

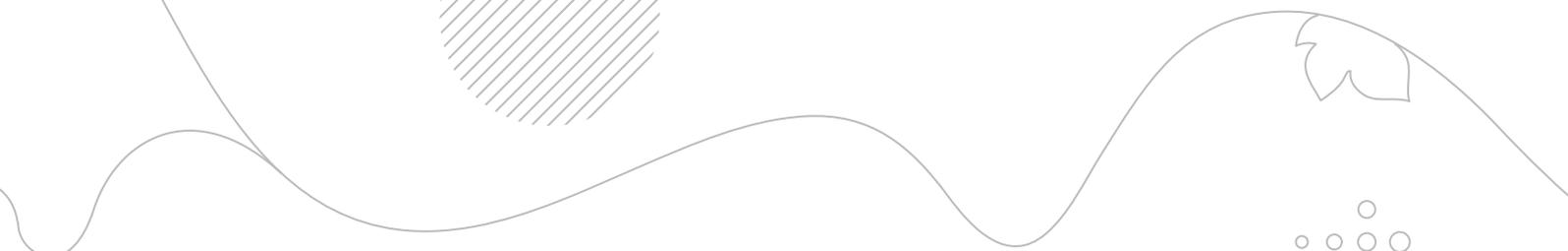
# HISTORY OF OUR FUTURE







*for a better wine world*



**Benvenuto a Banfi!**

I am very proud to share the story of how my family and colleagues settled in Montalcino, Tuscany, and set out to further explore the promising wine regions of Tuscany and Piedmont. It is a story rooted in medieval history, a territory crowned by a 12<sup>th</sup> century castle, a dedication to research and development of viticulture, winemaking, agriculture, sustainability and most importantly community.

When my father, John Mariani Jr., christened our Castello Banfi winery he spoke these words that still resonate today: “Our hope is that this project be good for the people of Montalcino, good for Italy and good for all those who love fine wine”.

Enjoy the journey through time and territory, and explore the beauty of Tuscany and Piedmont.

I am very honored as the next generation proprietor to share our magical estate with you.

Come visit us soon and raise a glass of fine wine in honor of the love we all share for Italy.

The best is yet to come!

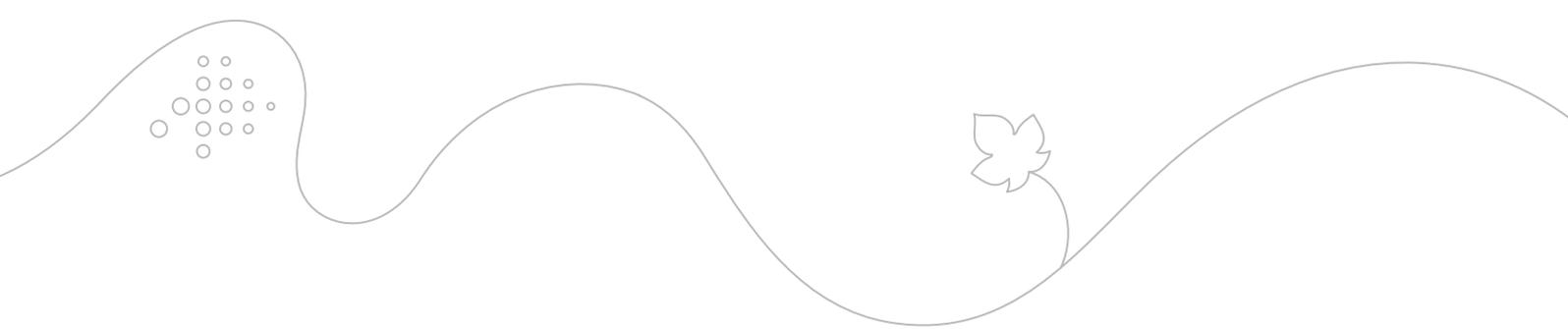
Salute.

*Cristina Mariani-May*

CEO and third generation family proprietor







## Our history

Banfi begins in 1978, as the result of an ambitious and at the same time visionary project: to create a pole of excellence for the production of quality wines in Montalcino and Italy.

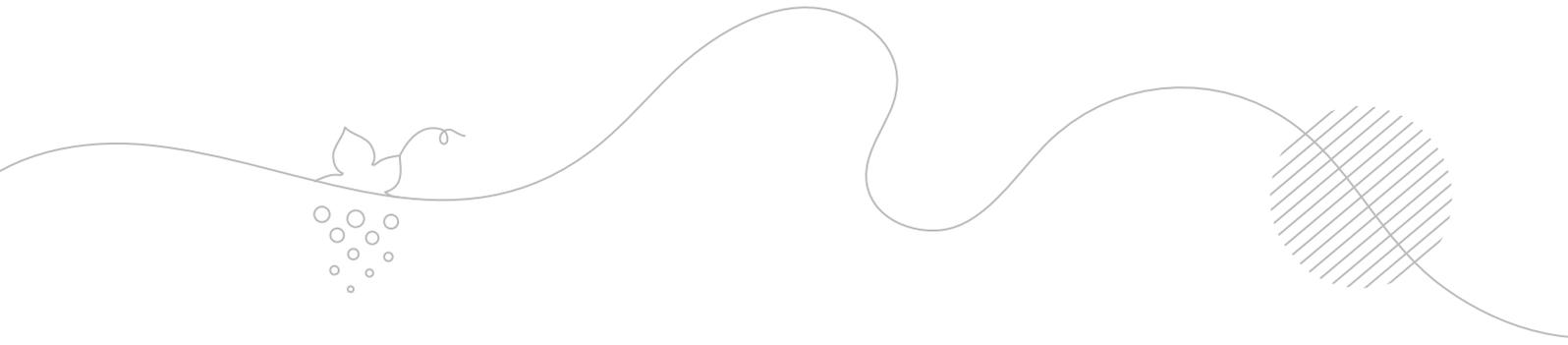
An environment open to research, study and hospitality which, only a few years later, will be defined as the most important and forward-thinking project ever executed in the wine industry in Italy.

