

Malvasia Myth

Malvasia



MALVASIA MYTH
PATHS OF HISTORY, CULTURE & WINE

William Shakespeare



Martin Luther



Leonardo da Vinci



Pietro Querini



Malvasia

Suppose you are:

William Shakespeare

"I'll drown him in a barrel of wine. I wonder what wine it will be"

What wine would you select?

William Shakespeare in his play "King Richard III", in the 4th scene of the 1st act, has the Duke of Clarence, brother of King Edward V, brutally murdered and then "drowned in a Malmsey butt" - a barrel of **Malvasia**.

Shakespeare's choice of this method of drowning in Malvasia - a "luxurious" wine - was a message, both symbolic and political, about the Duke's betrayal and its punishment.

Shakespeare also refers to Malvasia in other plays, "Henry IV" and "The Merry Wives of Windsor".



Malvasia

Suppose you are:

Martin Luther

"I wonder what God is to man"

What would you answer?

Martin Luther, the great religious reformer and initiator of Protestantism, known for his 95 Theses, also a wine-lover, often referred to Malvasia wine.

He is credited with the phrase:

*"God does not stand behind you with a cane, but in front of you with a glass of **Malvasia**."*



Malvasia

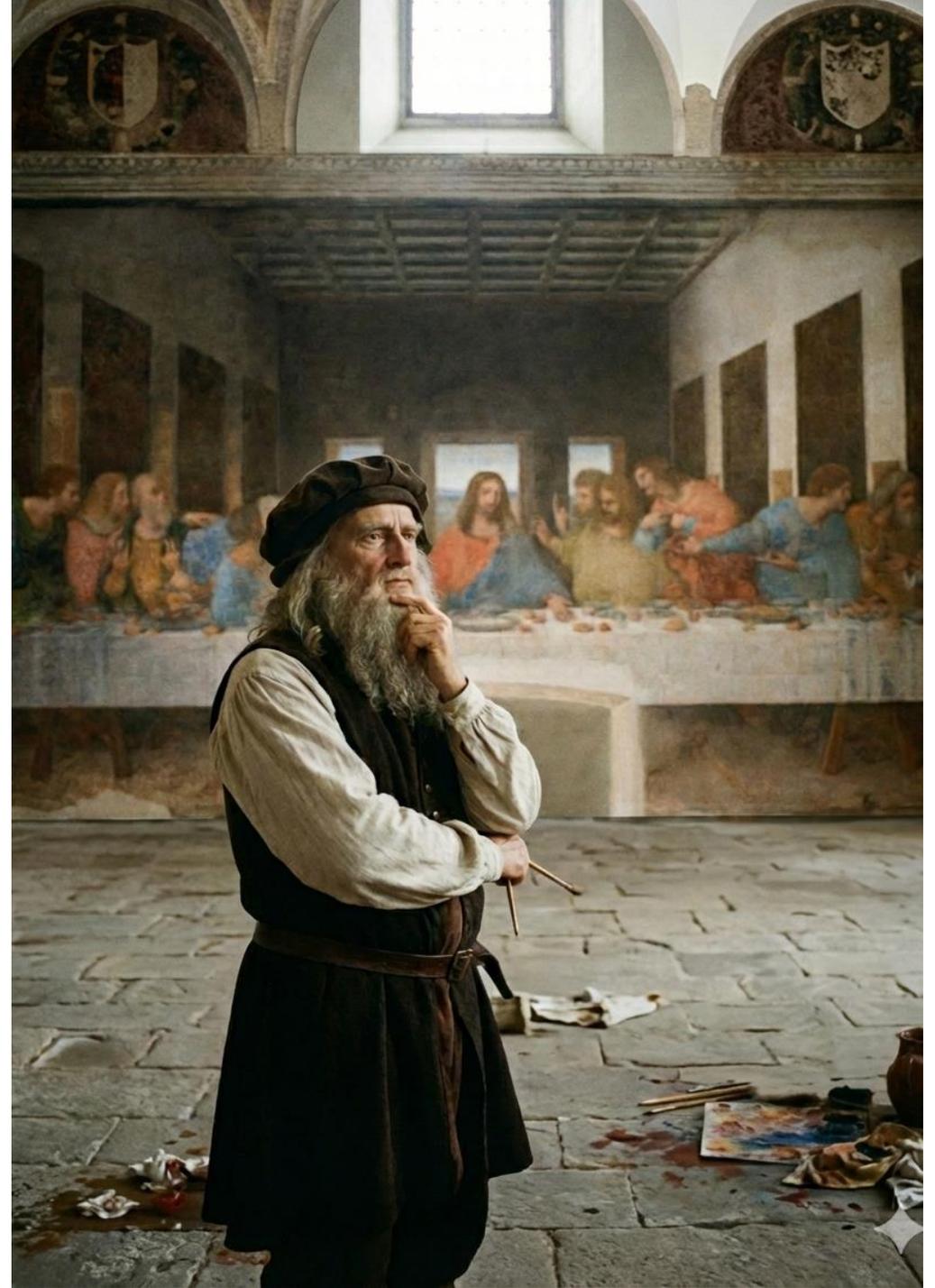
Suppose you are:

Leonardo da Vinci

"I wonder what wine I should paint on the Last Supper glasses"

What wine would you select?

Leonardo da Vinci painted "The Last Supper", one of the most important and recognizable works in the history of art, between 1495 and 1497 in the church of Santa Maria delle Grazie in Milan. As a reward for this work, he received from the Count of Milan Ludovico il Moro Sforza a vineyard with **Malvasia**, directly opposite the church. Since 2015, Leonardo's vineyard has been revived. In 2018 after the first harvest, **Malvasia** di Candia Aromatica wine was produced in terracotta amphorae place underground, according to the medieval method.



Malvasia

Suppose you are:

Pietro Querini

“I wonder what our most valuable and famous commodity is”

What would you answer?

Querini, a Venetian nobleman, merchant, Lord of fiefs in Crete-Greece and producer of **Malvasia**, became famous because of his dramatic trip (1431), carrying **Malvasia** from Crete to Flanders. *“Via Querinissima”* is today a Cultural route.

For the Venetian traders (Medieval-Renaissance), spices were more profitable per unit weight, but wine -mostly **Malvasia**- was the largest cargo of their ships. Near the Rialto scales at Venice there was the Wine Toll House. Today, 28 roads, bridges and passages in Venice are still called **Malvasia**.



Malvasia

Suppose you are:

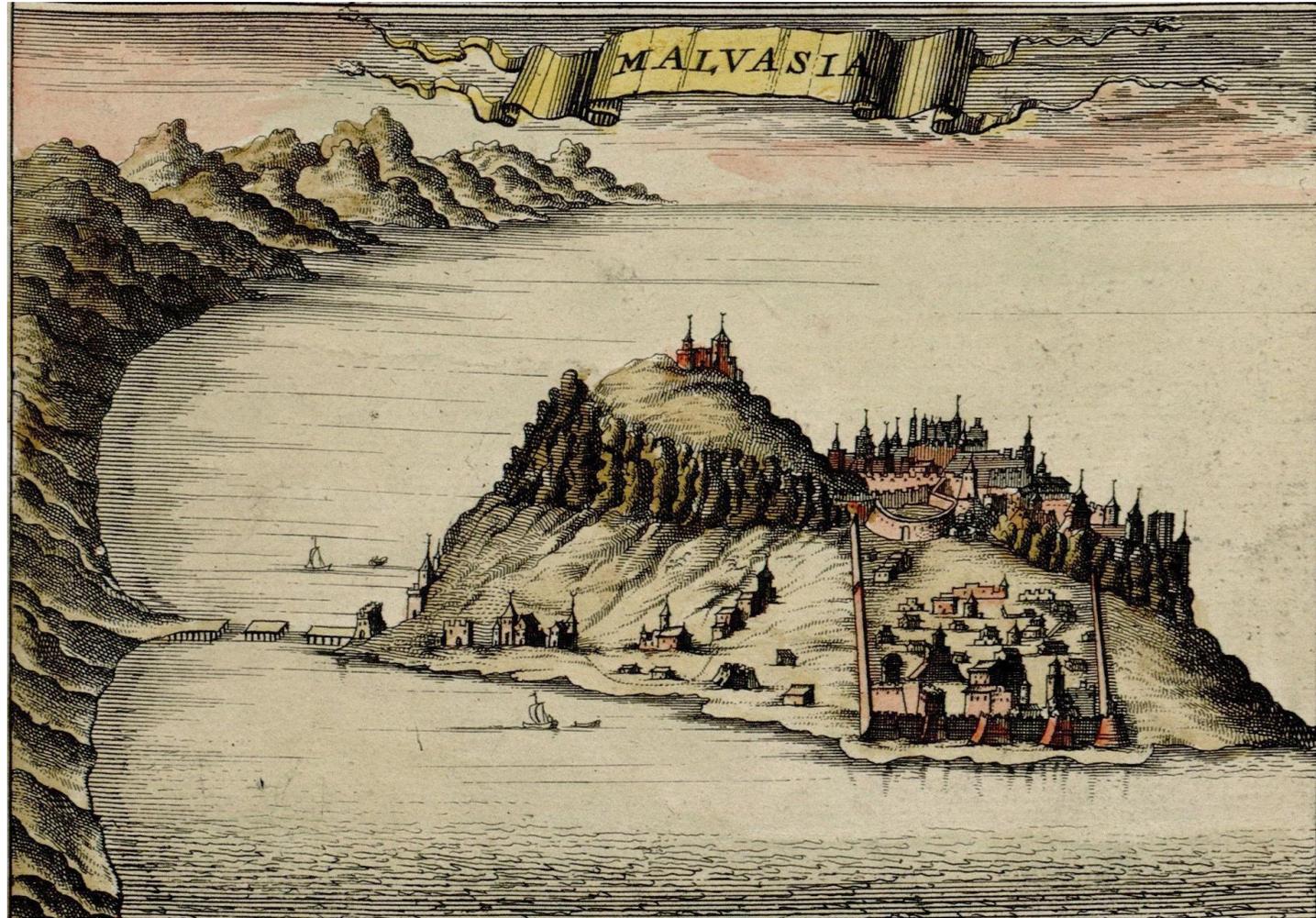
A wine lover

“I wonder what is the most famous wine in history”

What would you answer?

Malvasia of course!

Originating from Monemvasia (Peloponnese, Greece) in the 12th century, the production expanded to Crete and the Cyclades islands. **The sundried Malvasia wine** became one of the most valuable products for Venice and its merchants. The Venetians spread it all over Europe, making Malvasia the most luxurious and fascinating wine for six centuries.



Monemvasia, Peloponnese, Greece



Malvasia

Suppose you are:

A wine lover

“I wonder what is the most famous wine in history”

What would you answer?

Malvasia of course!

Starting in the 14th century, following the fame that Malvasia wine gained, the cultivation of Malvasia grapes and the production of Malvasia wines spread throughout the Mediterranean (Parma, Sicily, Kroton, Istria, Dalmatia, Slovenia, Corsica, Catalonia, Lisbon, Azores, Balearic islands, Madeira, Canary islands etc.)



Malvasia

Suppose you are:

A wine lover

“I wonder what is the most famous wine in history”

What would you answer?

Malvasia of course!

Different places,
different grapes,
different flavors,
different wines.

Same history, culture and passion!



Madeira, Portugal



Malvasia

Now that you are:

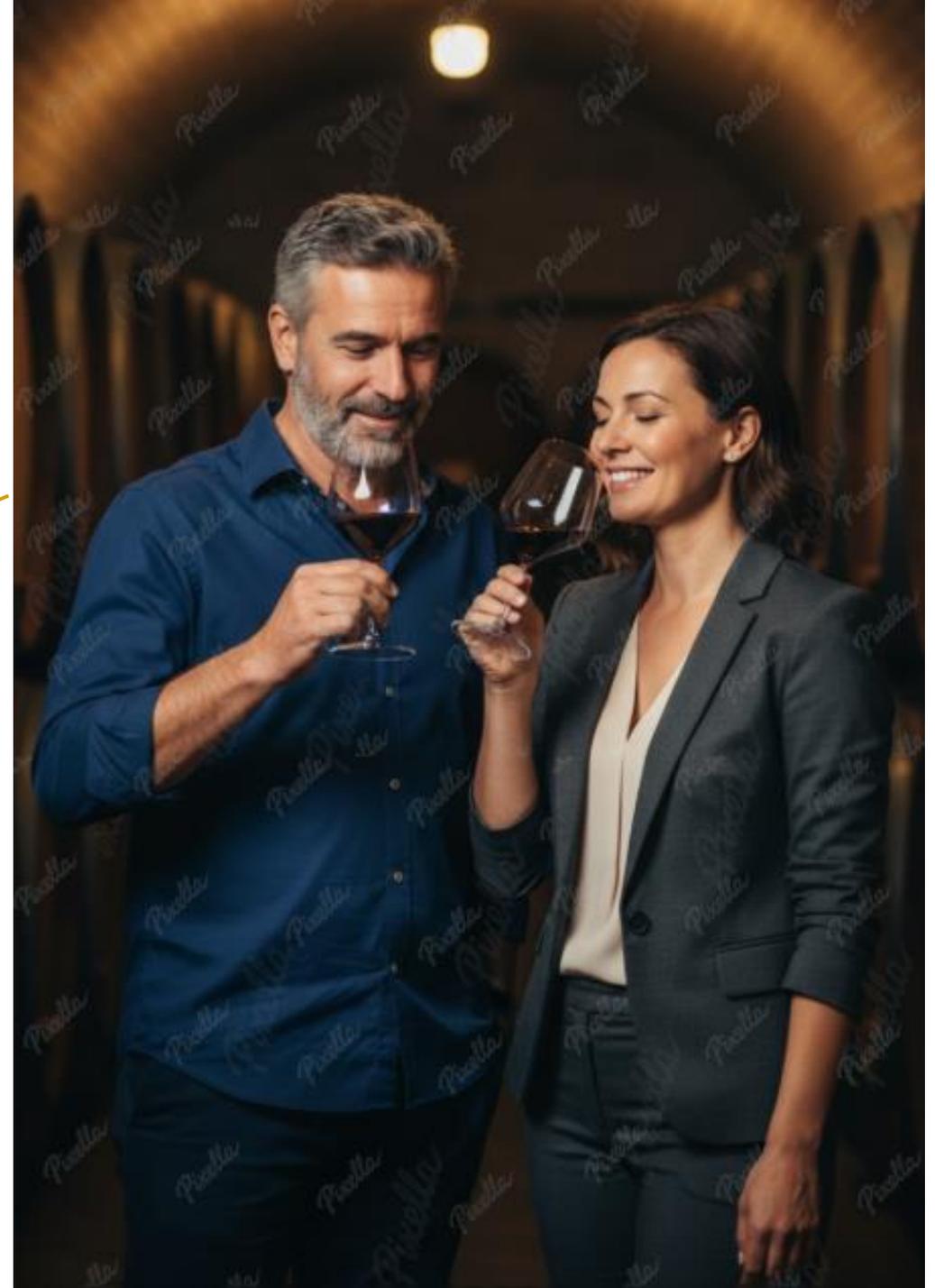
A Local Action Group

I wonder which Transnational Cooperation Project we should participate in.

What would you answer?

The “**Malvasia Myth**” project!

MALVASIA
MYTH
PATHS OF HISTORY, CULTURE & WINE



We are already

8 Local Action Groups

LAG Parnonas – GREECE (lead partner)
LAG Heraklion - GREECE
LAG Cyclades - GREECE
GAL del Ducato - ITALY
GAL Tirreno Eolie - ITALY
GAL Kroton - ITALY
LAG Central Istria - CROATIA
GAL Acaporama - PORTUGAL

Project plan and actions

Ready

Total budget (for the moment)

€ 518.000

Cooperation Agreement

Ready



MALVASIA MYTH
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www.malvasiamyth.com



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JOINT ACTIONS

- International Malvasia Myth Task Force
- Network of Malvasia Myth Tour Operators
- Expansion of the **Malvasia Myth Network**
- Marketing plan and actions
- Promotion material and website
- Events, Festivals, Symposia and Conferences

LOCAL ACTIONS

Various, i.e. Studies, Research, Training seminars, Networking, Study visits, Fam trips

Project plan and actions

Ready

Total budget (for the moment)

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Cooperation Agreement

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Project plan and actions

Ready

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Cooperation Agreement

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EXPERIENCE

The TNC “The Malvasia Myth” (I) during the 2014-2025 programming period:

- 3 project partners
- 3 external institutions
- Creation of the **Malvasia Myth Network**
- Many joint and local actions

More at www.malvasiamyth.com



Malvasia

We are

Seeking partners from

SPAIN – Mainland, Catalonia, Canary Islands, Balearic Islands

SLOVENIA – Mainland

FRANCE – Corsica

PORTUGAL – Mainland, Azores

CROATIA – Dalmatia

ITALY – Venice, Sardinia, mainland (central part mostly)

