



*Dedicated to a finer wine world*

**Society of Wine Educators Conference  
2019**



## Passionate Roots



We are an **Italian-American family** founded in 1919 by our grandfather, John Mariani Sr. We remain **family-owned** today and our **values** have remained the same. Our **pioneering spirit** coupled with **passion** and our **love of fine wine** has built Banfi into a leading wine producer and marketer of great wines

**Our mission** is to **nurture** our leadership position by offering wines of **superior quality & authenticity**, and fostering the appreciation of wine through **education**, while maintaining **family ownership, business ethics**, and a culture of **teamwork and pride in shared success**.

**3<sup>rd</sup> Generation  
President and CEO  
Cristina Mariani-May**





## 3 Generations – Family Owned and Operated



- The **Banfi** name comes from the aunt of Giovanni F. Mariani Sr., **Teodolinda Banfi**: she was the head of household for Pope Pius XI and was a connoisseur of fine wine. She influenced and inspired her nephew Giovanni F. Mariani Sr. with her passion.
- In 1919, in New York, **Giovanni F. Mariani Sr.** founded a small company to import the wines of Italy, calling it Banfi in honor of his aunt and mother.
- It was Giovanni's two sons, John and Harry, who expanded Banfi Vintners, and founded the Castello Banfi vineyard estate in Montalcino.
- Today, Banfi is led by the founder's granddaughter **Cristina Mariani-May**, who is president and CEO. Her father, Chairman Emeritus Dr. John F. Mariani, continues as active counsel to the executive committee and is a member of the firm's advisory board.



# ITALY







# ITALIAN WINE LAWS

## DOCG

Denominazione  
di Origine Controllata  
e Garantita = **DOP**  
(Lowest yields)  
(Most Government Regulations)

## DOC

Denominazione di Origine Controllata = **DOP**

## IGT

Indicazione Geografiche Tipiche = **IGP**

Vini varietali /limited grape names = **NEW** category

Varietal wines

Vino da tavola (formerly) = **WINE**

(Unlimited Yields)

(Least Government Regulations)



## HOW ITALIAN WINES ARE NAMED...

- **Grape Variety** - Lambrusco, Sangiovese, Trebbiano, etc. Usually in conjunction with an IGT or DOC
- **Area/Zone of Production** - Barolo, Chianti, Gavi, Valpolicella, etc.
- **Grape Variety and Area/Zone** - Brunello di Montalcino, Vernaccia di San Gimignano, Brachetto d'Acqui, etc.
- **Fantasy /Proprietary Names** - Excelsus, Sassicaia, Summus, Tignanello, etc. Usually designated as part of an IGT or DOC



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A solid blue silhouette of the map of Italy, including the mainland and the islands of Sicily and Sardinia, is centered on the page.

# ITALIAN WINE TERMS





## ITALIAN WINE TERMS

- **ABBAZIA** - abbey
- **ABBOCCATO** - lightly sweet
- **ALBERELLO** - refers to a free standing or staked vine that looks like a bush
- **AMABILE** - semi- sweet, off-dry
- **AMARO** - bitter
- **AMARONE** - means “bitter” as in Amarone della Valpolicella to differentiate from the sweet dessert recioto wines
- **ANNATA** - vintage year
- **ASSAGIO** - tasting
- **AZIENDA Agricola** - farm, estate
- **BARRIQUE** - small barrel
- **BIANCO** - white
- **BOTTIGLIA** - bottle
- **BOTTE** - large cask or barrel
- **BRICCO** - Piemontese term for crest of a hill
- **BRUT** - dry (sparkling wine)
- **CANTINA** - winery or wine cellar
- **CANTINE SOCIALE** - wine cooperative
- **CASA VINICOLA** - privately owned winery
- **CASTELLO** - castle
- **CERASUOLO** - light red (cherry colored)
- **CHIARETTO** - pale red (rose')
- **CLASSICO** - historic or "classic" growing area of a specific zone
- **COLLE** - hill
- **COLLI** - hills
- **CONSORZIO** - group of producers of a specific wine
- **CORDONE** - classic system of training vines onto wires - also known as spalliera
- **D.O.** - Denomination of Origin Laws passed by the Italian Government on 12 July 1963
- **D.O.C.** - Denomination of Controlled Origin
- **D.O.C.G.** - Denomination of Controlled and Guaranteed Origin
- **DOLCE** - sweet
- **ENOTECA** - wine library, public or commercial
- **ETICHETTA** - label
- **FATTORIA** - farm or estate
- **FERMENTAZIONE** - fermentation



