



## **WINE ACHIEVEMENTS ADVANCING FROM GENERATION TO GENERATION INSPIRED BY TRADITION, INNOVATION, SUSTAINABILITY, WINE TOURISM, ART AND CULTURE: TELLING THE STORY OF UMBRIA AND ITALY IN THE WORLD**

A symbol of wine excellence in Umbria, **Lungarotti** has contributed to the history of wine in Italy. A success story initiated by **Giorgio Lungarotti**, a pioneer of Italy's modern enology; after WW2, he transformed the family farm in Torgiano – a village between Perugia and Assisi – into a thriving winery. This story continues today thanks to the commitment, passion and expertise of three generations of the Lungarotti family who implement innovation while remaining true to the unmistakable character of their iconic wines and continuously focussing on ever more sustainable production.

Selected by Wine Spectator for more than 10 years as one of the best wineries invited to participate in the OperaWine event, today Lungarotti is a concrete example of how promoting the value of a territory not only means producing quality wines but also hinges on the capacity to build a virtuous cycle around wine, based on exceptional hospitality, preservation and enhancement of historical and cultural heritage, safeguarding of biodiversity and authentic experiences immersed in nature.

### **The origins**

Lungarotti's history is a love-story for the land spanning many generations. As far back as two centuries ago the Lungarotti family was producing wine and olive oil in the Mid-Tiber River valley. Over the years this activity grew and became consolidated, bringing us to the early 1900's when the father and uncle of Giorgio Lungarotti were already renowned for the quality of the wines they produced and marketed, only at a local level at that time, including a famous Vin Santo.

In **1936** young **Giorgio Lungarotti** obtained a degree in Agriculture with a thesis on modern vineyard practices, demonstrating his openness towards innovation and taking the reins of the family company with entrepreneurship and vision. In **1949** Lungarotti was one of the exhibitors at the **Perugia Grape Fair** during which emerged the necessity for modernizing viticulture in Umbria through three keystones that would distinguish the enological future of the region. Giorgio firmly embraced these for he believed that increased quality would bring value to both products and territory. Thus he began an experimental phase in the **early 1950s** which resulted in specialized viticulture and re-shaped the hillsides around Torgiano, covering them with vineyards of strategically selected native varieties. This was followed by the abolition of share-cropping, the establishment of a winery to process his grapes and the release, **starting with the 1962 harvest**, of his first bottled wines "**Rubesco**" and "**Torre di Giano**" which in **1968** obtained **one of the first DOC appellations in Italy** for the area (Rosso and Bianco di Torgiano). The **1964** harvest saw the first vintage of **Rubesco Riserva Vigna Monticchio (Torgiano Rosso Riserva)**, now recognized as one of Italy's best red wines.

Thanks also to the energetic and illuminated spirit of Giorgio Lungarotti, well aware that the potential of his region needed to be affirmed with a collective force provided by other producers, in **1979** the **Denominazione d'Origine Controllata** appellation was granted to the Montefalco zone. Indeed, it was a natural choice for the family to purchase another 20 hectares in 2000 in order to produce Sagrantino wines.

### **Human capital**

Since **1999**, with the passing of Giorgio Lungarotti, the company has been guided by his daughter **Chiara Lungarotti** (C.E.O.) and her sister **Teresa Severini** (Director of Marketing and Communication), born from the

first marriage of Maria Grazia. Two women with great expertise, intuition and sensitivity who are guiding this historic winery towards new challenges.

With her Agricultural degree and specialization in Viticulture, **Chiara** deeply believes in the importance of *“innovating and developing while respecting tradition and one’s own roots”*. A dynamic entrepreneur, she has inherited from her father the love for her land and confesses she can recognize its smell and taste even blindfolded. Alongside her scientific and technical education, she cultivates her cultural interests with passion in the conviction that the culture of wine and olive oil have played a fundamental role in the development of Umbrian and Italian civilization.

