

Pilot issue

A story of courage & beauty.

Ninety harvests
since the first.



Wine Crafting.
A matter
of choices.

We are not just a winery; we are a family committed to preserving the land. Moreover, we are a winery that has believed, and still believes, in the wines of the Marche region and their potential. Our hearts beat to the rhythm of Pecorino and Rosso Piceno Superiore.

But who are we?

We are: Marilena, Marta, Camilla, Grandma Diana, and this is Tenuta Cacci Grifoni, our Winery.



**TENUTA
COCCI GRIFONI**
Vigne di famiglia dal 1933

In this edition, discover news, thoughts, and insights to get to know us better.

For more stories,
join us on our website.



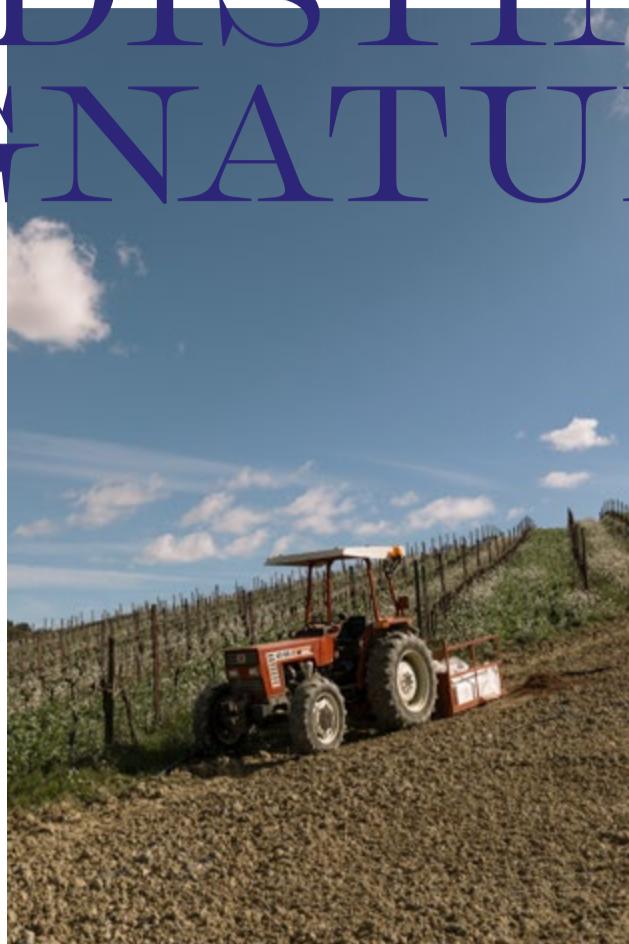
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TO EU REGULATION N. 2021/2115

NEW CHOICES FOR A DISTINCTIVE SIGNATURE.

While it is undeniable that the character of a wine is primarily defined by the terroir that shapes the vines, it is equally indisputable that the hand of man is decisive in determining its style.

The new technical team, led by *Nicola Biasi* and coordinated by *Camilla Capriotti Cacci Grifoni*, is implementing some choices made in the early decades of the 20th century in the cellar.

Therefore, concrete vessels and large wooden barrels



are used to age Montepulciano and Sangiovese. The sole deviation from past practices is the fermentation of red wines in stainless steel fermenters, which ensures greater maneuverability and intervention speed compared to concrete tanks. It is precisely during the phase involving steel that the company veers away from *super extraction* aimed at obtaining muscularity and ink-black colors, instead focusing on producing red wines that are fascinating, alluring, profound and, above all, that narrate tradition. So, for Montepulciano, very brief macerations and racking are performed during the ongoing fermentation

process, while longer macerations are employed with Sangiovese in years when the grape skins allow it. A dedicated and delicate oenology allows extracting and preserving the maximum aromatic profile trapped in the skins and nothing else. Scents and aromas above pulp and volume.

The swift transition from steel to concrete guarantees less oxidation to obtain a bouquet of crisp fruits and fresh flowers. The aging process happens in concrete and large wood. Each vintage is unique, and human sensitivity will allow the new wines to refine in the most suitable container for the vintage. There are no precise percentages. The wine decides.

The vineyard of origin has already determined the trajectory of its fruits and their ultimate expression. Another significant and noteworthy innovation is the focus on Sangiovese, capable of achieving remarkable expressions in Piceno and an indispensable companion to Montepulciano in Rosso Piceno.

Marilena Cacci Grifoni has already planted two new hectares of Sangiovese in February 2023 and other two in March 2024. Both plantations boast 5000 vines per hectare. These new vineyards represent a resolute commitment.

We ask her: are you worried about these two new vineyards? She replies: «*If we talk about climatic conditions, yes, but I am so convinced of the choice of Sangiovese that I am ready to face any difficulties that may arise*».

The story of courage and beauty continues.

Passerina
Spumante Brut
Tarà



Marche IGT
Passerina
San Basso



Falerio DOC
Pecorino
Tarà



Marche IGT
Rosato
Tarà



Rosso Piceno
DOC
Tarà



Rosso Piceno DOC
Superiore
San Basso



Passerina 100%



8°C

Maturation in autoclave on fine lees for 5 months.