### The American dream

The two Mariani brothers, John and Harry, creators of this new American dream, arrive in Montalcino in the mid-1970s, initially looking for a Brunello to add to their portfolio as respected and already successful importers in the United States.

The territory they were exploring was very different at the time than we know it today, certainly poorer, more isolated and unknown to most with approximately thirty producers of Brunello. However, only a few were in a position to export their wines beyond the domestic borders.

Among these, the **Poggio alle Mura** estate, from which the Mariani brothers import the Brunello to the United States, sensing immediately the unexpressed potential and thus encouraging them in their long-time dream, to cross “to the other side of the barricade”, by becoming also, and foremostly, quality producers. After the initial acquisitions in 1978 which include also land from Poggio alle Mura, the Mariani brothers complete the purchases in 1983, uniting the entire Poggio alle Mura estate, including the historical **medieval castle** which becomes the symbol of Banfi.



The role of Banfi in the history of one of the most **iconic products** of the Made in Italy, Brunello, is indisputable. The acquisition and the expansion of the estate place Montalcino at the pinnacle of the wine maps of Italy and the world. Furthermore, the importance that the arrival of Banfi has played in the social and economic fabric of the Montalcino territory is fundamental, where it became the reason of **inspiration** for many small estates, as well as an incentive for the more historical producers who broadened their horizons, with great **improvements** in the vineyard and winery management techniques.

### **Behind the name**

Banfi takes its name from a great **aunt** of the Mariani brothers, Teodolinda Banfi, who, after spending her childhood alongside Achille Ratti, follows him to the Vatican City upon his election as Pope Pius XI in 1922, becoming the first lay woman to enter the doors of the papal seat.

A great and expert connoisseur of wines, she raises Giovanni F. Mariani Sr., father of John and Harry, giving him insight into the world of high-quality food and wine. Today, Cristina Mariani-May represents the **third generation** of the family.

Banfi has always strongly believed in the great potential of viticulture and enology of the Montalcino territory and its symbolic variety, and it has promoted innovative studies of the soils and of Sangiovese.

**Equally pioneering are the innovations in the winery, with the development of techniques and technology, from the selection of the grapes to their vinification which today are a heritage of international modern enology.**

Study, research and experimentation, to learn about and reinterpret a worldwide unique territory, as well as to distinguish and enhance its own modus operandi. For Banfi research represents a transversal and continuously evolving concept, from the vineyards to the winery.



1978

Villa Banfi  
is born



1979

Acquisition  
of Cantina Bruzzone  
in Strevi, Piedmont



1980

Initiation  
of the zonation project  
in Montalcino



1982

Initiation  
of clonal research  
on Sangiovese



1992

Inauguration  
of the Glass and  
Bottle Museum



1997

First vintage  
of "Poggio alle Mura"  
Brunello, result  
of 20 years  
of Sangiovese  
research



