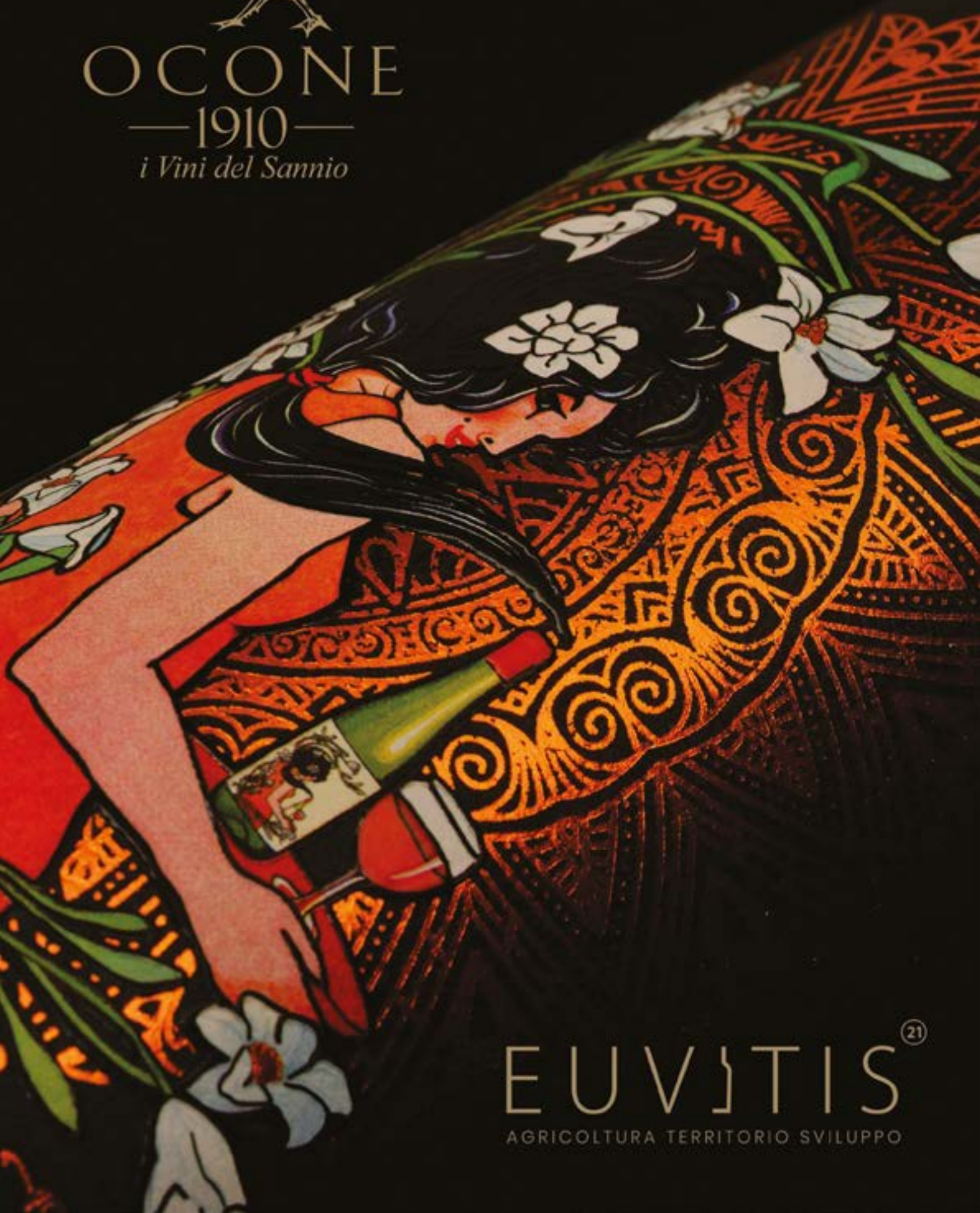




O CONE
—1910—
i Vini del Sannio



EUVITIS²¹
AGRICOLTURA TERRITORIO SVILUPPO

A new reality of the Sannio

Euvis 21 acquires a historical brand that many remember and that certainly in the past was among the most representative of the Campania Region: Ocone I Vini del Sannio dal 1910. An interview with Giorgio Vergona, C.E.O.