Passerina 100%



10°C

Maturation in stainless steel, on fine lees for 3 month.

Pecorino 85%
Trebiano 15%



10°C

Maturation in stainless steel, on fine lees for at least 3 months.

Merlot 100%



10°C

Maturation in stainless steel, on fine lees for at least 3 months.

Montepulciano 50%
Sangiovese 50%



16°C

Maturation in concrete and 50 hl barrels for 4 months.

Montepulciano 50%
Sangiovese 50%



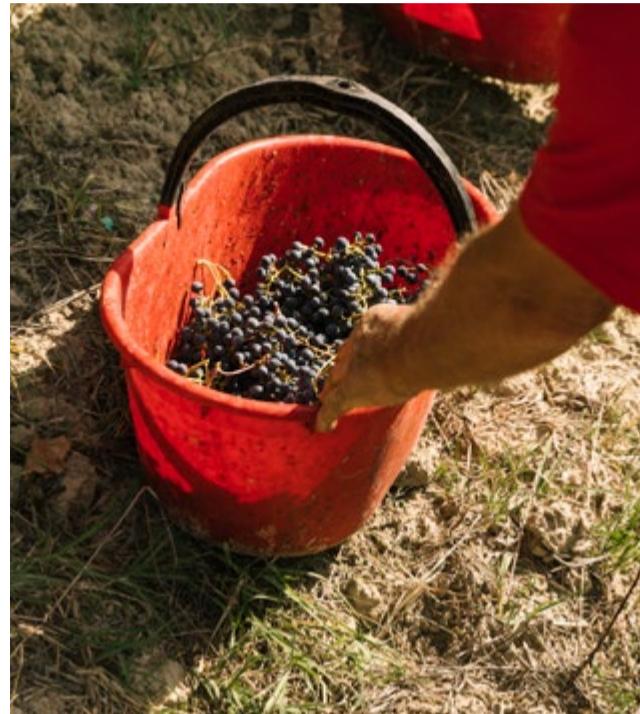
18°C

Maturation in concrete and 50 hl barrels for 18 months.

MARILENA

Cocci Grifoni
Managing director

Our current choices are guided by the steadfast intention to bottle the most sincere expression of Rosso Piceno DOC and Rosso Piceno DOC Superiore. *Graceful and refined, profound and elegant.*



CAMILLA

Capriotti Cocci Grifoni
Laboratory manager

I grew up in the cellar, and for me, the company was a second home. Watching my grandfather manage both the vineyard and the cellar always fascinated me, and I loved seeing him at work. *Today, my goal is to build upon the foundation laid before me, to approach it with innovation and unwavering curiosity.* I would like to create products that speak of our territory, our work, and the great dedication behind each of our wines.

MARTA

Capriotti Cocci Grifoni
Marketing manager

I have reflected on the word happiness. Going back to the origins – always the starting point – in Latin, it translates to *felix*. Do you know what the Latins called a fruitful tree? *Felix arbor*. A happy tree is a fruitful tree. We find happiness when we can generate, thanks to who we are and what we do. That is my goal. Changes and choices amplify our creative spirit, yet even in stillness, we find *felix*. An harmonic loop of virtuous practices, actions, and principles, crafting *felix* both within ourselves and the vine.



NICOLA

Biasi
Winemaker

The clear and firmly established goal for all of us at the winery is to recover the stylistic qualities and authenticity of traditional wines with an oenological and viticultural approach more attuned to details. *Wines that are finer and more elegant, accentuating the terroir.*

I reflect on some wines from a few decades ago, those that graced everyday tables in a simple glass, and I recall their easy drinkability. The concept for the new winery's wines must be this: a bold character linked to a young and slender sip.

CHI C'HA VIGNA C'HA TIGNA

Marche IGT Passito
Passerina
San Basso



Offida DOCG
Passerina
Notturna



Offida DOCG
Pecorino
Colle Vecchio



Offida DOCG
Pecorino
Guido Cocci Grifoni



Rosso Piceno DOC
Superiore
Vigna Messieri



Offida DOCG
Rosso
Il Grifone



Passerina 100%

12°C

Maturation in barriques
for 18 months.

Passerina 100%

12°C

Maturation in stainless steel,
on fine lees for 6 months
with weekly bâtonnage.

Pecorino 100%

12°C

Maturation in stainless steel,
on fine lees for at least 7 months
with weekly bâtonnage.

Pecorino 100%

12°C

Maturation in stainless steel, on
total lees for 3 months and on
fine lees for at least 7 months.

Montepulciano 60%
Sangiovese 40%

18°C

Maturation in 50 hl oak barrels
for 18 months.

Montepulciano 100%

18°C

Maturation in 30 hl oak barrels
for 18 months.





NINETY HARVESTS



A chronicle of time in the vineyards

We reached this milestone step by step. The journey we embarked upon has motivated us to enhance ourselves continually, to embrace change, and to welcome different perspectives and visions. These 90 harvests represent for us a goal that we achieved with the help of all the people revolving around our company and by facing the immense challenges that Mother Nature presents us.