1998

First edition  
of the Jazz & Wine  
festival in Montalcino



2005

Achievement of Ethical  
Certification SA8000



1983

Acquisition  
of Castello di Poggio  
alle Mura



1984

Inauguration  
of the winery  
in Montalcino



1986

Birth of the  
Fondazione Banfi



1990

The vintage  
that changed  
the history  
of Montalcino



2007

Opening of "Il Borgo"  
the pearl  
of our hospitality



2015

First edition  
of Sustainability  
Report



2017

Birth of Sanguis Jovis -  
Sangiovese School



2018

40 years

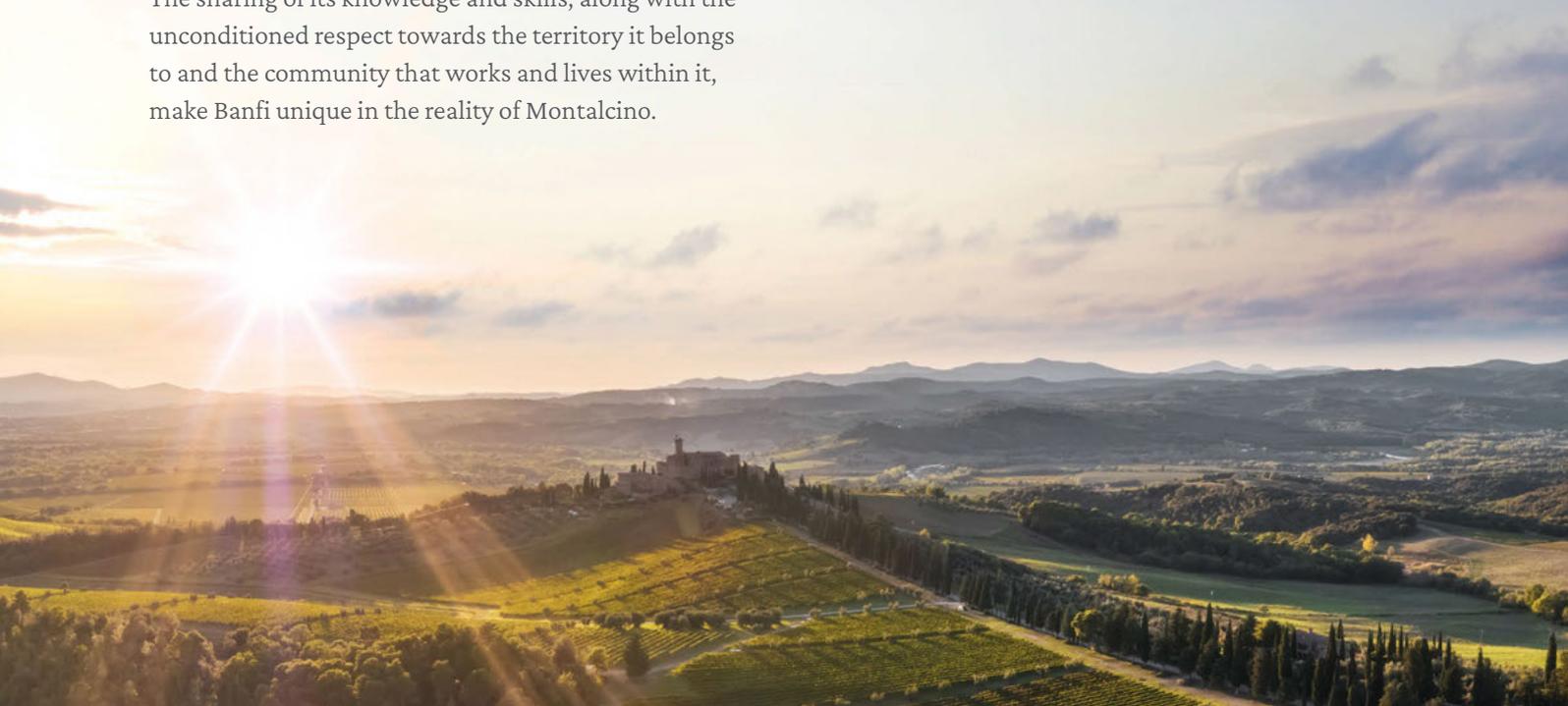


## Our identity

Started just over forty years ago, Banfi is a young company which, in a few decades, has succeeded in asserting itself on the international market with its own wines and its own production philosophy.

In the complex international wine industry, Banfi displays numerous unique features that set it apart from the other companies, in addition to a great potential which is continuously evolving. The sharing of its knowledge and skills, along with the unconditioned respect towards the territory it belongs to and the community that works and lives within it, make Banfi unique in the reality of Montalcino.

**Projecting a medium to long-term vision has allowed the company to live through every historic and economic moment in a conscious and productive way, becoming in a short time one of the most affirmed and appreciated symbols of Made in Italy.**



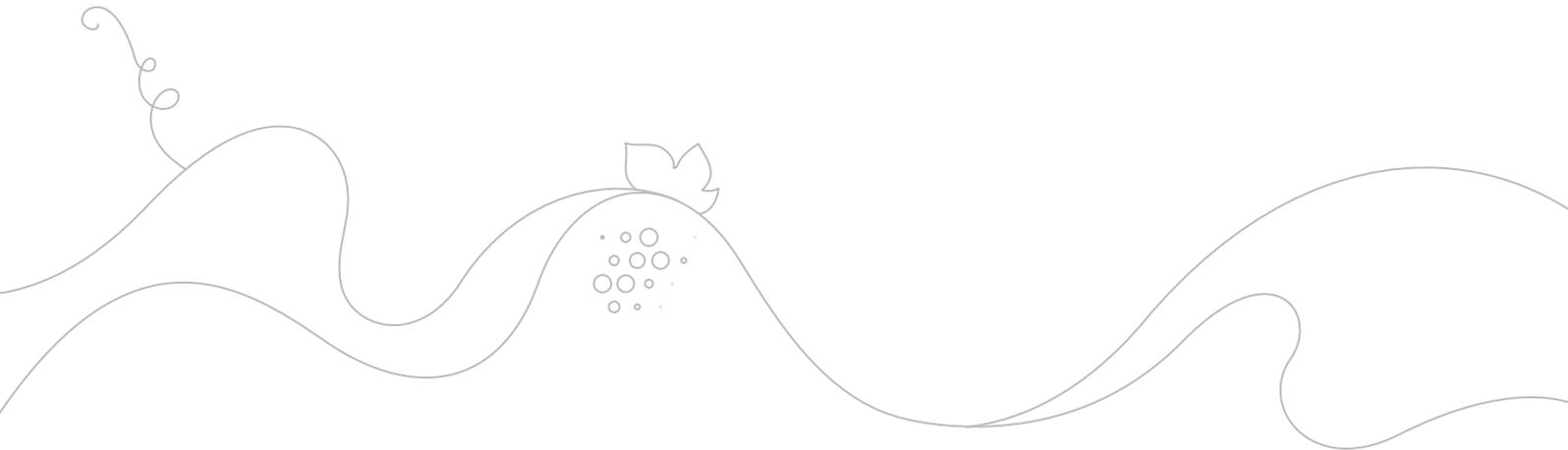
## Vision

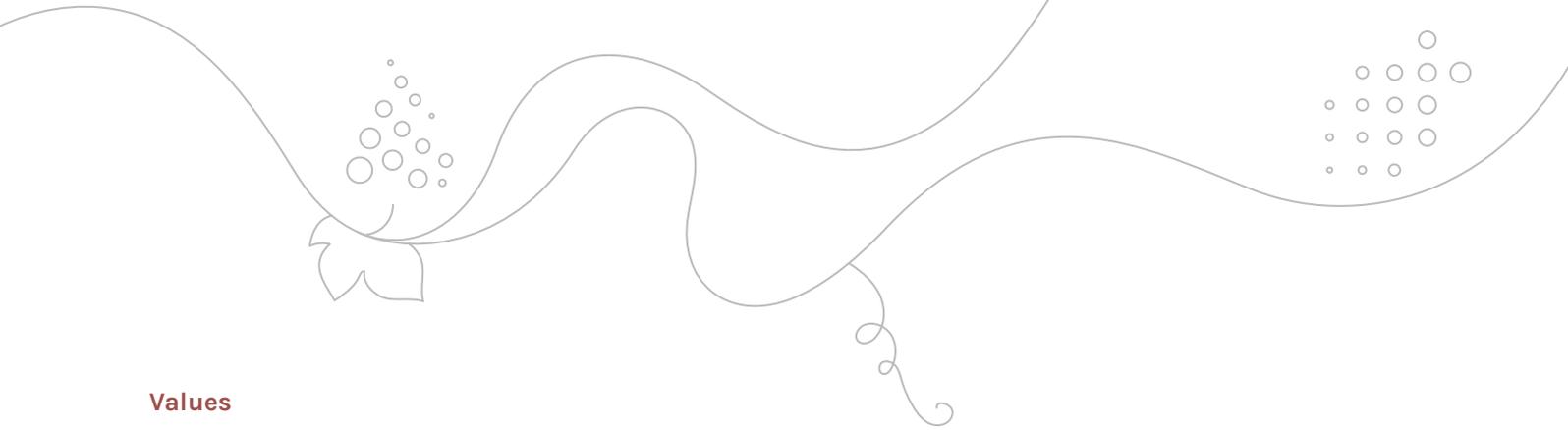
We envisage a global and connected **world**, where differences represent prosperity.