## ITALIAN WINE TERMS

- **FERMENTAZIONE NATURALE** - natural CO2 in bubbly wine
- **FIASCO** - flask
- **FRIZZANTE** - lightly sparkling
- **I.G.T** - Typical Geographic Origin Indication
- **IMBOTTIGLIATA** - bottled (all'origine - at the source)
- **INVECCHIATO** - aged
- **LIQUOROSO** - sweet wine usually fortified with alcohol
- **METODO CHARMAT** - sparkling wine produced by cuvee close or sealed tank
- **METODO CLASSICO or TRADIZIONALE** - Sparkling wine fermented in the bottle (Champagne method)
- **MOSTO** - must or grape juice
- **ORO** - gold
- **PASSITO** - wine made from semi-dried grapes
- **PERLANTE** – pearl-like or with a light sparkle
- **PERGOLA** - vine training using pole arms or arbors
- **POGGIO** - hill.
- **RECIOTO** - full tasting, sweet wine made from partly dried grapes
- **RISERVA** - wine which has been aged a longer, specified time than non-Riserva counterpart. Applies to DOC and DOCG
- **ROSATO** - rose'
- **RONCO** - Friuli term for terraced vineyard
- **ROSSO** - red wine
- **SECCO** - dry
- **SORI** - Piemontese word for the part of a slope best exposed to the midday sun
- **SPUMANTE** - sparkling wine, dry or sweet
- **SUPERIORE** - in DOC wines this indicates a higher level of alcohol or ageing and sometimes a special geographic origin
- **TENDONE** - system of high trellising the vines
- **TENUTA** - farm or estate
- **UVA** - grape
- **VECCHIO** - old (rarely used term)
- **VENDEMMIA** - harvest or vintage
- **VIGNA or VIGNETO** - Vineyard
- **VDT - VINO DA TAVOLA** - table wine
- **VIVACE** - synonym for frizzante
- **VSQ** – Quality Sparkling wines
- **VSQA** – Aromatic Quality Sparkling wines
- **VSQPRD** – Sparkling wines produced in a determined region



