



Maenza

COMPANY PROFILE

2023

ABOUT US

The story of Maenza Vini began in 1996 when Francesco and Francesca Maenza, wine-growers and long-time grape-growers, decided to transform the family business into a winery; the dream became reality when, in 2019, they started producing wine from the grapes they had always grown and harvested, this time, not for others but for themselves.

Dedication to nature, sacrifice for work and love for wine were the virtuous elements they used to realise their dream of making wine from their own grapes, directly involving their three sons, Calogero, Giacomo and Beatrice.

The Maenza family is an ambassador of healthy and environmentally friendly viticulture, far from interventionist and invasive practices. With this conscious approach, the family is daily committed to preserving soil biodiversity, allowing organisms and microorganisms to make the soil more fertile, gently accompanying the vine at every stage of its development.





THE TERRITORY

Maenza Vini is located in Camporeale, a small village nestled in the hills of Alto Belice, in the province of Palermo.

This area has always been devoted to agriculture and wine-growing and the landscape is characterised by rich expanses of vineyards. It is thanks to the interaction between various factors such as soil, exposure and microclimate that Maenza wines are distinguished by their high quality, reflecting the characteristics of the land.



THE VINEYARDS

The vineyards, planted since 1996, extend over about twelve hectares, at an altitude of between 400 and 600 metres above sea level. In this selected, predominantly clayey soils grow indigenous varieties, such as Grillo and Catarratto, and international varieties, such as Syrah, that has found its own typicality, capable of adapting to the soil and climatic conditions of this territory.

The soils are rich in clay, favorable to the full expression of the grape varieties cultivated. The vineyards are cultivated using organic farming methods, with complete respect for the soil and the natural characteristics of the plants. The results of this combination are healthy vineyards that grow following the natural rhythm of the seasons, perfectly integrated into their environment.





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INFO IN BRIEF

REGION	Sicily - Italy
AREA	12 ha
ALTITUDE	400-600 m above sea level
GRAPES	Syrah, Grillo, Catarratto
WINE TYPE	Sicilia DOC Terre Siciliane IGT
PRODUCTION	15.000 bottles
CERTIFICATION	Organic farming according to EU Regulation 2018/848

PORTFOLIO



BÈA

Terre Siciliane IGT
100% Catarratto



OHANA

Sicilia DOC
100% Grillo



JACQUES

Terre Siciliane IGT
100% Syrah

DISTRIBUTION AND POSITIONING

Maenza Vini's sales development plan provides for an expansion of its presence on both the national and international markets. The winery intends to start new and lasting partnerships with international importers and distributors operating in the HoReCa channel.

Maenza Vini works jointly with its business partners for brand positioning and sales development. The company organizes targeted promotional activities previously agreed with its distributors:

- Joint attendance at international fairs or missions;
- Tastings for distributors and their customers;
- Technical training for importers and distributors.





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