

VARVAGLIONE

DAL 1921

Varvaglione 1921: a family story

Histories and stories are made up of time and land and generations and love. Ours starts in Leporano, just outside Taranto, where we've been making wine for 100 years. There is history behind the brand **Varvaglione 1921**: it is the story of a family and a winery that bring Puglia to the world, having made **Primitivo di Manduria** their flagship. Under the careful guidance and stewardship of Cosimo and Maria Teresa Varvaglione, the baton is now passing to the fourth generation of the family, that looks ahead to the third millennium with the same determination and optimism that distinguished their grandparents and great-grandparents.

The vision of the Varvaglione family is that of a **sustainable future**. This is why the owner and winemaker, Cosimo Varvaglione, sought the collaboration of important universities in monitoring the vineyards, with rigorous care for the vines and **respect for the environment**. Varvaglione 1921 has always integrated innovative production methods without ever forgetting tradition. This family-run business from Puglia has a keen international vision, and was classified by the **Financial Times** of London among the 500 most rapidly expanding European companies in 2017. This is a shared accolade, because at Varvaglione 1921 they **play as a team**, where the company philosophy extends to all the workers and collaborators.

The Wines

Varvaglione 1921 produces more than 4 million bottles that are distributed in over 65 countries throughout the world. Varvaglione 1921 focuses on **native grape** varieties from Puglia, the most important one being Primitivo di Manduria, but also the well-known Negroamaro, Malvasia Nera, and Aglianico, to mention the black grape varieties; add to this Verdeca, Malvasia Bianca, Falanghina and Fiano, to mention the white grape varieties. Moreover, in the broad ranging portfolio, there are also wines made from international varieties such as Chardonnay and Sauvignon Blanc. The difference is in the **terroir of Puglia** and the Varvaglione touch. Among the various expressions of Primitivo, there is the latest version, Idea, made as a rosé. The full portfolio includes IGT wines, DOC wines and even the Primitivo di Manduria Dolce Naturale DOCG; all tell the history of a winery that was founded on a family story, that of the Varvaglione family. Recognized on **national and international markets**, Varvaglione 1921 is one of the oldest wineries in Southern Italy and boasts a wide-ranging list of labels that have won numerous prizes and **awards**.

The winery

The structure has **three areas**: the winemaking plant and cellar, the bottling site, and a wine store in the company's historical headquarters. But it is **Masseria Pizzariello** that is the real heart of the company, a symbol of the Varvaglione family's hospitality. The Masseria has great historical importance, and dates to the end of the 1600s, representing the **architectural and agricultural traditions** of Puglia.

Contrada Santa Lucia
74020 Leporano, TA · Italia
VAT nr. 01996660732

T +39 099 5315370
F +39 099 5315739
W www.varvaglione.com

19
21

VARVAGLIONE

DAL 1921

The vineyards

In addition to the 150 hectares owned by the family, there are an additional 135 hectares are farmed by affiliated growers, local partners for over 30 years. In the **Papale Contrada**, there are old vines from which the Primitivo di Manduria Selection, Papale Oro, is made. This iconic wine owes its name to this vineyard that in the 1700s belonged to Pope Benedict XIII.

Research and environment

Protecting the environment is of primary importance for Varvaglione 1921; the company is systematically monitored by the University of Udine and the University of Rome, Tor Vergata with rigorous quality control systems. In terms of quality, research and development, Varvaglione 1921 is **certified** by the BRC Certification Body, IFS International Food Standard, ISO 22000, ISO 22005, ISO 9001, ISO 14001.

Awards

Varvaglione 1921's wines have been recognized and **awarded** by the most prestigious Italian wine guides, which have recognized the quality of the product the care and the vineyard to the wine cellar.

Idea, the rosé made from Primitivo di Puglia, was awarded I **Tre Bicchieri del Gambero Rosso 2020**, ranking among the best Italian wines.

In 2019, **The WineHunter** awarded the Gold Medal to Primitivo di Manduria **Papale Oro 2017** and the Red Medal to Negroamaro del Salento della Collezione Privata **Cosimo Varvaglione 2015**.

Bibenda, the guide created by Franco Maria Ricci, gave its Cinque Grappoli to Collezione Privata **Cosimo Varvaglione** Primitivo di Manduria 2016 in 2020.

And the iconic wine of the cellar, **Papale Oro** Primitivo di Manduria 2017, received **90 points from Robert Parker** Wine Advocate.

Malvasia Bianca 12 e mezzo Collection, the new line that is sustainable from the vineyard to the bottle, was chosen from among 34 wineries as the **best wine** in a project sponsored by **MSC Cruise Lines and Gambero Rosso International**; it will be on all the wine lists in the restaurants on the MSC Group's ships.