The **products** of our land, to be defended and valued, are the best expression of human work and talent.

## Mission

Always **pioneers**, we value research and people, in respect of the territories in which we operate. For a better wine world.





## Values

### Pioneering

We have always blazed new trails, respecting the history of the territories and the individuals living there.

### Research

We study to experiment and innovate, from the soil to the winery, all the way to the market.

### Sharing

We support training and dissemination of knowledge which only has a value for us when it becomes a common legacy.

### Respect

We are committed to building a better future, working, every day, in harmony with the environment, communities and our people.

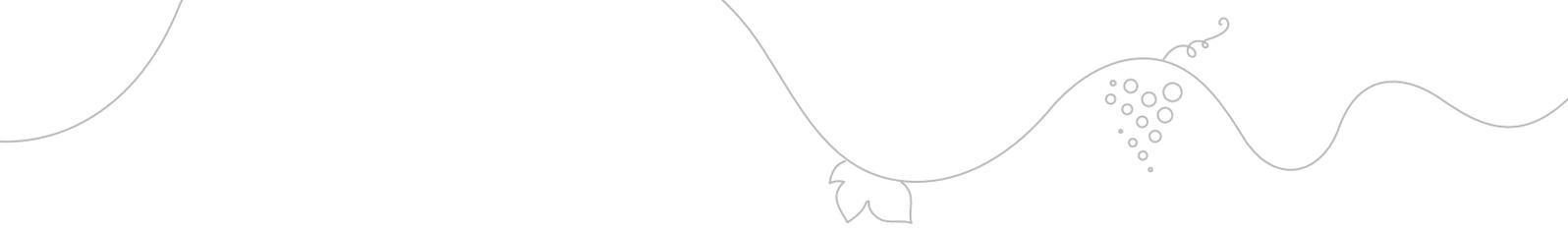
## The crest



The Banfi logo is represented by a crest. Atop, on a blue background, an eagle dominates, which in heraldry symbolizes power, victory and prosperity.

This eagle is also shown on the coat of arms of Count Placidi, the ancient owner of Poggio alle Mura. At the bottom, on a bordeaux background, there is a wine chalice, sided by six hills which sustain the holm oak tree which is present on the crest of the town of Montalcino.

The crest is perfected by a count crown with nine pearls and a scroll with the company name.



## Banfi in Piedmont and Tuscany

In 1979, only one year after settling in Montalcino, the Mariani brothers confirm their talent and long-term vision by arriving in Piedmont where they acquire Bruzzone, a historic winery, active since 1860.

With an extension of **50 hectares**, of which 46 under vine, between the municipalities of Novi Ligure and Acqui Terme, the winery is located in Strevi, in Alessandria province. As in Montalcino, the Mariani brothers were able to activate an accomplished mechanism of revitalization and enhancement of the territory with an extraordinary return in terms of reputation, in addition to an economic return, perfectly conjugating the features of the territory and its wines.

And if Montalcino remains the beating heart of the company in Tuscany, in the last decade Banfi, with its characteristic acumen and ability of intuition, has extended its horizons to operations in other important wine producing areas in the region.

From Chianti to Chianti Classico, from the Maremma and to Bolgheri, new realities have been created which complete and sustain the production of Montalcino, providing a wide and articulated offer among the most historic and affirmed denominations of Italy.