**Teresa** has a degree in Agriculture with a Specialization at the Institute of Enology of Bordeaux University and was one of Italy’s first female enologists. As the company’s Director of Marketing and Communication, she has an unwavering dedication to the identification between product, company and territory, scrupulously analyzing consumer evolution and intercepting tastes and preferences of new potential clients. Her motto is: *“winning the attention of young people to make them informed winelovers of the future”*. Indeed, she has written a book for younger generations to learn about and respect vines and wine. Her unstoppable dynamism also led her to be among the founding members of the “Le Donne del Vino” association which promotes the role of women in the entire wine sector.

The third great female figure in the family is **Maria Grazia**, mother of Chiara and Teresa and director of the **non-profit Lungarotti Foundation**. Her exceptional intellectual liveliness, initiative and far-reaching vision are united with this distinguishing sign of great finesse: for more than 50 years she has been tirelessly working to promote the millenarian culture of wine and olive oil. Having obtained her degree in the 1950’s in Literature and History of Art, she is passionate about museography and museology. In **1974**, Maria Grazia along with her husband Giorgio, founded the **Wine Museum of Torgiano (MUVIT)**, one of the first and most complete of its kind in the world, and more recently (2000) inaugurated the **Olive and Oil Museum (MOO)**. In her untiring cultural activity she was one of the first to believe that viticulture is capable of generating satellite activities associated with specialized tourism, incoming and hospitality, thereby confirming her role as a pioneer of wine tourism in Umbria and in Italy by creating a tourist hub inspired by this theme and by the surrounding environment.

The commercial aspects in the company’s export markets are overseen by grandson **Francesco**, Teresa’s son, who is now the group’s Export Director. With a Law degree and a Master in Company Management, he honed his skills working for several multinationals and then returned to Umbria to make his invaluable contribution within the family company.

His sister **Gemma**, with a degree in Art History and a Ph.D. in Contemporary History of Art, supports her grandmother Maria Grazia in managing the activities of the Lungarotti Foundation.

Tradition, history, generational continuity, love for one’s native land: these are the founding values of Lungarotti, a company where human capital takes on a central and essential role. The company team is composed of members with know-how in their relative sectors who, with dedication and enthusiasm, promote the estate’s activities on numerous levels: truly a large family, starting with the workers who operate in the vineyards and in the winery, many of whom are children or grandchildren of the very first workers who, together with the founder, launched on this adventure. A strong bond which is kept alive across the generations, embracing the community of Torgiano which for this reason has dedicated the avenue running in front of the winery to Giorgio Lungarotti.

## **Lungarotti today**

Lungarotti now totals **250 hectares of vineyards** between **Torgiano** (230 ha, VIVA certification since 2018) and **Montefalco** (20 ha, organically cultivated since 2010); both estates practice vineyard techniques based on sustainability and biodiversity as well as promoting native varieties interspersed with international varieties such as Cabernet Sauvignon, Merlot, Chardonnay and Pinot Grigio which were introduced to Umbria

by Giorgio Lungarotti as early as the 1960s and '70s. The two wineries produce a total of **29 different labels** for an average of about 2.5 million bottles a year which are the fruit of painstaking work and coordination between **enologist Vincenzo Pepe** and **agronomist Attilio Persia**, assisted by **Lorenzo Landi**, the company's consulting enologist. A sweeping and diversified wine range developed to satisfy all tastes, from the more straightforward expressions to more complex and long-aging premium wines.

**The domestic market** constitutes the company's strong point with a widespread presence throughout Italy and strong roots in Umbria, both in the Horeca channel and in wineshops.

**Exports** account for about 45% of turnover and see Lungarotti present in over 50 countries worldwide. In addition to the United States where the favourites are Rubesco, Torre di Giano and the premium wines Rubesco Riserva as well as Montefalco Sagrantino, as early as the 1980's Lungarotti has gained other markets outside the EU such as Japan, Mexico, Korea and Thailand. On the European front, Germany confirms its role as the company's historical market. Here the brand is present both in the Horeca channel, particularly in several trend-setting cities such as Berlin, where there is great interest for Italian wines from native varietals, as well as in the large organized distribution channels with dedicated wines such as Brezza. The figures are also positive in Canada, Denmark and above all, Sweden, a market which has consolidated the presence of Rubesco in the stores of Systembolaget, the State Monopoly. The market in Turkey is also continuing its consolidation (off-trade) as well as that of the Netherlands (Horeca). Growing markets are those in Thailand – in premium restaurants and specialized stores – and Australia, where the sector of Italian and international restaurants is a strong one.

