

Issue three

# A story of courage & beauty.

March  
2025

Ninety harvests  
since the first.



TENUTA  
COCCI GRIFONI  
Vigne di famiglia dal 1933

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

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CAMPAIGN FINANCED ACCORDING  
TO EU REGULATION N. 2021/2115



How can we face the present? How can we create something that lasts over time while remaining respectful and **HONEST**?  
How can we bring all of this into a wine and into daily life?  
How do we keep something balanced when it constantly tends to fall?

# TO MANIFEST RESPECT

These are some of the questions that Marta, Marilena, and Camilla have been bouncing around in recent years. On one side, climate change is pushing companies to make bold and creative choices. On the other, there is the desire not to lock history away in a drawer but to give meaning and respect to traditions and their teachings. Additionally, there is the challenge of creating synergy with the land and recognizing opportunities when they arise.

*Manifesto is a collective project the result of collaboration with local farmers, allowing us to combine a forward-looking vision with a natural inclination for experimentation. But let's go in order.*

In 2021, AMAP – the Agency for Innovation in the Agri-Food and Fisheries Sector "Marche Agricoltura Pesca" authorized the cultivation of 12 out of 39 PIWI varieties deemed the most promising, including the Johanniter grape. That same year, we decided to support the viticultural project of a local farmer who had begun growing Johanniter.

Johanniter is a disease-resistant white grape



variety, created in Germany in 1968 by crossing Riesling with Freiburg 589-54. Crossbreeding is usually done through pollination, but in this case, it was artificially induced by humans. Though Johanniter is a cross between Riesling and Freiburg, it has developed its own distinct identity, much like other PIWI varieties, which we wanted to enhance.

Resistant grape varieties were developed in

France between 1880 and 1935 with the goal of combining resistance to fungal diseases and phylloxera with the quality of European vines. These varieties, also known as PIWI (from the German Pilzwiderstandfähig, meaning "fungus-resistant," and Winterhart, meaning "winter-hardy"), allow farmers to significantly reduce the use of pesticides, thereby lowering their carbon and water footprints and contributing to greater environmental, economic, and social sustainability.

To bring Manifesto to life as we see it in the bottle today, we closely observed how this grape adapted to the warm climate and soil of our region. We conducted micro-vinifications, starting with just 20 liters in 2022. In 2023, Johanniter surprised us with its strong resistance to downy mildew, allowing us to carry out further trials. Finally, on August 12, 2024 the harvest began—done strictly by hand and in small crates—resulting in Manifesto.

*Manifesto openly declares our commitment to working with courage, striving for a viticulture that respects both the environment and people.*

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	Marche IGT Passito Passerina San Basso
Passerina 100%	Passerina 100%	Pecorino 85% Trebbianco toscano 15%	Merlot 100%	Montepulciano 50% Sangiovese 50%	Montepulciano 50% Sangiovese 50%	Passerina 100%
10°C	10°C	10°C	10°C	16°C	18°C	12°C
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 4 months.	Maturation in concrete and 50 hl barrels for 12 months.	Maturation in barriques for 18 months.



With Manifesto, we have learned that sustainability can be a solid word, imbued with taste and color—a symbol of a pact between the land and its people.

«To create Manifesto – explains Nicola Biasi, the winery's consulting winemaker – we worked to understand the potential of the variety and to enhance it by adapting the vinification process to the climate-soil combination.»

«Then – adds Camilla – we noticed that at the time of pressing, the grapes had an intense color, influenced by the increasingly warm climate of recent years and the clay-sandy nature of our soils.»

Observations led the team to realize that the grape skins were thicker than expected—an unusual characteristic for Johanniter, but a direct result of its adaptation to our land. This inspired us to enhance this feature through maceration.

Maceration is a winemaking process in which the grape skins remain in contact with the must for an extended period. Once alcoholic fermentation begins with selected yeasts, this process extracts color (which is why it's an orange wine), tannins, and the grape's own aromas.

Manifesto is vinified in stainless steel, with the skins in contact with the must for two weeks at a controlled temperature, resulting in a modern-style orange wine. After alcoholic fermentation, once the skins are removed, the wine undergoes five months of aging in stainless steel.

«With modern orange wine - says Camilla - we mean that this is a wine that looks to the future, it is a clear and strong response to the great climate changes that agriculture faces every day.»

# A BY TCG COMPLETE PROJECT



Offida DOCG  
Passerina  
Notturna



Passerina 100%

12°C

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

Offida DOCG  
Pecorino  
Colle Vecchio



Pecorino 100%

12°C

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

Vino Bianco  
d'Italia  
Manifesto



Johanniter 100%

12°C

Fermentation by maceration with skins in contact with the must for about 2 weeks. Maturation in stainless steel for 5 months.

Offida DOCG  
Pecorino  
Guido Cocci Grifoni



Pecorino 100%

12°C

Maturation in stainless steel, on total lees for 3 months and on fine lees for at least 9 months.

Rosso Piceno DOC  
Superiore  
Vigna Messieri



Montepulciano 60%  
Sangiovese 40%

18°C

Maturation in 50 hl oak barrels for 18 months.

Offida DOCG  
Rosso  
Il Grifone



Montepulciano 100%

18°C

Maturation in 30 hl oak barrels for 18 months.







# MANIFESTO TELLS ITS STORY

We imagined this wine reaching the hands and glasses of people who may not yet know our winery. That's why we needed packaging that could tell the story of the wine, even without an ambassador to introduce it.

*Manifesto speaks for itself, sharing the principles that inspired it and creating a bridge between Tenuta Cocci Grifoni's past and future. This is a wine that isn't afraid to take a stand—it stands tall with broad shoulders.*

On the Manifesto bottle, in both Italian and English, you'll read:

Transparent, **HONEST** farming  
adapting to the future and  
honoring the past. Plant,  
nurture, wait, watch it **GROW**.  
This wine is our legacy for  
the future.

This is our manifesto.

Even the packaging is designed to complement a wine that defies convention.

The bottle, Oroshi from the Wildly Crafted Wines collection by Estal (a Spanish brand exclusively distributed in Italy by Gruppo Saida), is made from 100% post-consumer recycled Wild Glass. Its organic texture blends with screen printing by Decolab, making every bottle unique and unrepeatable. Paper usage has been minimized to just the neck tag, made from FSC®-certified paper by Rotocell. The closure is Nomacorc Ocean, produced with OBP (Ocean-Bound Plastics)—recycled plastic waste that would otherwise end up in the ocean. No capsule.

Every technical and aesthetic detail has been carefully designed in alignment with Manifesto's concept by:

Daniele Fabiano e Rossella D'Oria  
AboutYou - Comuniciamo  
(creative direction e copywriting)

Andrea Castelletti Studio  
(concept and design)

## AND THEY LIVED HAPPILY EVER AFTER (NOT YET)

Johanniter is a variety cultivated in Germany and some regions of northern Italy. Unlike other European countries (France, Germany, Austria), Italian legislation has not yet adopted Regulation (EU) 2021/2117, which would allow PIWI varieties to be included in Denomination of Origin classifications.

In Italy, the situation is highly fragmented. Only a few regions permit their cultivation, including the

Marche, where these varieties are still classified as "experimental".

*«But that doesn't stop us from moving forward with Manifesto—an audacious and, in its own way, revolutionary project. It represents our deep sense of responsibility toward Mother Earth, embodying both our roots and our future» - Marilena Cocci Grifoni*



## 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.