TRENTINO  
SOUTH TYROL

LOMBARDY

VENETO

PIEDMONT

Strevi • Novi Ligure

EMILIA-ROMAGNA

TUSCANY

• Cerreto Guidi

• Castellina In Chianti

• Belgheri

• Casalappi

• Centoia

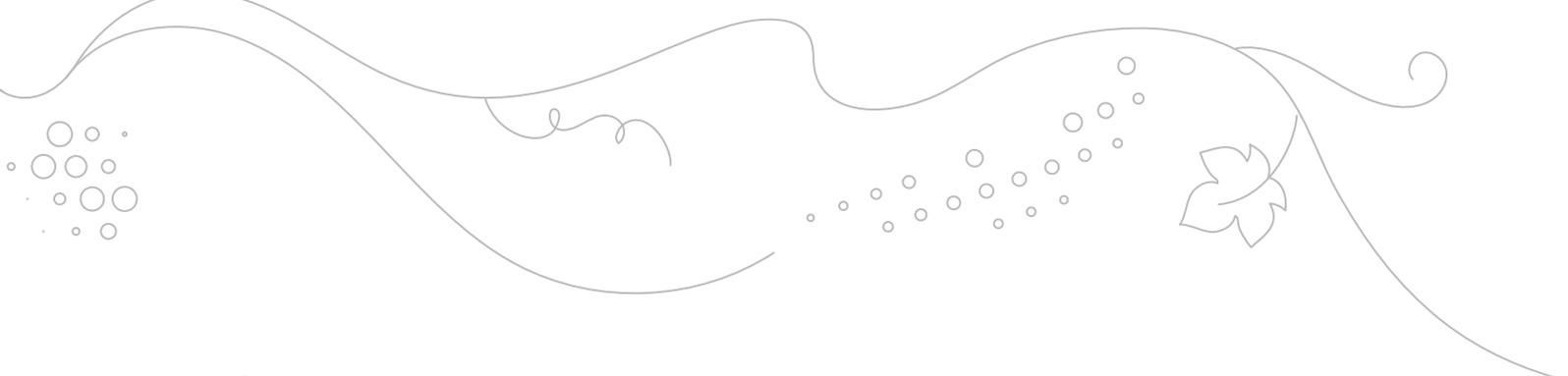
• Montalcino

MARCHE

UMBRIA

LAZIO

ABRUZZO



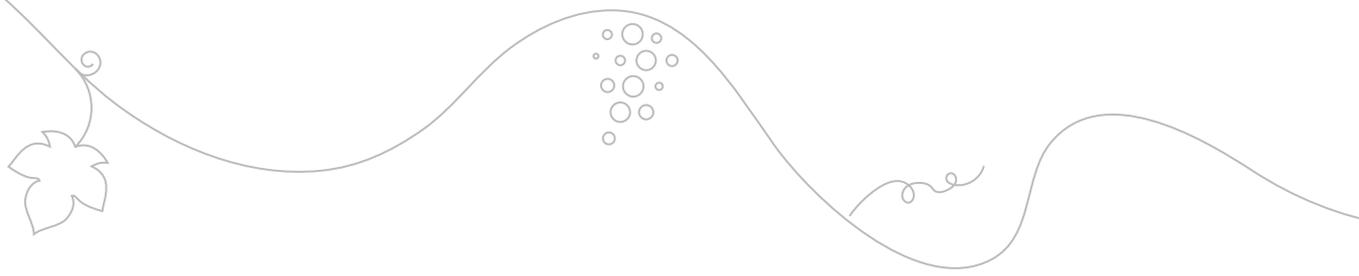
## Banfi in Montalcino

The entrepreneurial project of the Mariani family in Montalcino has often been defined as innovative, visionary and, in many ways, unrepeatable.

The arrival of the two American brothers, of Italian origin, assisted by Ezio Rivella, a young **enologist** from Piedmont who was already working with them on other projects, brings unprecedented enormous economic, financial and technological resources to the territory, together with experience, managerial skills and new business models.

Montalcino represents the essence of **Banfi**, the beating heart, the engine of old and new successful projects. Undisputed leader in Montalcino, Banfi has always maintained a focus on the very strong and lasting bond with the territory and its people. The estate is very extensive. It encompasses 2,830 hectares in a contiguous property of which approximately one third is under vine, with **174 hectares** dedicated to **Brunello di Montalcino**, and with a presence of some of the most representative varieties of Tuscan viticulture and not only. The remainder of the large estate is covered by olive trees, plum trees, grain fields and forest that confirm an agricultural project, unmatched even in the rich agricultural panorama of Italy.





## The Castle of Poggio alle Mura

Its strategic position between Siena and the Maremma and the fertile land that surrounds it have made the Castle of Poggio alle Mura a coveted and contested property over the centuries.

It is listed under the curia of nearby Camigliano in 1318 and is first assigned to the Placidi family during the 15<sup>th</sup> century as a reward for their service to Siena. During many vicissitudes, the **Placidi family** governs the castle uninterruptedly from 1529 to 1959, when it is acquired by Giovanni Mastropaolo, an Italian businessman who had gained fortune in Venezuela. In 1983, in precarious conditions due to the extensive damage it had suffered during the Second World War, the castle is bought by Banfi, elevating it immediately to the cultural and iconographic symbol of the company, in respect of its history and its bond with the territory.

Built as a military fort, it becomes the southern bastion of the independent Republic of Siena and maintains its defensive structure until the mid-16<sup>th</sup> century. The transformation of the fortification into a “villa” takes place with the loss of all local independence under the Medici rule that follows the fall of Siena.

The structure presents multiple historical and architectural overlaps. It has a compact scheme, with a square plan, and two internal courtyards with a crenellated tower on the south wall, once used as a watch tower. On the opposite side, there is a defense tower where originally there was a ladder which could be pulled up in case of a siege. On the outer wall, there is an access ramp set on arches.

Of particular interest are the 15<sup>th</sup> century courtyard with low arches on octagonal pillars, as well as the rare and ancient icehouse with its typical tomb shape outside the castle.

In the second half of the 18<sup>th</sup> century, with the rise of the Lorraine dynasty, a form of organized farming is practiced again, and the Castle of Poggio alle Mura permanently becomes an agricultural center.



# The Brunello di Montalcino

## Banfi is Brunello di Montalcino, Brunello di Montalcino is Banfi.

Numerous studies carried out on **Sangiovese** and all aspects concerning the main variety of Montalcino, in the vineyard and in the winery, have defined the direction of the company in a lasting bond between quality and research.

The most important expression of this philosophy is the **zonation**, that is the study of various factors that describe the terroir, focused on optimizing the interaction between the variety and its cultivation environment. Launched in 1980, it has allowed to perfect the planting of a number of varieties in the different areas of the estate to obtain the highest quality for each grape bunch. Furthermore, in 1982 a clonal selection project is started which, for the first time in the history of enology, is focused on

Sangiovese. The study aims at identifying those ecotypes of Sangiovese which best represent the unique features of this variety in the Montalcino territory. The combination of the selected clones, in addition to the zonation of the estate, bring forth the Poggio alle Mura line. These studies, further to the studies on wood, are crowned by a new vinification area in 2007, **Horizon**, with hybrid steel and wood tanks which allow for the fermenting grapes to capture the best benefits of both elements.

With the **5 versions of Brunello di Montalcino**, of which two Riserva, Banfi expresses its production philosophy, along with the variegated features of the individual areas of the estate. An almost obsessive, but necessary, attention to the smallest detail during production has made it possible for the Banfi Brunello di Montalcino to become the most recognized and the most sold worldwide.

POGGIO ALL'ORO

POGGIO ALL'ORO<sup>®</sup>  
Brunello di Montalcino  
2002



CASTELLO  
BANFI  
- Riserva 2012 -





## Banfi Wines

The production philosophy of Banfi and the same attention towards its iconic Brunello di Montalcino can also be recognized in all our wines, both from Tuscany and Piedmont.