# WINE REGIONS OF ITALY







# Banfi in Italy





# PIEDMONT



**BANFI**  
*Piemonte*

**Banfi Brut**

**Cuvée Aurora Rosé**

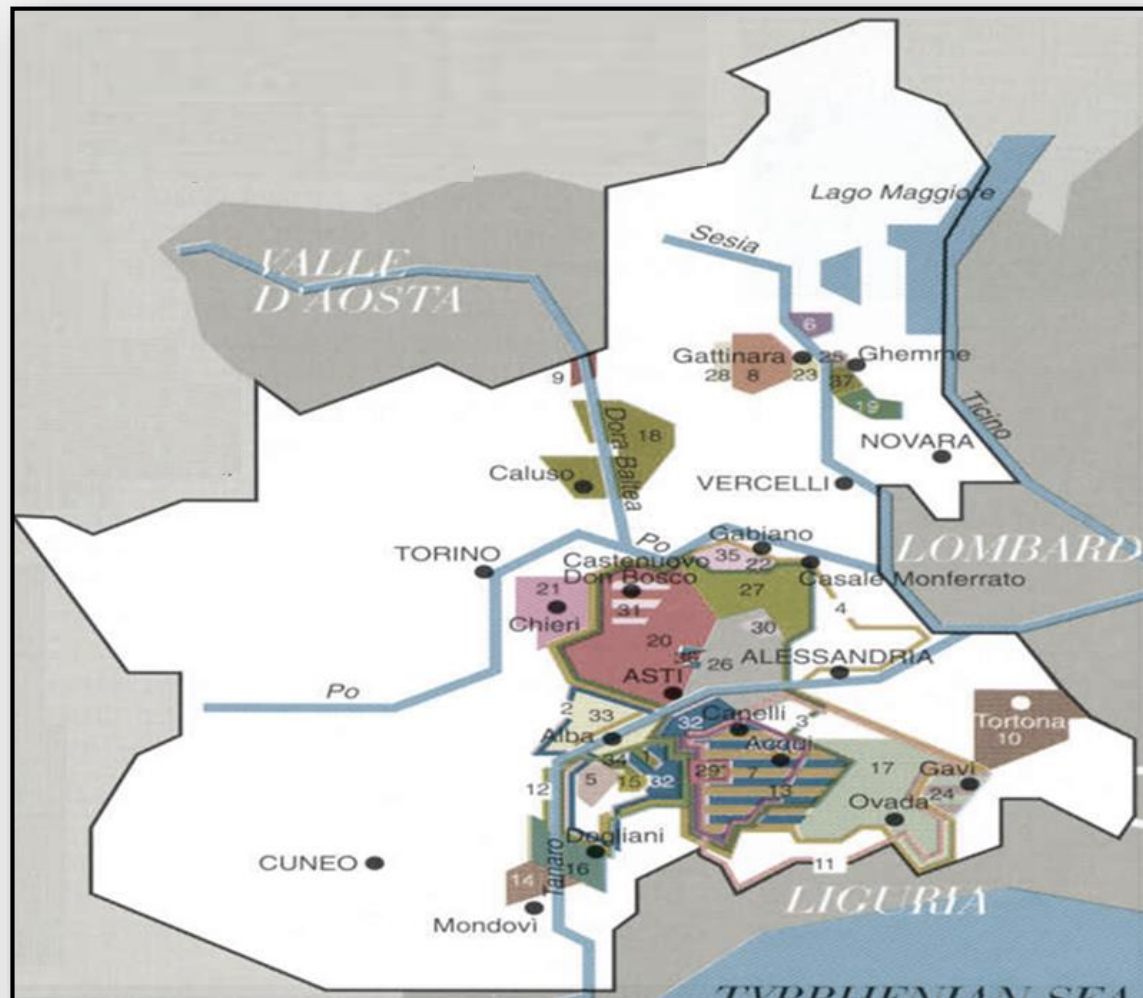
**La Lus**

**L'Ardì Dolcetto d'Acqui**

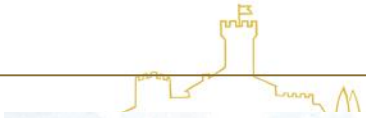
**Rosa Regale**

**Principessa Gavia Gavi**

**Principessa Perlante**







In 1979, John and Harry Mariani, acquired a mid-19th century winery, known as Bruzzone, revitalized it and renamed the facility Banfi Piedmont. Here, with the same detailed care as a century ago, our skilled winemakers produce Gavi, Dolcetto and Barbera as well as exceptional sparkling wines: Cuvée Aurora Rose, Banfi Brut Metodo Tradizionale Classico, and “Rosa Regale” Brachetto d’Acqui D.O.C.G., from the La Rosa single vineyard.

The rare Brachetto, a semi-dry, red sparkling wine cherished by the Courts of Europe two centuries ago, owes its reincarnation to Banfi.

**BANFI**  
*Piemonte*



















**BANFI**  
*Piemonte*

*Ruby red, intense  
and deep color.  
Rich, fruit-forward,  
ripe berry flavors and  
characteristic  
dry finish.*



## L'ARDI DOLCETTO D'ACQUI DOC

The term "L'Ardi" in the Piedmontese dialect means "bright and brave" and refers to a fun and adventurous young man. Often called Italy's Beaujolais, this wine reflects the traditional style of Dolcetto, fresh fruit-forward and easy to drink.

### SOIL

Calcareous, mixed with clay.

### PRODUCTION TECHNIQUE

L'Ardi is produced following a traditional maceration with skin contact. After racking and gentle pressing of the must, the wine is fermented in temperature-controlled stainless steel tanks.

### BOUQUET

Fresh fruit with notes of cherries and blackberries.

### TASTE

Flavorful with varietal characteristics and a typical dry finish.

### FOOD PAIRING

L'Ardi is perfect for outdoor barbeques and pairs well with grilled chicken, swordfish and marinated shrimp. It is best enjoyed slightly chilled and young, when the fruit is bold and ripe.

### ORIGIN

Estate vineyards in the heart of the Acqui zone

### VARIETIES

100% Dolcetto

### ANALYSIS

|                |           |
|----------------|-----------|
| Alcohol        | 13.0% Vol |
| Total Acidity  | 5.2 g/l   |
| Residual Sugar | 5.5 g/l   |