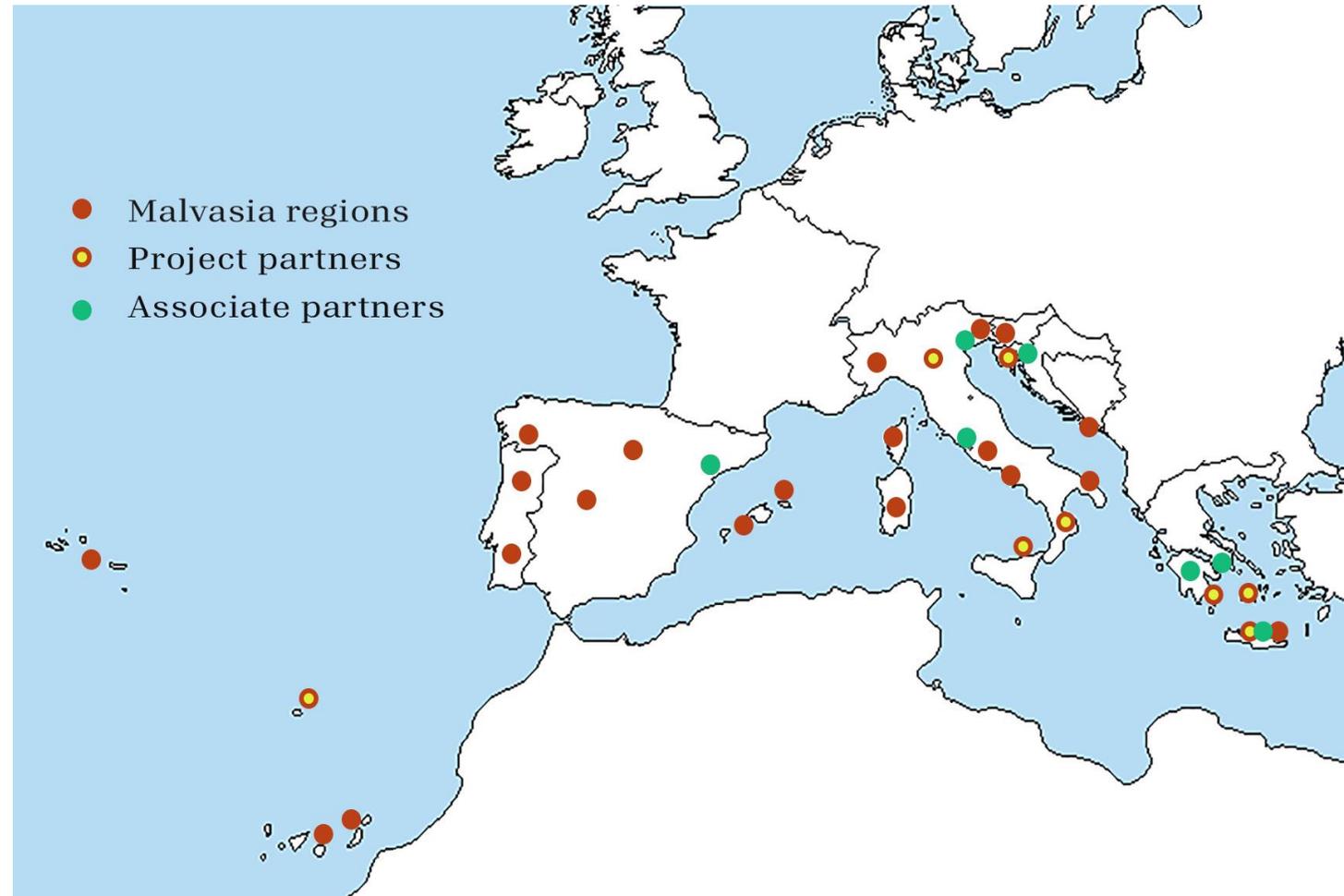
Budget per partner:

For **Joint actions** (min.)

€ 35.000

For **Local actions**

No limit



Malvasia

So

Don't wonder anymore

**Join
the Myth
of Malvasia!**



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PATHS OF HISTORY, CULTURE & WINE

www.malvasiamyth.com
malvasiamyth@gmail.com

Thank you!
Sotiris Bolis



Cap Strategic Plan
2023-2027



Parnonas S.A.

Organization for Local Development