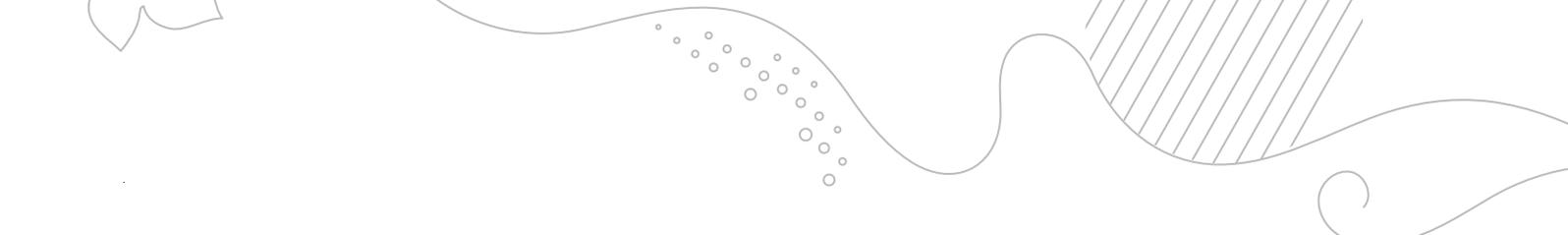
Each label benefits from studies developed independently, as well as the technical innovation, introduced to the management of the vineyards and the winery. **The attention to all details**, including the apparently least important particular, is fundamental to maintaining and increasing the quality and defining a well-recognizable style.

### An international success

The lasting bond with the territory of origin, the respect for the traditions of typicity and the determination to improve the quality and knowledge of each individual wine have achieved the rest, decreeing an unprecedented success which today sees Banfi wines distributed in over **90 countries around the globe**.

The company's presence all over the world guarantees consistent supervision of the sales channels. The omnichannel approach enables Banfi to increase and strengthen the relationship of trust with the global consumer and, at the same time, allows the brand values to be strongly transferred. A relationship that has been built starting from high-quality restaurants, the place of choice for Banfi production.





## The products of our land

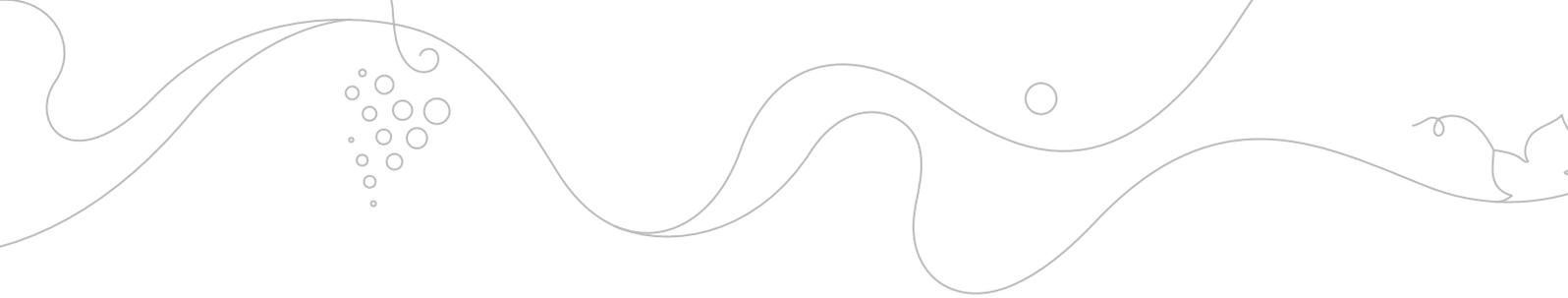
Located on the south-west side of Montalcino, Banfi extends on a territory with a unique and unrepeatable potential of soil and climate.

Bordered by two rivers, the Ombrone and the Orcia, its confluent, it overlooks the Orcia valley, a **UNESCO World Heritage site**, and enjoys a perfect microclimate, thanks to the protection of Mount Amiata from one direction and the beneficial influence from the Maremma coast from the other. The varying altitudes from 150 meters above sea level to over 350 meters above sea level, along with a great multitude of soil types and different exposures, allow to cultivate many grape varieties, from the king of Montalcino, Sangiovese, to numerous international varieties which have found their perfect habitat here.

The enhancement of a sustainable development of our oasis of biodiversity is achieved by cultivating **different species**.

As a matter of fact, on the estate the specialized area under vine occupies one third of the total, the remainder is covered by forests, olive groves, approximately 100 hectares of plum orchards which make Banfi the leading producer of plums for the production of **prunes** in Italy, approximately 400 hectares of organically grown grain, including the Senatore Cappelli variety for the production of the Banfi pasta, and other crops.

Among the food products the Condimento Balsamico Etrusco and the recently introduced honey must be mentioned.



## Our commitment to sustainability

The topic of sustainability for Banfi has distant roots. The company initiated its course of sustainable practices at a time when sustainability was not yet part of the common language and not yet as fashionable as today.

Working in harmony with the environment represents a fundamental value which, over the years, has brought Banfi to achieve a perfect integration with the territory and the local community, in the respect and for the enhancement of the **variegated ecosystem that marks the territory**. Evolving in the respect of the environment means taking care of the surroundings, preserving its distinctiveness

to be able to maintain the unique features for the future. The risk of erosion on the estate is controlled by building **water containment trenches** (over 150 km), **underground drainage** (80 km), **dry walls** (10 km) or **containment levies** and the **programmed green cover in the vineyards**. The attention toward the environment originates, furthermore, from exact decisions to contain consumption in the agricultural and winery operations, together with the attention toward purchases of production materials that are less impacting on the environment to reduce greenhouse gas emissions. Banfi is also involved in protecting the biodiversity in a variegated territory where a rich and diversified natural **fauna** prospers and finds nourishment in the green crops, as well as in the forest, in the meadows and the grain and silage cultivations. This articulated ecosystem is completed by a rich