The Campania region ranks 12th in Italy's wine production, with over 750,000 hl (2020 harvest data). Yet the 2021 closing forecasts confirm that it is one of the few Italian regions to register a growth despite the drought which characterized much of the summer of 2021, a testimony of how the Campania environment is particularly suitable for viticulture. Regional production is concentrated in the province of Benevento totaling 44%, followed by the province of Avellino with 24%. "We are a territory with an elevated

vocation for viticulture and where are located the 4 DOCGS of the region to which soon will be added a fifth DOCG, Falanghina del Sannio. In the hills of the Sannio, this grape varietal expresses peaks of excellence, together with the Aglianico del Taburno DOCG. And our winery is located precisely in this area" states Giorgio Vergona, C.E.O at the helm of the Euvis 21 winery.

In 2018, the company acquired the historic brand, and winery, Ocone I Vini del Sannio dal 1910, which in its illustrious past, had been one of the most representative

wineries of Campania, a choice driven by the desire and ambition to own its very own winery in an area with a high viticultural density and potential still to be fully expressed both in national and international markets.

Did you start from scratch?

"As previously mentioned, this experience does not come from out the bloom, but starts with the acquisition of a winery that, despite its centennial brand strength and history, had accumulated considerable technological obsolescence. Hence, an industrial plan aimed at enhancing and valorizing historical vineyards and local biodiversity was necessary, focusing on a new production model for the territory, taking into consideration the very modest average size per farm, where most of the production is catalyzed by 4 large "wine" villages in the province. A program was therefore undertaken to select farms with vineyards mainly in our Taburno sub-area, exploiting the advantage of proximity and selecting quality vineyards where the balance within the viticultural ecosystem is enhanced".

What did your business plan consist of?

"By launching an intense program of restructuring, combined with a substantial investment plan in both the technological and structural fields, we intervened on two levels: technical and commercial. In the first case, we have redesigned and built



Bozzovich Nero Rosso Benevento I.G.T.

all the workstations and service areas of the winery based on a modern model. Work was carried out to improve the unloading and crushing area of the grapes, which are all rigorously hand-picked and softly processed with pneumatic presses. The area is directly connected to new steel tanks of modest size (<200hl) and with various capacities to allow us to vinify even small batches, in compliance with an ideal solid-liquid ratio and strict temperature control. The production capacity of the winery was completely



Anàstasi - Aglianico del Taburno D.O.C.G.

redesigned with small and medium-sized steel tanks in which it is possible to safely store wines of different quality thanks to a strict temperature control and protection from oxidation with inert gas. For special needs, we have equipped an area both to work on the grapes before pressing by lowering the temperature and, alternatively, for drying. In addition, the underground area has been renovated and enhanced to accommodate the wines which follow an evolution in wood. Finally, we have equipped the winery with a modern state of the art bottling line for sterile cold packaging of still, sparkling, or semi-sparkling wines with 3 different closures. In the service areas, in addition to the management of technical gases and fluids and the conditioning of environments, tanks and heat exchangers, sustainability characterizes the management of wastewater and the recycling of washing water in addition to the use of an autonomous production of renewable energy via photovoltaic panels. Finally, we have installed a modern and well-equipped chemical-physical analysis laboratory, which permits immediate monitoring of all

the processing phases in real time".

How did you reset your relationship with the territory?

"The investments made have been inspired by the

most modern concepts of sustainability, at the basis of which, in addition to the adoption of environmentally friendly technologies, there are both management control and cost effectiveness as well as an effective working relationship with the territory. This is based on my personal profound commitment in building lasting relationships with the local vine-growers, loyal over the years via consolidated and continued contracts, with whom we share the commitment to enhance and valorize the entire ampelographic base that characterizes the territory, not just the best known varieties (Aglianico, Falanghina, Greco, Fiano), but also the most difficult for both the vine-grower and the producer (Piedirosso and Coda di Volpe) due to the agronomic limits of these

varieties. We hope to transfer our corporate culture to our agricultural partners, strengthened by a ferment that already animates the territorial bodies and authorities, in order that even the production base becomes ever more oriented towards the themes of sustainability, vital themes for safeguarding and enhancing local biodiversity, a heritage of uniqueness, which distinguishes Italian wines in the international production scenario".

Finally, how have you restructured and reorganized your portfolio and your new commercial policy?