### **The Torgiano Estate**

At the gates of this Umbrian village nominated as one of the "Borghi più belli d'Italia" (most beautiful Italian hamlets), in the heart of one of Italy's smallest DOC zones is the Lungarotti winery of Torgiano which produces an articulated range of wines: reds, white, rosés and sparkling. This is where **Rubesco Riserva Vigna Monticchio - Torgiano Rosso Riserva DOCG**, is born - a pure Sangiovese wine with numerous showings on the podium of the best Italian wines – alongside **Rubesco – Rosso di Torgiano DOC**, with a Sangiovese and Colorino base that is a profound expression of Umbria, its hillsides and its people. Torgiano is also where in 1977 Giorgio Lungarotti created **San Giorgio - Umbria Rosso IGT**, the first "Superumbrian", originally a blend of Cabernet Sauvignon, Sangiovese and Canaiolo and now, since the 2016 vintage, a blend of Sangiovese and Cabernet Sauvignon in equal parts.

Torgiano is also a terroir for important white wines, such as **Torre di Giano** (Bianco di Torgiano DOC based on Vermentino, Trebbiano and Grechetto) as well as its "**Riserva**" version, **Torre di Giano Vigna Il Pino**, considered a forerunner of wood-refined Italian white wines. The range of more complex white wines is enriched by **Aurente**, Chardonnay di Torgiano DOC, a wine with great structure, elegance and lovely bouquet whose name recalls the preciousness of gold, both in its colour and in the concentration of its aromas.

Among the more modern, lively and forward-looking labels, particular mention goes to **L'Um Rosso**, a blend of Sangiovese, Merlot and other minor varietals as well as **L'Um Bianco** with a base of Vermentino and Chardonnay. Right from their names these wines symbolize the strong bond with their land of origin (derived from the first letters of "L'Umbria"). There is also **Brezza** in its white, red and rosé renditions: fresh, easy-to-enjoy wines developed for a young audience but appreciated by all; with their compass rose on the label suggesting a nautical theme, they are ideal wines for the galley. Indisputably enjoyable, they are ideal for year-round enjoyment, particularly in summer.

**The Torgiano winery** is a magical place, with its series of evocative atmospheres among which is the precious "vault", the company's pride and joy where the old vintages of the great Rubesco reserve wines from the early 1960's to today are stored. In addition to vineyards on the hillsides as far as the eyes can see, the company also boasts a vast 12-hectare olive grove for producing two types of organic extra virgin olive oil: **Olio DOP Umbria Colli Martani** and **Cantico** both from the cultivars Frantoio, Leccino and Moraiolo. Two products of excellence which complete the Lungarotti offering and express the scents and aromas of Umbria.

### **The Montefalco Estate**

Created in **2000** when the Lungarotti family decided to purchase 20 hectares in Montefalco, this second important winery in the Lungarotti universe has an organic heart. The attention towards the environment which already distinguishes the Torgiano operations – where renewable energy is produced by photovoltaic panels on the company rooftops and by cuttings from winter vine-pruning – is translated at Montefalco into the decision, starting with the 2010 vintage, to produce **organic wines, certified since 2014**. This holds true for **ilbio - Umbria IGT**, a structured red for medium to long aging, the **Montefalco Rosso Riserva DOC**, **Montefalco Sagrantino DOCG**, **Sagrantino Passito DOCG** and **Grappa di Sagrantino Riserva**. Sagrantino is an ancient native grape varietal with one of the highest polyphenol contents in the world: a varietal that must be “tamed” with proper vineyard practices in order to produce harmonious and balanced wines like the other Lungarotti labels.

**The Montefalco winery** is completely underground, favouring natural temperature control, as well as gravity-driven for the filling of fermentation vats. The winery *per se* is the underground portion of a villa with antique architectural lines surrounded by vineyards that looks out over the valley with a bird’s eye view and boasts a large *Salone delle feste* ballroom, a stunning venue for events and wine weddings.