### SIZE(S)

750ml 0 80516 16224 9

### PACK(S)

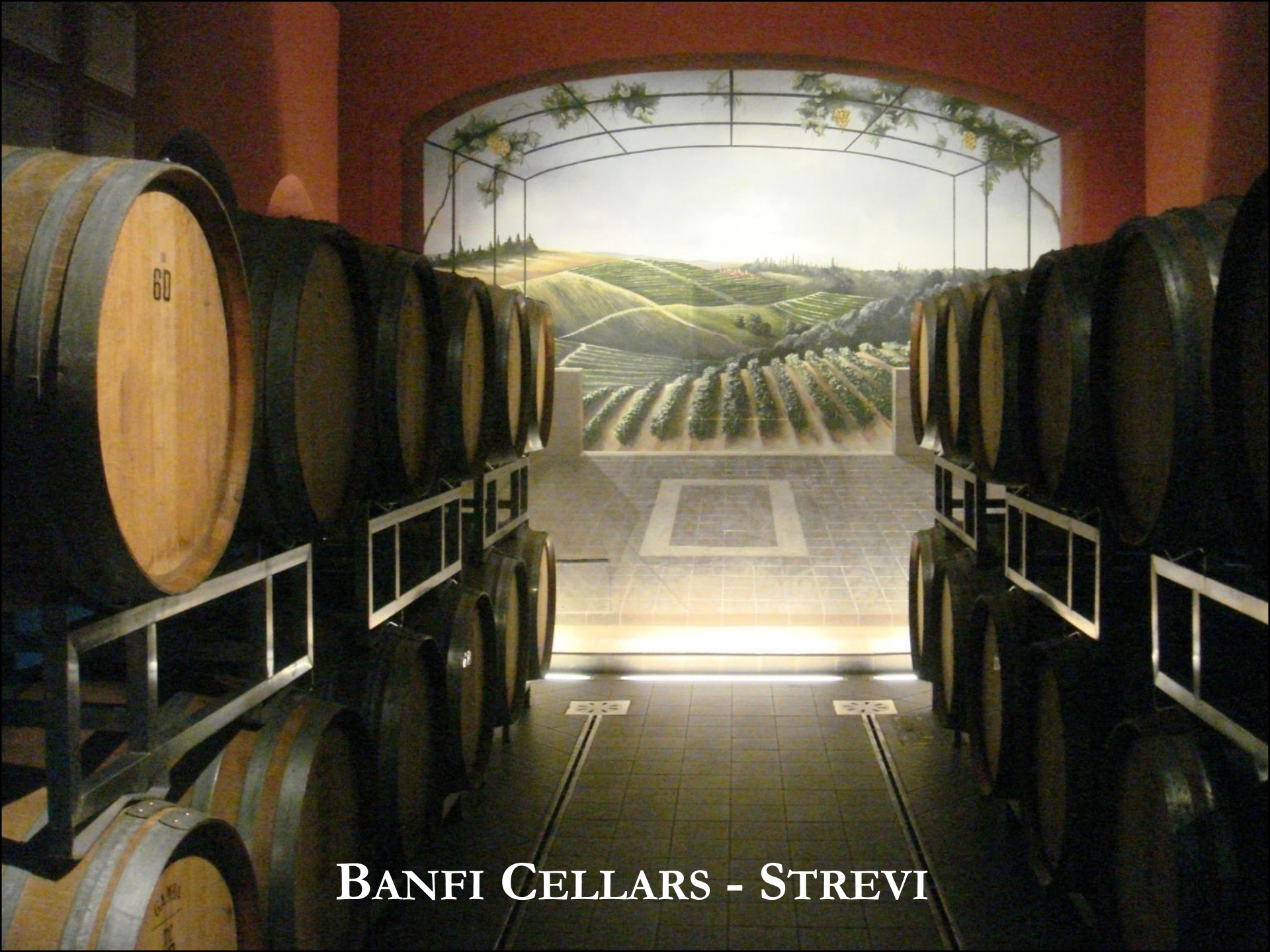
750ml 6pk

Rollicking red!









**BANFI CELLARS - STREVI**



**BANFI**  
*Piemonte*

*Deep ruby red with  
notes of blackberry  
and plum.*



## L'ALTRA ANIMA BARBERA D'ASTI DOCG

L'Altra anima, translates to "the other soul" featuring Barbera, the favored grape variety of the Piedmont region. Barbera is iconic and created in many styles. Our L'Altra anima takes the form of a captivating wine as represented by the beautiful woman on our label. Her dress recalls the rolling hills, forming its identity and strength while the wine is as fresh, lively and animated as our stylish lady!

### SOIL

Calcareous with abundant clay.

### PRODUCTION TECHNIQUE

After a short cold maceration, fermentation with the skins follows for 5-7 days with delicate pumping to enhance the fruity aromas. During fermentation two "delestage" take place. The malolactic fermentation follows, partly in barriques (new oak) and partly in steel.

### BOUQUET

Fresh, fruity and complex, with notes of blackberry and plum.

### TASTE

Full-bodied, well balanced and dry wine with sweet tannins and fresh acidity, typical of the grape. The finish is long, with notes of fruit.

### FOOD PAIRING

Ideal as an aperitif, and pairs with pasta, game, cold cuts and cheese.

### ORIGIN

Piemonte, Italy.

### VARIETIES

100% Barbera

### ANALYSIS

|                |           |
|----------------|-----------|
| Alcohol        | 13.3% Vol |
| Total Acidity  | 5.7 g/l   |
| Residual Sugar | 2.8 g/l   |

### SIZE(S)

750ml 0 80516 41094 4

### PACK(S)

750ml 6pk

Racy Red!

**BANFI**  
*Piemonte*

*Deep ruby red in color with a bouquet of rose petals, red berries, cherries and hints of oak. On the palate, flavors of cherry and plum jam intermingle with notes of vanilla and licorice.*



## LA LUS

### ALBAROSSA MONFERRATO ROSSO DOC

La Lus, meaning “the Light” in Piedmontese dialect, refers to the rising sun and the dawn of a new day. From a vine cross of Nebbiolo and Barbera, Piedmont’s two most important grapes, a new variety is born. Albarossa is Italian for ‘red dawn.’ La Lus is the ultimate expression of this new adventure. Banfi is one of only four producers of Albarossa, once again proving itself to be a champion of quality.

#### SOIL

Sandy, clay.

#### PRODUCTION TECHNIQUE

A short cold maceration of the grapes (24 hours) is followed by skin-contact fermentation for a period of 8-10 days at a controlled temperature with the frequent pumping over to enhance and preserve the fruit aromas. In the final phase of fermentation, the temperature is slightly raised in order to facilitate the extraction of pigments from the skins, giving the wine a deeper color. The wine is aged in French oak barriques for 12 months.

#### BOUQUET

Rose petals, red berries, cherries and hints of oak.

#### TASTE

Velvety, full-bodied and harmonious, with soft tannins. A long finish with fruity notes.

#### FOOD PAIRING

This alluring, well-balanced wine pairs well with roasted meats, pastas, savory dishes, and aged cheeses.