"Our portfolio is divided into three selections, each of which is aimed at a specific target: the Classic Selection is a genuine expression of our Taburno sub-area, with a vinification exclusively in steel of the native grape varieties, Aglianico, Piedirosso, Falanghina and Coda di Volpe, focusing on the exaltation of primary aromas and finesse. The Historical Selection, on the other hand, represents a link with the past, starting from the classicism of Diomedea and Calidonio up to more contemporary artistic styles with the Bozzovich wines, characterized by an international "easy-drinking" style and hence represent a bridge between the history of Benevento and globalization. The Superior Selection concludes our portfolio, reserved exclusively for the HoReCa channel, characterized by the winery's two Crus of Aglianico and Falanghina and top of the range Anàstasi Aglianico del Taburno DOCG, produced only in the best vintages. In the very near future, a brand-new selection of sparkling wines will be launched onto the market, one produced with the



Sannio, panorama of Mt. Taburno.

SUSTAINABILITY

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Giorgio Vergona, C.E.O of Euvis 21.

WINE TOURISM

We fully embrace the philosophy of wine tourism as a conscious and sustainable tourism, which far from the masses and traditional tourist destinations, rewards the desire for a first-hand contact with local communities, enhancing the value of authenticity in an "atmosphere" in which food and wine are the most immediate and direct vehicles for establishing a cultural relationship.



Classic Method and the other with the Charmat method to offer two different styles, expressions of a territory with an elevated viticultural vocation, proposing a Falanghina sparkling wine and an Aglianico sparkling wine produced via a white vinification. Commercially, we have opened new channels both in Italy and abroad, strengthening our presence in the Italian HoReCa sector and focusing on new commercial routes, especially in Europe, the USA and in Asia such as China, Japan, and South Korea. Finally, we

have also entered the large-scale distribution, mainly in specialized gourmet chains: a new market that has produced excellent results in the last two years”.

What are your future plans?

“We believe we have invested in the right direction with precise field choices, equipping our winery with the right modern and sustainable technologies, with the aim of acquiring, in the short term, the necessary certification attesting such technologies.

We are aware of the grow-

ing interest that the wine sector has been able to arouse in recent times, with an ever-increasing following of wine lovers, fascinated and entranced by its intrinsic qualities and production processes, who manifest a desire for a direct involvement in the life of a winery and in the ritual that characterizes it.

This new element, able to represent a real consolidated trend in the overall commercial scenario, has led to a substantial rethinking of the ways and contexts in which wine is presented, proposed, and tasted.

Hence, we have embraced fully all the afore mentioned and the importance of a direct experience of the production site both for a more detailed knowledge of the product as well as the emotional impact that such moments are able to arouse. We fully embrace the philosophy of wine tourism as a conscious and sustainable tourism, which far from the masses and traditional tourist destinations, rewards the desire for a first-hand contact with local communities, enhancing the value of authenticity in an “atmosphere” in which food and wine are the most immediate and direct vehicles for establishing a

cultural relationship. These afore-mentioned concepts underpin and have inspired the efforts made, in the transformation of the winery from a location of mere wine production into a location of emotional communication for consumers eager for first-hand experiences. Hence, the ongoing restructuring of the “Ocone” wine production site includes the creation of an elegant showroom, wine shop and winetasting rooms with kitchen area to combine, in the best possible manner, wine and local delicacies of the territory; beautifully curated outdoor areas have been created to welcome guests and organized group parties, four guest rooms for overnight stays and an elegant wine bar narrating the history permeating every bottle available for tasting on site. Creating a unique and fulfilling experience for our clients forms the cornerstone of our hospitality. Exquisite local cuisine and delicacies and a variety of hospitality solutions combine to create the best ambience to fully appreciate the quality of our wines in loco and the Taburno territory.”

THE SANNIO MODEL



administrations, for the sustainable management of local resources, with the aim of enhancing and promoting the Sannio, experimenting widespread and shared policies aimed at increasing the sustainability, biodiversity, competitiveness and the reputation of the territory with a specific focus on cohesion and social responsibility, the dissemination of new knowledge, the quality of the landscape and the well-being of its citizens. www.sanniodop.it

Wine is an integral part of the culture of the Sannio, it expresses its identity, narrates its history and its territory. Vineyards delineate its different landscapes, outlining the style, biodiversity, traditions and knowledge of an entire community. The Sannio Consorzio Tutela Vini (Sannio Consortium), created to promote and safeguard the culture of wine, today represents the territorial reference point for wine development strategies. The consortium has promoted an alliance between producers, universities and public