### **Sustainability: a tangible commitment**

Among the cornerstones of Lungarotti’s production philosophy there has always been the quest for maximum quality while adopting good practices to respect the environment. Since 2018, the 230 hectares of the Lungarotti Estate have been **VIVA certified** (the program by the Italian Environment Ministry, now called the Ministry of Ecological Transition, certifying the sustainability of viticultural and winemaking processes by analyzing four indicators: air, water, vineyard and territory) while the 20 hectares of the Montefalco Estate have been **cultivated organically since 2010 and certified organic since 2014**.

At the Lungarotti estates sustainability characterizes the entire production process. Starting with the vineyards where meteorological stations have been installed to monitor climatic conditions, weed control is mechanical, water resources are managed with on-demand systems, and organic fertilization as well as sexual confusion are implemented. In addition to producing biomass energy using vine cutting residues, Lungarotti also participates in the Meteowine project which introduces innovative methods to forecast and verify meteorological conditions. Finally, in spring of 2018 a photovoltaic system was installed on the roof of the winery buildings covering about 1,320 square meters (14.208 square feet) and supplying 40% of the company’s electrical energy requirements.

### **Winery tours**

A tour of the wineries in Torgiano and Montefalco means discovering the genesis of Lungarotti wines which have made Umbria famous world-wide. It is a fascinating experience that begins in the vineyards and continues in the spaces where the vinification process takes place - enhanced by modern technology, but also making use of casks and barriques - moving on towards the area where the wines continue their refining process in bottle and culminating in the “vault” of old vintages. A fascinating journey that leads the visitor into the beating heart of the winery and provides a unique opportunity to understand the production phases as well as to taste a selection of wines that exemplify the passion, commitment and dedication of the Lungarotti family and of those who work in the vineyards and the winery.

### **Wine is culture**

Giorgio Lungarotti, together with his wife Maria Grazia, was a pioneer in realizing that the wine-culture pairing could represent a keystone for promoting the territory of Umbria and making it even more attractive from a touristic point of view. Thanks to the far-reaching vision, commitment and innovative spirit of this illuminated couple, today Torgiano can boast an agricultural landscape that is curated and preserved, urban architecture that has been faithfully restored and rendered functional for the requirements of modern hospitality, as well as two museum sites renowned world-wide and are based on rigorous museographic, archival and historical research methods.

### **The non-profit Lungarotti Foundation**

Created in 1987 by express desire of Giorgio and Maria Grazia, the non-profit Lungarotti Foundation has been active for more than 35 years in promoting the culture of wine and olive oil while safeguarding Umbria's artistic heritage and traditional artisanal craftsmanship. Particularly in Torgiano, the Foundation manages the activities of the Wine Museum (MUVIT) and of the Olive and Oil Museum (MOO) as well as curating exhibits, events and publications.

### **The Wine Museum of Torgiano (MUVIT)**

Inaugurated in Torgiano in 1974, the Wine Museum (MUVIT) was conceived to create a dialogue between wine and the decorative arts. Rated as one of the most interesting and complete of its kind in the world and defined by the New York Times as *"best in Italy"* for the quality of its artistic collections, it is housed in 20 rooms located within the monumental Palazzo Graziani-Baglioni, an aristocratic summer residence dating back to the 17th-century.

On display are more than three thousand artifacts exhibited according to scientific museographic criteria. Archeological finds, tools and technical sets for viticulture and vinification, ceramic vessels for wine from the Medieval, Renaissance, Baroque and contemporary periods, engravings and drawings from the 15th to 20th centuries, antique books on viticulture and enology, goldsmith works, fabrics and other artifacts all document the importance of wine in the collective imagery of the communities which over the millennia have populated the Mediterranean basin and continental Europe. Artifacts from the MUVIT collections have continuously been included in exhibits both in Italy –for instance, they represented the history of Italian wine at Expo in Milan– and abroad, from New York to Shanghai, Tokyo, Osaka, Kyoto, Moscow, Bordeaux.