#### ORIGIN

Monferrato, Southeastern Piedmont, Italy

#### VARIETIES

100% Albarossa

#### ANALYSIS

|                |           |
|----------------|-----------|
| Alcohol        | 14.0% Vol |
| Total Acidity  | 5.7 g/l   |
| Residual Sugar | 3.8 g/l   |

#### SIZE(S)

750ml 0 80516 51814 5

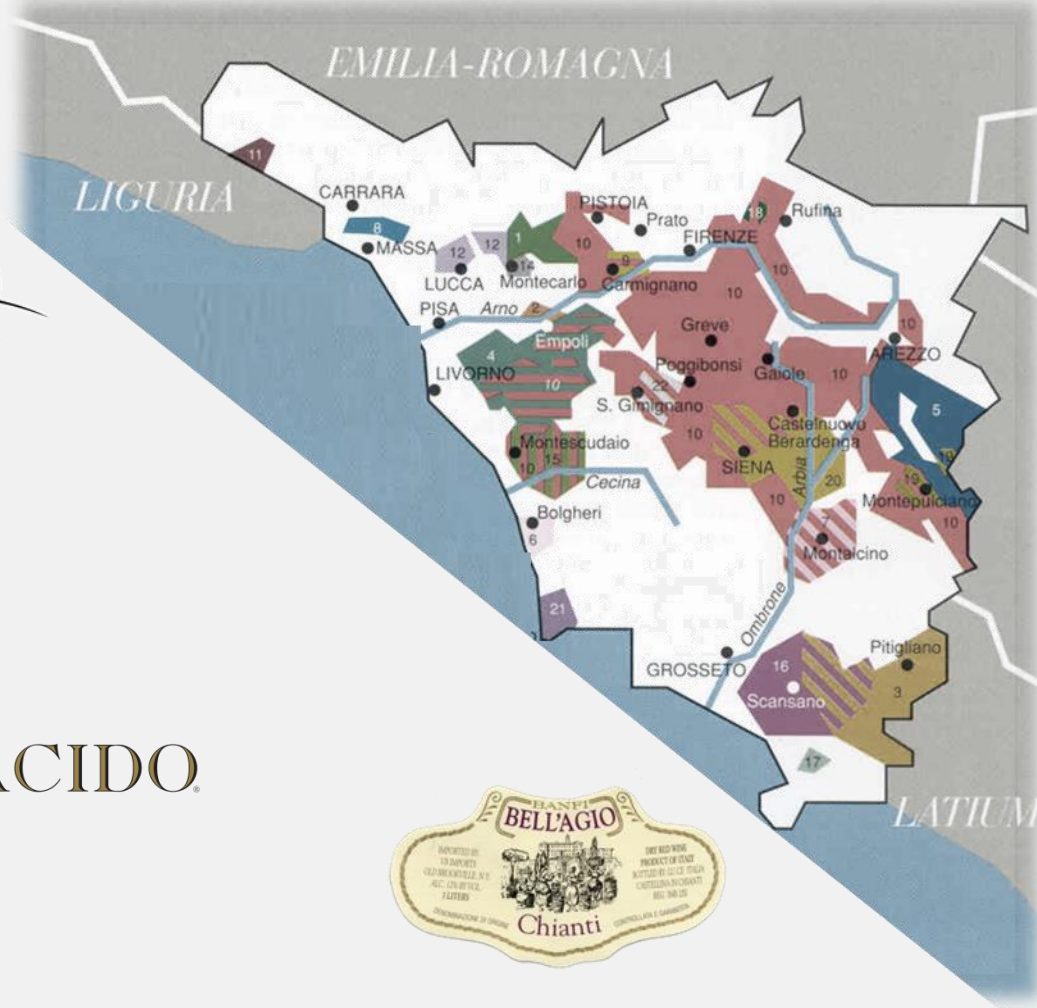
#### PACK(S)

750ml 6pk

Resplendent Red!



# TUSCANY OR TOSCANA



PLACIDO.







# Montepulciano





San Gimignano



# Maremma









## Banfi in Bolgheri

The Bolgheri area is surrounded on one side by the beaches of the Tuscan Maremma and on the other side by the hills surrounding Castagneto Carducci: soils and microclimate that vary greatly, but come together to bring life to a wine of great character and unique personality. In this strip of land, native Sangiovese, along with some international vines of Cabernet Sauvignon, Cabernet Franc and Merlot, flourish.

It was not until 1944, after phylloxera had decimated vineyards across Europe, that the first vineyards were planted in the area. And the appellation was only officially recognized with a denomination of controlled origin in 1994, as a first example of an Italian "cru." Thus the Bolgheri phenomenon was born, represented by wines of intense and grand expression of "terroir," deeply tied to the soil and climate of the territory where they grow.

And it is in this uniquely endowed winegrowing region, famous throughout the world, that Banfi has launched a new adventure. The vineyards, located south of Castagneto Carducci, are situated in an area that was once the realm of the Etruscans, that ancient and fascinating people who pre-dated the Roman tribes. The elegance of these people and their legends are the basis of Banfi's experience in Bolgheri, giving life to the prized Aska, bringing together intensity, roundness and structure.





