover the routes
of the Malvasia wine,
the most famous wine
in history.

HISTORY | Discover the history

Malvasia wine was already famous since the 12th century. It is strongly believed that it originates from the castle town of Monemvasia (Malvasia) at the foot of Malevos (Parnonas) mount in the south Peloponnese, Greece, indicating a geographical and historical designation of origin. Malvasia wine dominated the wine trade for six centuries, up to the 17th century, mainly to Venice, as “sun-dried malvasia” wine. Originally (12th-15th century) it was exported directly from Monemvasia, later (14th-17th century) via Crete (Candia-Malevisi), where a very similar wine, also called Malvasia, was produced and exported to Venice and Europe. Throughout the Middle Ages, Malvasia wine became so famous and ubiquitous among Venetian merchants that they named their wine stores “Malvasie”. French traders were selling the wine as “Malvoisie” and, in England, it was known as Malmsey.

In the 16th century, during the Ottoman rule in Greece, the vineyards of Monemvasia were abandoned, resulting in cessation of production. Meanwhile, Venetian merchants transferred cuttings to replant malvasia vines in other areas. The spread of cultivation led to a lot of new and different malvasia wines that are produced today in Italy, Croatia, Slovenia, Spain, Portugal and Greece. All these areas have a story to tell about their malvasia wine, cultivation traditions and history.

The strength of the ancient Malvasia brand may well be the first example of international wine marketing. The journey through history of this legendary wine is full of mystery and charm, assumptions and proofs, research, tradition, experiences and taste.

A true myth!

A transnational project about the history and culture of Malvasia wine

Leonardo da Vinci, painter of “Mona Lisa”, engineer, scientist and artist, was also a keen wine lover. He has been gifted the vineyard in Milan in 1499 by Lodovico Il Moro (Lodovico Sforza), in return for Da Vinci’s painting of “The Last Supper”. It took a team of researchers and wine experts 11 years to locate and re-establish Leonardo da Vinci’s vineyard in Milan, which survived for 450 years until it was destroyed by Allied bombing in 1943.

William Shakespeare mentions the wine in his plays “Love’s Labours Lost”, “Henry IV Part 2” and “King Richard III” (1593), where the Duke of Clarence is drowned in a “malmsey-butt”.

PLACE | Explore the places

Exploring the Malvasia wine producing areas.

Malvasia is grown in many parts of Europe, mainly in:

- **Italy:** Emilia-Romagna, Friuli-Venezia Giulia, Lombardy, Apulia, Sicily, Sardinia, Basilicata, Calabria, Campania, Lazio, Tuscany, Umbria, Liguria, Veneto, Abruzzo, Marche, Molise, Piedmont
- **Spain:** Catalonia, Canary Islands
- **Portugal:** Madeira
- **Croatia:** Istria, Dalmatia
- **Slovenia:** Istria, Goriška Brda
- **Greece:** Monemvasia, Paros, Crete

A lot of Malvasia festivals, events and conferences take place every year in many of these areas. A lot of routes to follow, exploring the myth!

The creation of an international network for the Myth of Malvasia will support a new cultural route

MALVASIA
MYTH



OBJECTIVES

- Research, study and documentation of the history and myths of Malvasia wine.
- Awareness raising, training and support tools for local communities.
- Stimulating the local morale by connecting the regions with the mythical wine.
- Creation of an international brand for the Malvasia myth and connection with the tourist product.

ACTIVITIES

- Research and documentation.
- Creation of international cultural brand “Malvasia myth”.
- Digital marketing.
- Training seminars for entrepreneurs in Malvasia wine producing regions.
- Study visits.
- Networking and cooperation of Malvasia producing areas.
- Promotion events and festivals.