### **The Olive and Oil Museum (MOO)**

Created by Maria Grazia following the wishes of Giorgio and inaugurated in 2000, the Olive and Oil Museum of Torgiano (MOO) represents a natural evolution of the MUVIT. Created within an olive mill and small adjacent Medieval homes set within the town walls, it is subdivided into eleven rooms: a fascinating journey illustrating the botanical characteristics of the olive tree, the most common cultivars in Umbria, technical and avant-garde techniques for olive cultivation and oil extraction, the history and evolution of olive mills, but also the uses and the symbolic, propitiatory and curative significance of the so-called *"green gold"* over the centuries. Of particular interest are the archeological section and the one entitled *"Oil as a source of light"* with its vast collection of oil lamps from the Classical to Neo-classical ages.

*"Art and wine are entwined in a bond that has always distinguished the Lungarotti identity – declares Chiara Lungarotti – starting with the commitment of the Foundation in managing the Torgiano Museums dedicated to the millenarian culture of olive oil and wine, but also including collaborations with contemporary artists. A sort of 'contamination' which means that together with our wines, we also export the history and the culture of Umbria and of the Mediterranean".*

A symbol of this contamination is the work entitled **Triple Twist by the artist Beverly Pepper**, American by birth but an adopted Umbrian. Installed in 2019 in front of the winery for the enjoyment of all, the sculpture is an ode to the vine, life and friendship: an obelisk in Carrara marble 7 metres high stretching upwards in a triple spiral twist to evoke the duality of the vine, an upward projection that is also deeply rooted in the soil from which it extracts energy and vital nourishment. The three volumes of the work also recall the three women of the Lungarotti family, true pillars of the Estate who, with their unstoppable desire to create and characteristic female resilience, constantly work to preserve, develop and innovate for the company while respecting tradition and their roots.

### **Hospitality**

In addition to being terroirs dedicated to winemaking excellence, Torgiano and Montefalco are two splendid hamlets, ideal destinations for regenerating holiday stays immersed in the generous nature of Umbria. On the panoramic hillside from Torgiano towards Brufa Lungarotti has created an agritourism property nestled between vineyards and olive groves offering a full-immersion experience in the estate's authentic and rural atmosphere, in a setting of evocative landscapes.

**Poggio alle Vigne** is a renovated 17th century homestead composed of 10 independent apartments curated in the smallest details to offer relaxing stays surrounded by the scents and sounds of nature. For an even more intimate experience guests can choose **Il Poggiolo**, a romantic nest among the vineyards created from the attentive restoration of a rural annex. The ideal spot for a couple's vacation.

Experiential visits at Lungarotti are completed by the possibility to taste the wines paired with culinary offerings at either **Enoteca della Cantina** and **Osteria del Museo**, two different venues for food and wine whose common denominator is promoting local cuisine. Enoteca della Cantina, located within the Lungarotti winery headquarters, is an authentic mecca for wine lovers who can purchase and taste the entire Lungarotti range but also enjoy dishes of Umbria's best culinary traditions. At Osteria del Museo, located in the heart of Torgiano next door to the Wine Museum, the menu is based on platters of charcuterie, cheeses and typical local products all accompanied by Lungarotti wines.

### **The Lungarotti product range in brief**

#### **RESERVES:**

Torre di Giano Vigna il Pino, Rubesco Riserva Vigna Monticchio, Aurente, San Giorgio, Extra Brut Millesimato 60 mesi, Vin Santo, Montefalco Rosso Riserva, Montefalco Sagrantino, Sagrantino Passito.

#### **CLASSICS:**

Torre di Giano, Rubesco, Brut Millesimato, Brut Rosé.

#### **TRADITIONAL WINES:**

Grechetto, Sangiovese, Trespò, Pinot Grigio, Cadetto Bianco, Cadetto Rosso, Falò, Dulcis.

**MODERN WINES, looking to the future:** L'Um Bianco, L'Um Rosso, Brezza Bianco, Brezza Rosa, Brezza Rosso, ìlbio.

**ORGANIC WINES:** ìlbio, Montefalco Rosso Riserva, Sagrantino, Sagrantino Passito.

**GOURMET PRODUCTS:** Grappa di Rubesco, Grappa di Sagrantino, Cantico Extra Virgin Olive Oil, DOP Extra Virgin Olive Oil, Balsamic Grape Condiment.

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