Contrada Santa Lucia
74020 Leporano, TA · Italia
VAT nr. 01996660732

T +39 099 5315370
F +39 099 5315739
W www.varvaglione.com



19
21

VARVAGLIONE

DAL 1921

The collections

12 e mezzo

The 12 e mezzo Collection reflects the Varvaglione family philosophy of cultivating **traditional native grape** varieties from Puglia, implementing **modern winemaking techniques**. The result is wines that maintain their typical quality and are easy to drink, with unique and attractive packaging.

The standard edition of this collection is comprised of **eight wines**, all with something in common: the alcohol by volume of 12.5%, thus giving the name to this line of wines.

When the 12 e mezzo wines meet the world of Italian fashion, the result is the **Fashion Edition**, a series of bottles wearing exclusive and classic fabrics inspired by Made in Italy. Thus the Varvaglione 1921 wines become even more glamorous in a special, dolce vita edition: houndstooth for the decisive flavors of Primitivo, tweed for the tannins of Negroamaro, polka dot for the aromatic Malvasia Bianca, pinstripe for the refined taste of rosé, and tartan plaid for the roundness of Malvasia Nera.

Papale Collection

This collection is home to the great classics of **Primitivo di Manduria**, and one of the most historical labels of the winery, Papale Oro, a symbol of the cellar. This historical collection gets its name from the Papale Contrada, where the vineyards are found, which once upon a time belonged to **Pope Benedict XIII**, one of the three Popes from Puglia, whose name was Pierfrancesco Orsini. Before becoming Pope, he cultivated Primitivo di Manduria vines; when he became pontiff, that land took the name of Contrada Papale.

Today this land belongs to the Varvaglione family, and they make the wines of the Papale Collection from grapes growing in these vineyards. Two of the wines that make Varvaglione 1921 most proud are Papale Rosso and Papale Oro, two Primitivo di Manduria wines of excellence that differ due to the age of the vines.

Papale Rosso comes from plants that average 15 years old; the grapes are harvested by machine. The wine ages 8 months in French oak and is 14% abv. Papale Oro comes from vines that average 30 years old, and the grapes are harvested by hand. It ages 10 months in French and American oak and is 14.5% abv. Papale Oro was launched in 2011 to celebrate the 90th anniversary of the winery.

Contrada Santa Lucia
74020 Leporano, TA · Italia
VAT nr. 01996660732

T +39 099 5315370
F +39 099 5315739
W www.varvaglione.com



19
21

VARVAGLIONE

DAL 1921

The collections

Family Collection

The Family Collection is inspired by the members of the Varvaglione family. Each wine expresses a special bond of affection and special characteristics. The Family Collection is a group of seven labels, five reds and two whites, that represent the winemaking tradition of the family.

1921 Riserva Primitivo di Manduria pays homage to the Varvaglione family, which started its **long history of winemaking** precisely in that year, when the winery was founded; hence the Varvaglione 1921 logo. This wine ages in large oak vessels for about 18 months, followed by further ageing in the bottle. The drawing on the label is a symbol of the link between the past and the future: the first style of bicycle, ridden by a man who is looking backward, toward the past, while moving ahead, toward the future.

Cosimo Varvaglione **Collezione Privata** has two wines that bear the signature of the owner and winemaker, **Cosimo Varvaglione**, the third generation of the family. He gives his name to these two structured, full-bodied, intense reds, one a Primitivo di Manduria and the other a Negroamaro del Salento. For these wines, the grapes are harvested by hand during the night, and carefully selected. Then the wines age for a period of six to fourteen months in large oak vessels.

The other two reds in this collection are **Tatu** and **Chicca**. Both have a decisive character, like the two family members to whom they are dedicated. Tatu is the nickname of **Angelo**, Cosimo's second born child. It is a blend of Primitivo del Salento with 10% Aglianico, and an intense flavor. Chicca is **Francesca's** wine; she is the youngest of the family. It is the only sweet wine at Varvaglione 1921, a Primitivo di Manduria Dolce Naturale DOCG: sweet like Chicca.

The two whites in this collection are **Primadonna** and **Marfi**. Primadonna is a Chardonnay that spends some time in barrique, making it round and full, like a mother's embrace. It is inspired by **Maria Teresa Basile Varvaglione**, the First Lady of the family. Marfi is a Chardonnay and Sauvignon Blanc blend with the flavor of spring, refreshing like the personality of **Marzia**, Cosimo and Maria Teresa's firstborn.

For more information
www.varvaglione.com

Contrada Santa Lucia
74020 Leporano, TA · Italia
VAT nr. 01996660732

T +39 099 5315370
F +39 099 5315739
W www.varvaglione.com