ASKA

THE ETRUSCAN VASE  
TO CONTAIN WINE AND OLIVE OIL

BY THE LEGEND,  
A TREASURE CHEST TO PROTECT  
HUMAN EMOTIONS



INSTILLED  
BY CAUTHA AND SAMLA,  
GODS OF SUN AND MOON





*Deep ruby red with violet reflections. Red berries, blueberries and plum jam are followed by hints of tobacco and licorice. The wine is well rounded, with velvety tannins and a persistent finish.*



## ASKA BOLGHERI ROSSO DOC

ASKA, in Etruscan means container. The Etruscans used it as a vessel to store wine and olive oil and to collect perfumes and nectars. However, not only: as the legend goes, this was a treasure chest to protect hopes, dreams, happiness and joy, entrusted to Etruscan gods Cuatha and Sernia (Sun and Moon), represented by the two bright spheres which mark day and night on the label. Produced with a selection of Cabernet Sauvignon with a small percentage of Cabernet Franc from highly specialized vineyards, Aska is the Bolgheri Rosso DOC that expresses the winning alliance between tradition and innovation which is, and always has been, a core Banfi philosophy.

### SOIL

Alluvial soils, limestone and clay.

### PRODUCTION TECHNIQUE

The grapes of ASKA are vinified with a brief maceration in temperature-controlled stainless steel tanks for approximately 12-14 days. Once the alcoholic and malolactic fermentations are completed, the wine is aged for 10 months in oak barrels, completing its evolution with appropriate bottle aging.

### BOUQUET

Red berries, blueberries and plum jam are followed by hints of tobacco and licorice.

### TASTE

The wine is well rounded, with velvety tannins and a persistent finish.

### FOOD PAIRING

Superb accompaniment to red meats, game, and aged cheeses.

### ORIGIN

Bolgheri DOC

### VARIETIES

Predominantly Cabernet Sauvignon with Cabernet Franc

### ANALYSIS

|                |           |
|----------------|-----------|
| Alcohol        | 14.0% Vol |
| Total Acidity  | 5.2 g/l   |
| Residual Sugar | 0.4 g/l   |

### SIZE(S)

750ml 0 80516 60024 6

### PACK(S)

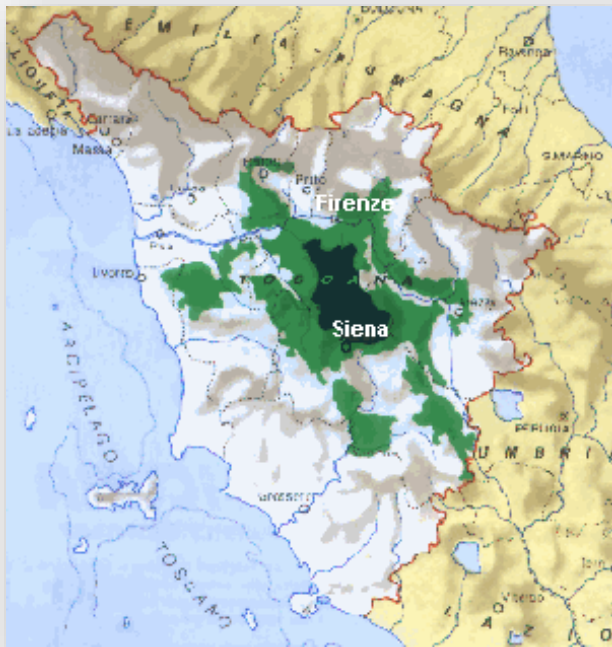
750ml 6pk

Charming Cab!



## CHIANTI, DOCG\*

**Chianti** - large light green area on map, may NOT use grapes from Classico



### Chianti Zones

- Montespertoli -
- Colline Pisane – (Pisa Hills)
- Colli Fiorentini – (Florentine Hills)
- Colli Aretini – (Arezzo Hills)
- Rufina
- Montalbano
- Colli Senesi – (Siena Hills)

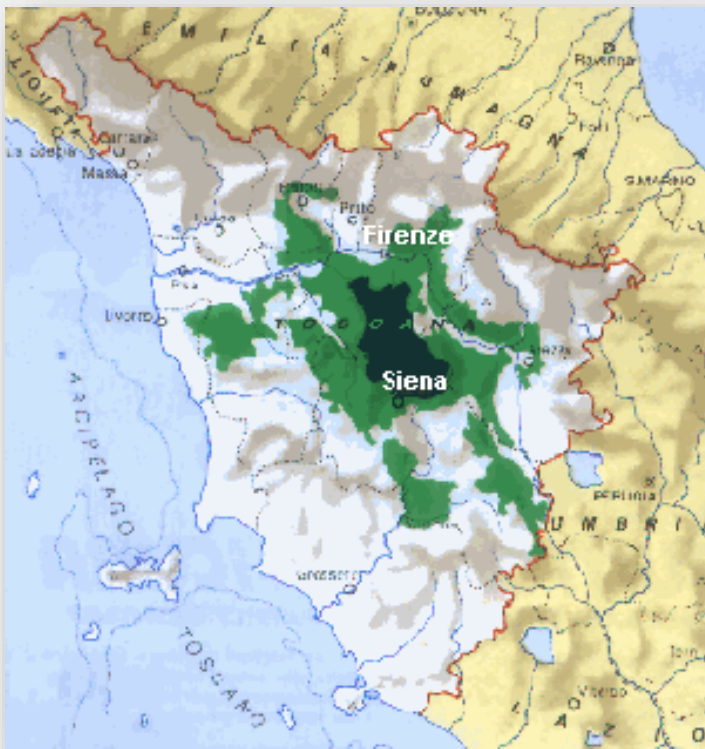
\* Chianti and Chianti Classico are two completely separate and distinct DOCG's