We also got here by doing things our way, sometimes making mistakes, other times with the awareness that the choices we made were right. Always with the

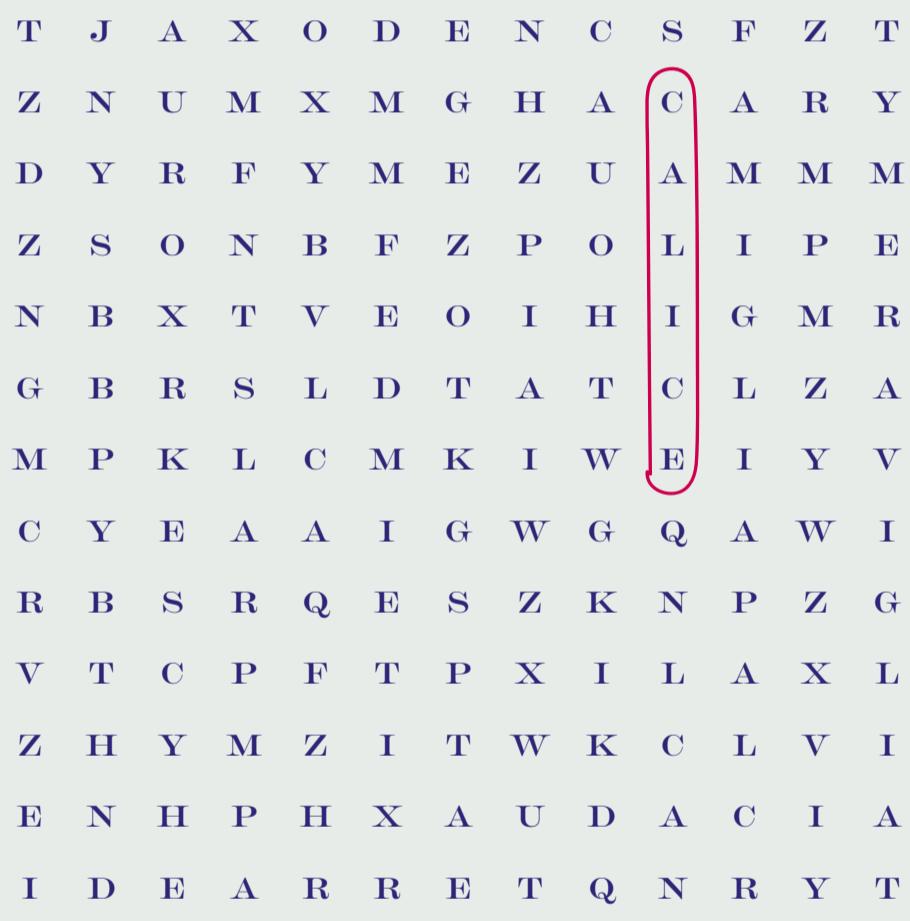
aim of creating a product that is good for us and for our planet.

We feel responsible for what we offer to our customers. Our heartfelt gratitude extends to you for choosing us. We imagine you recognize yourself in our philosophy and in our way of caring for all the beauty that surrounds us.

**ALLE VIAMO VIGNE
DAL 1933**

HIDDEN WORDS

Find and circle the key words of our history



AUDACIA

audacity

BELLEZZA

beauty

~~CALICE~~

goblet

FAMIGLIA

family

MARCHE

marche (our region in Italy)

MERAVIGLIA

wonder

PODCAST

podcast

TERRA

land

TIGNA

tenacity



DOES A FAVORITE WINE REALLY EXIST?

Maybe not, it depends on our mood, the situation, the time of day. But there's always a wine that holds a special place in our hearts. Today, Marilena, Marta, and Camilla share their thoughts.

Marilena

The experience encountered with Pecorino Colle Vecchio has been profoundly inspiring. The years from its discovery to the first bottle have been extraordinary. At the same time, our history begins with red wines and the Messieri vineyard. I choose the *Colle Vecchio - Offida DOCG Pecorino* because, more than any other wine, it evokes memories of my father.

Marta

Hint: we're almost the same age. I'll give you another clue: I was born in '93. With closed eyes but an active sense of smell, I would promptly say *Colle Vecchio - Offida DOCG Pecorino*. Vintage of the heart? 2011 - Confetto, lily of the valley, jasmine. If this isn't paradise, you tell me what it is.

Camilla

My favorite wine is the *Notturna - Offida DOCG Passerina*. It was born from memories, stories, and research. My grandfather used to produce this wine, and we have reinterpreted it in an innovative way while respecting the sensory profile that he liked so much.

KEEPERS OF THE LAND

by Laura Donadoni

Listen to the real voices of Marilena, Marta, Camilla, and Grandma Diana.

The podcast is currently available only in Italian.

Who knows if, with only our voices, we have succeeded in making the enormous legacy we safeguard 'visible'? The only way to find out is to listen to the podcast created with Laura Donadoni, international wine ambassador. Free on Spotify.

