

Issue one

# A story of *courage* & beauty.

*Making wine  
with kindness*

*Ninety harvests  
since the first.*



*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 Cocci 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.*

Scan the qr code  
and read the other issues.



CAMPAIGN FINANCED ACCORDING  
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In many years of activity, we have gained only one certainty: *working under the open sky makes us feel part of the "planet system" and, at the same time, miniscule creatures.*

The feeling of belonging is a very serious matter. It integrates us into a societal core, into collective unity. It fosters self-awareness, encourages personal growth, and instills a sense of being part of something bigger.

At the same time, gazing at the stars every day, we feel tiny. Indeed, we are, and it is with this awareness, which we embrace rather than resorting to domination, that we turn to Nature and others.

Our job is not suitable for those with control issues. It is for those who lead with authority rather than authoritarianism. It is for the patient individuals with clear, well-defined goals. Above all, it is for kind, generous, and supportive people who, as someone once said, are often the most intelligent.

With great kindness, *we grow the vineyards as a team, harvest the grapes, and transform them into wine* that we then package in bottles brought to your tables.

*All together, with great kindness.*

“THE KINDEST PERSON IN THE ROOM IS OFTEN THE SMARTEST.”

Governor JB Pritzker



ALLEVIAMO  
VIGNE  
DAL 1933

# MAKING WINE WITH KINDNESS

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%	Passerina 100%	Pecorino 85% Trebbianco 15%	Merlot 100%	Montepulciano 50% Sangiovese 50%	Montepulciano 50% Sangiovese 50%
8°C	10°C	10°C	10°C	16°C	18°C
Secondary fermentation in pressure tank for 5 months.	Maturation in stainless steel, on fine lees for 3 month.	Maturation in stainless steel, on fine lees for at least 3 months.	Maturation in stainless steel, on fine lees for at least 3 months.	Maturation in concrete and 50 hl barrels for 4 months.	Maturation in concrete and 50 hl barrels for 18 months.



Our sustainable journey

# SCIENTIFICALLY KIND

*Treating the environment with kindness*, considering viticulture, has first and foremost translated into our conversion to certified organic agriculture.

Our commitment to producing wines of the highest quality while respecting the environment, the health of the vineyards, animals, and humans, drives us to adopt technical choices guided by a comprehensive vision. This vision encompasses all our interventions, including mechanical ones, and promotes agronomic practices aimed at enhancing viticultural sustainability.

We begin with soil management, limiting deep tillage to preserve the fertile layer and prevent the oxidation of organic matter, thereby reducing CO<sup>2</sup> emissions.

We then choose *the technique of cover cropping to support the soil* in maintaining fertility and preserving the vegetative-productive balance of the vines. By using ground cover, we not only improve soil fertility but also promote microbial vitality, control erosion, enhance soil particle structuring, and, in addition, ensure that the cover crop acts as a protective shield against rising environmental temperatures.

As a *phytosanitary defense*, we use *naturally occurring antagonists*, products based on natural compounds, and fertilize only with organically sourced compounds.



*In the winery*, already partially powered by solar panels, *the focus is on energy sustainability*. We are currently experimenting with winemaking protocols that do not require controlling the fermentation temperature.

We are achieving wines with a high organoleptic profile, with significant energy savings and lower CO<sup>2</sup> emissions. Additionally, our wine stabilization process before bottling avoids cold treatments,

leading to further energy savings and reduced emissions.

These are just some of the gentle steps we are taking. Steps that we consider to be more intelligent and more civilized.

The road ahead is still long, but our deep sense of belonging to this territory, which we cherish and protect, keeps us motivated and tireless.



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%	Passerina 100%	Pecorino 100%	Pecorino 100%	Montepulciano 60% Sangiovese 40%	Montepulciano 100%
12°C	12°C	12°C	12°C	18°C	18°C
Maturation in barriques for 18 months.	Maturation in stainless steel, on fine lees for 6 months with weekly bâtonnage.	Maturation in stainless steel, on fine lees for at least 7 months with weekly bâtonnage.	Maturation in stainless steel, on total lees for 3 months and on fine lees for at least 7 months.	Maturation in 50 hl oak barrels for 18 months.	Maturation in 30 hl oak barrels for 18 months.





NE PARLIAMO CON



MATTIA  
*The instinctive mathematician*

"Kindness in my role isn't just about courtesy and availability; it's primarily about reliability. It's about providing precise answers instantly, understanding issues, and resolving them as quickly as possible with the best outcome.  
All our clients and agents know they can rely on me to optimize their days, and my kindness often makes objectively complicated things achievable."



GIOVANNA  
*The energetic dynamo*

"For me, every workday at Tenuta Cocci Grifoni feels like the first, just as it did 46 years ago in the winery... 46 harvests ago.  
Kindness is crucial and impactful because it nourishes both the soul of the giver and the soul of the receiver. It makes life more beautiful and undoubtedly makes the wine taste better. In my case, it's also the burst of positive energy with which I approach each day, along with the respect I hold for all our clients."

LA GENTILEZZA  
RENDE IL VINO PIÚ BUONO

J	Z	V	I	G	N	A	S	E	T	M	X	O	M	Q	Z	D	M	A	P	X
H	M	U	B	F	O	H	W	O	T	T	E	P	S	I	R	O	E	C	Q	T
R	A	H	E	Z	A	C	M	L	A	Z	N	E	G	I	L	L	E	T	N	I
P	R	S	Q	A	Z	F	U	T	U	U	D	U	I	D	P	U	P	D	E	D
K	Z	O	U	A	Z	Z	E	L	I	T	N	E	G	H	W	A	X	F	N	M
E	R	S	V	S	I	Y	T	N	B	G	Q	J	S	N	Z	N	C	A	E	Z
E	J	T	D	B	U	B	K	L	M	U	S	G	P	I	P	G	N	H	L	Y
Y	B	E	Y	R	I	P	I	X	X	E	Q	Q	E	I	L	K	E	Q	L	Y
R	D	N	C	R	L	Z	I	V	E	S	A	N	C	E	F	Q	U	I	E	C
V	H	I	B	S	A	J	M	N	G	E	Z	R	G	Q	W	P	L	K	T	B
H	R	B	R	C	B	Q	I	E	P	A	I	D	U	Y	B	W	D	G	S	N
H	C	I	Z	V	H	B	S	V	B	N	B	I	K	T	L	B	D	D	R	W
G	N	L	K	X	Y	D	I	Q	I	X	Q	C	J	X	A	Q	N	Y	U	D
P	U	E	A	M	E	U	S	V	U	D	L	D	B	J	G	N	S	P	B	R

**PAROLE NASCOSTE**  
Trova e cerca le parole protagoniste della nostra storia

**GENTILEZZA**  
*kindness*

**INTELLIGENZA**  
*intelligence*

**NATURA**  
*nature*

**PAZIENZA**  
*patience*

**RISPETTO**  
*respect*

**SOSTENIBILE**  
*sustainable*

**STELLE**  
*stars*

**VIGNA**  
*vineyard*

~~VINO~~  
*wines*

KEEPERS OF THE LAND

by Laura Donadoni

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.