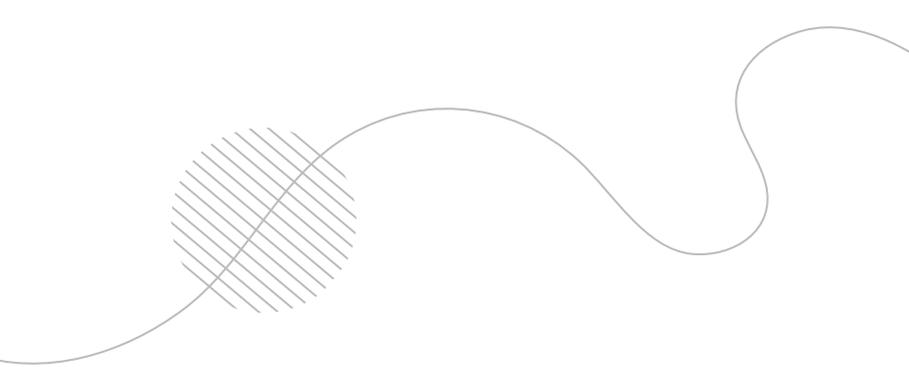
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natural **flora**, made up of over 120 spontaneous herbaceous species, some of which rare or almost extinct at this point, in addition to a strong presence of tree and shrub species which make up the forteto, the typical forest in this area. To preserve and protect this important and vast biodiversity, Banfi is committed to the safeguard of bees by setting up around **forty hives**.

It is at the beginning of the 2000s when the company approaches the first **certifications**, ISO9001 and ISO14001, to obtain, as the first vineyard estate in the world, the SA8000 which warrants and verifies the equity and correctness of the work relations appertaining to ethical and social responsibility. An awareness that has brought Banfi to adopt a sustainable production system which pays attention to the safeguard of the surrounding environment, by

preserving the heritage of the territory as a whole: its culture, its history, its evolutions.

**A project which also aims beyond the production of one of Italy's most important wines, by directing its interest to a territory which has contributed to becoming what it is today and with which it will continue to outline the future, convinced that producing wine is not only an economic, but also a social and especially a cultural matter.**



## Fondazione Banfi

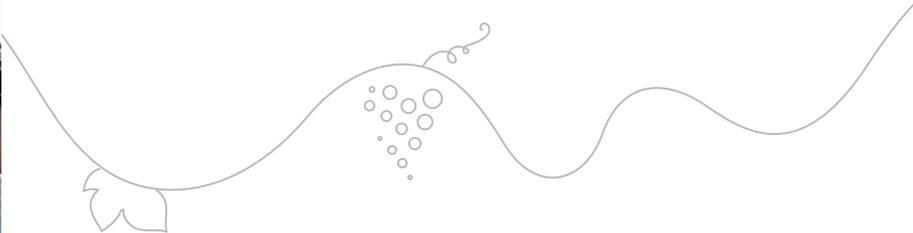
Fondazione Banfi was established in 1986, with the goal to promote and disseminate the philosophy and the culture associated to the **world of wine**.

The Fondazione is a non-profit organization and is committed to promoting, disseminating and enhancing, on a national and international level, study, research and public outreach of the viticultural and enological culture and practices from antiquity to modern times.



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## Sanguis Jovis

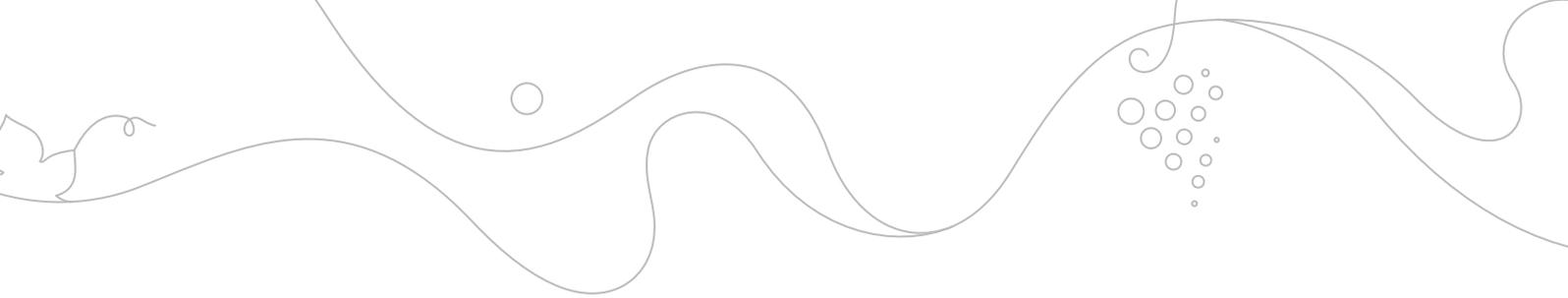
Sanguis Jovis – School for Higher Education of Sangiovese is the first and only permanent study center on Sangiovese, the most cultivated grape variety in Italy. The project originates, within the Fondazione, from the determination to **increase and disseminate the culture of Sangiovese** in Italy and in the world, through scientific research, communication of knowledge and higher education.

The culture of advanced science and technical production innovation meet the culture of business and innovation in the world of wine and in its history.

## Jazz & Wine in Montalcino

Jazz & Wine in Montalcino is not just a festival, that is one of the most exciting and long-lasting festivals in the admittedly rich national panorama, it is an actual 360-degree **cultural project**, which began in 1998 with a beautiful and innovative intuition and grew, over the years, thanks to an also innovative relation of trust and cooperation with Banfi, the Rubei family of the Jazz Club Alexanderplatz in Rome, the territory and the authorities.

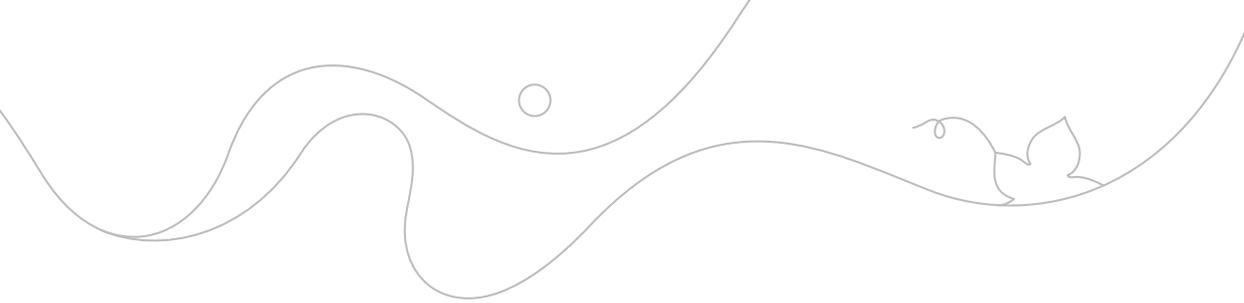




The intuition, simple, but very effective, was to unite and allow to thrive together, in a synergic and original way, two of the most intimate and intense passions on earth, **quality wine and quality music**, as a matter of fact, jazz music. The same enthusiasm and the same inclination and cultural openness were necessary to enjoy and perceive the two passions thoroughly.