## Chianti Classico, DOCG

**Chianti Classico** - Small dark green area on map – Original/historic growing area )



### Chianti Classico

- 12%
- Can be released 1 October of the year after harvest

### Chianti Classico Riserva

- 12.5%
- Requires two plus years of age.

**Gran Selezione** is a new classification. It requires at least 30 months of ageing.

- Chianti and Chianti Classico are two completely separate and distinct DOCG's



## FONTE ALLA SELVA GRAN SELEZIONE CHIANTI CLASSICO DOCG

*Mauve red color  
with complex aromas  
of plum jam and  
blueberry underlined  
by hints of spice,  
leather and vanilla.  
The wine has large  
structure with soft  
tannins and a  
smooth body.*

The name means "fountain in the forest" and refers to the gurgling stream and towering trees said to have been created by the Etruscan gods to give life to the once dry and barren land. Only the best selection of grapes, from the Fonte alla Selva estate vineyards, craft this prestigious Gran Selezione.

### SOIL

Alluvial soils, limestone and clay.

### PRODUCTION TECHNIQUE

Presented on the market only after a minimum 30 month fermentation takes place with traditional maceration on the skins for 7 days, followed by malolactic fermentation. An aging of approximately 12-14 months in French oak casks will follow. The proper evolution is completed with bottle aging.

### BOUQUET

Complex aromas of plum jam and blueberry, underlined by hints of spice, leather and vanilla.

### TASTE

Large structure with soft tannins and a pleasingly smooth body and long finish.

### FOOD PAIRING

Superb with red meats, game, and aged cheeses.

### ORIGIN

Over 40 hectares of estate vineyards in Castellina, heart of the Chianti Classico region

### VARIETIES

Traditional varieties of the Chianti Classico with predominance of Sangiovese

### ANALYSIS

|                |           |
|----------------|-----------|
| Alcohol        | 13.5% Vol |
| Total Acidity  | 5.1 g/l   |
| Residual Sugar | 0.7 g/l   |

### SIZE(S)

750ml 0 80516 41064 7

### PACK(S)

750ml 6pk

Captivating Chianti!



Siena





CASTELLO BANFI

















- 1967 Brunello di Montalcino Consorzio Founded
  - 41 associates who own 71 ha. of vineyards
  - 19.80 ha. are the Poggio alle Mura estate (today Banfi).
- 1973 Consorzio requests designation change from DOC to DOCG
  - 56 associates with 261 ha. vineyards
- 1978 Mariani family founds Banfi estate
- 1980 Brunello di Montalcino becomes DOCG
  - 80 associates with 600 ha. vineyards
- 2010:
  - 235 members, 2100 ha. Vineyards (the entire surface of Montalcino is 24000 ha.)