From the beginning, the support on behalf of the authorities was fundamental, with the Town of Montalcino which believed in the project from the start, and invested time, resources and ideas, and, above all, granted the festival the most spectacular setting imaginable, the 14<sup>th</sup> century Fortress of Montalcino, which, together with the Castle of Poggio alle Mura, adorns and creates the unique atmosphere of this exclusive cultural festival.

Since 1998, on the stage of Montalcino, there has been a succession of the greatest Italian and international musicians, from the most acclaimed stars to the most promising young artists, with different music styles and signs, just only jazz music can do.



## The Glass and Bottle Museum

Since 1992, Fondazione Banfi is engaged in the management of the Glass and Bottle Museum.

The foundation is committed to the protection of the important **archeological collections** with a decisive contribution from Banfi and under the supervision of the Superintendence of Archeology of the Siena, Grosseto and Arezzo provinces.

Set up in the **Castle of Poggio alle Mura**, the Museum has found a prestigious setting in the medieval fortress in the heart of the vineyard estate in Montalcino.

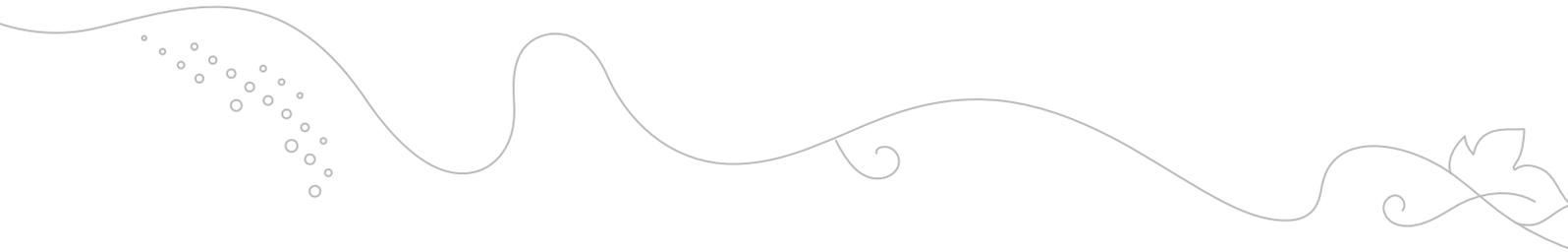
In its **5 halls** the alternating events in the production of glass during history from the 5<sup>th</sup> century BC to modern times and the special bond of glass with wine are illustrated. In addition to the rare collection of Roman glass, there are ancient wine bottles, delicate carafes, Venetian glassware and contemporary works of art on display.



The Museum is dedicated to John Mariani Sr., founder of Banfi and pioneer of Italian wines in the United States.







## Castello Banfi Wine Resort

Since the very beginning Banfi has strongly believed in hospitality, from the construction of a winery designed to welcome visitors, to the transformation of the medieval Castle of Poggio alle Mura, known today as Castello Banfi, into a jewel of Italian hospitality.

Here, after the meticulous **restoration**, which started right immediately after its acquisition, today there are a wine shop and two restaurants, La Taverna and the elegant Sala dei Grappoli, which was just awarded a Michelin star.

In 2007, Il Borgo was opened and since 2019 the hotel is part of the exclusive network Relais & Châteaux.

Located under the walls of the castle in the **stone buildings** of the hamlet, added in the 18<sup>th</sup> century to house the farmers and craftsmen who worked for the aristocratic owners, il Borgo was carefully restored to set up its luxurious rooms and suites, while maintaining the historical features with a particular eye to the elegance of the rooms, exquisitely furnished and decorated by the stylist Federico Forquet, and enriched with all modern comforts.



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## Il Borgo

The hotel offers a refined and exclusive ambience, overlooking the Banfi vineyards, in one of the most evocative and best-preserved historical locations of the area.

Along the road through the hamlet which used to connect Montalcino and the Republic of Siena to the Maremma, the traditional architecture of Tuscany can still be appreciated. The guests, immersed in the silence of the countryside, can admire the wonderful panorama of the rolling hills of the Orcia valley, a **UNESCO World Heritage site**, which from Mount Amiata to the valley of the Ombrone river continues toward the sea.

## La Sala dei Grappoli

Located in the shadow of the medieval Castle of Poggio alle Mura, today known as Castello Banfi, La Sala dei Grappoli, the only **Michelin starred** restaurant in Montalcino, welcomes its guests in an elegant and refined ambience. The open kitchen, at the entrance of the restaurant, allows the guests to watch the brigade at work, before being seated in one of the two rooms, with walls decorated with grape vines, as a reminder of the territory in which the restaurant is located. In the summertime, the restaurant is enhanced by a wonderful terrace which looks onto the walls of the historical castle where the view opens up to the marvelous Orcia valley, a UNESCO World Heritage site.



## La Taverna Banfi

A typical Tuscan restaurant, with an eye to innovation and the skillful use of the ingredients.

**The Taverna is located under the vaults of the ancient cellars of the castle**, where once the large wood casks rested that were used to age Brunello di Montalcino.

## L'Enoteca

The Enoteca is the meeting point for the many visitors who each year arrive at Castello Banfi.

**A true Tuscan shop** where, next to the prestigious wines and other estate products, many local delicatessen and handcrafted products can be found.







**Banfi**

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May 2021