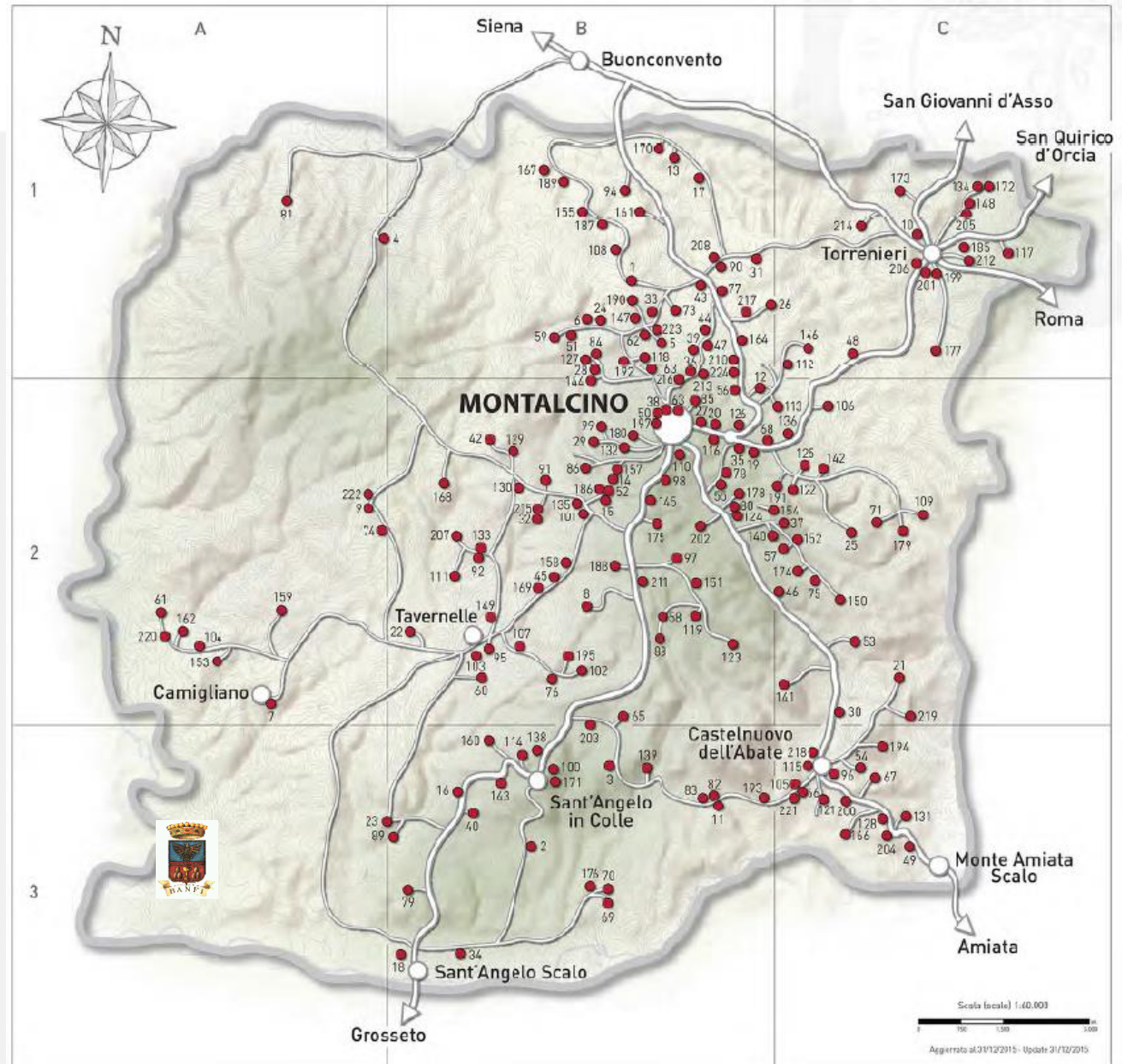
Castello Banfi is a family-owned vineyard estate and winery located in the Brunello region of Tuscany. This award-winning estate was founded on the philosophy of blending tradition with innovation, and is recognized as a pioneer in elevating the standards of Italian winemaking.

Dedication to excellence has won the approval of aficionados the world over. Capturing honor after prestigious honor, Castello Banfi is a constellation of single vineyards encompassing over three dozen varying subsoils. The estate is renowned for its clonal research that allows noble grape varieties to thrive in their optimal terroir, creating not only a consistently outstanding Brunello, but the ultimate expression of Montalcino Super Tuscans.





ZONA DI PRODUZIONE CON UBICAZIONE DELLE AZIENDE IMBOTTIGLIATRICI  
PRODUCTION AREA AND SITE OF BOTTLING ESTATES



Scala (carta) 1:40.000  
Aggiornata al 31/12/2015 - Update 31/12/2015

Producers have grown from **41** in the late '60s with 175 acres of vineyards up to **209** today with 5,189 acres of vineyards.









PIONEERING RESEARCH



INNOVATION SUSTAINABILITY





Most Unique Vineyard Estate made up  
of a Constellation of Single Vineyards







# *Building Brunello...*

*Vineyard by Vineyard, Vintage by Vintage*



*The Unveiling of the 2010 5-Star Vintage  
(embed video here)*







“

“Of all the great names in Brunello, Castello Banfi, the American-owned estate in Tuscany, may well be the most consistently outstanding”. *Wine Spectator*

It is impressive both above and below ground...a Tuscan dream-come-true...” **WINEENTHUSIAST**





# 1978 – 2018: Four Decades



**1<sup>ST</sup> WINERY in the WORLD**  
Recognized for Exceptional  
Environmental, Social & Ethical Responsibility,  
& Leadership in Customer Satisfaction



## **PIONEERING**

The first decade is characterized by the Mariani family's pioneering approach in Montalcino. Bold investment supported an audacious dream to elevate the region's standards for fine wine, sparking a renaissance in Italian winemaking.

## **RESEARCH**

In-depth study and intense research, from soil types and vine clones to the influence of wood and stainless steel in fermentation, in conjunction with leading universities. Initial work lays the foundation for cutting edge innovation as an integral part of our culture and philosophy.

## **INNOVATION**

Parlaying the results of our research into concrete innovation in the vineyards as well as the winery. Results and developments shared with the greater community. Our relentless pursuit of excellence is dedicated to building a better wine world.

## **SUSTAINABILITY**

Recognition for - and deepening of - our consideration for the environment, care for our colleagues, and service to the customer. As guardians of the Tuscan Terroir we preserve, nurture, protect and promote this precious land in perpetuity.





## 1978 – 2019: The Banfi Estate in Montalcino



### A constellation of single vineyards

- 2.830 ha/6.993 ac of property
- 850 ha/2.100 ac of vineyards of which nearly 200 ha/494 ac are planted with Sangiovese grape
- 29 different *soil types*
- 100 different *microclimates*

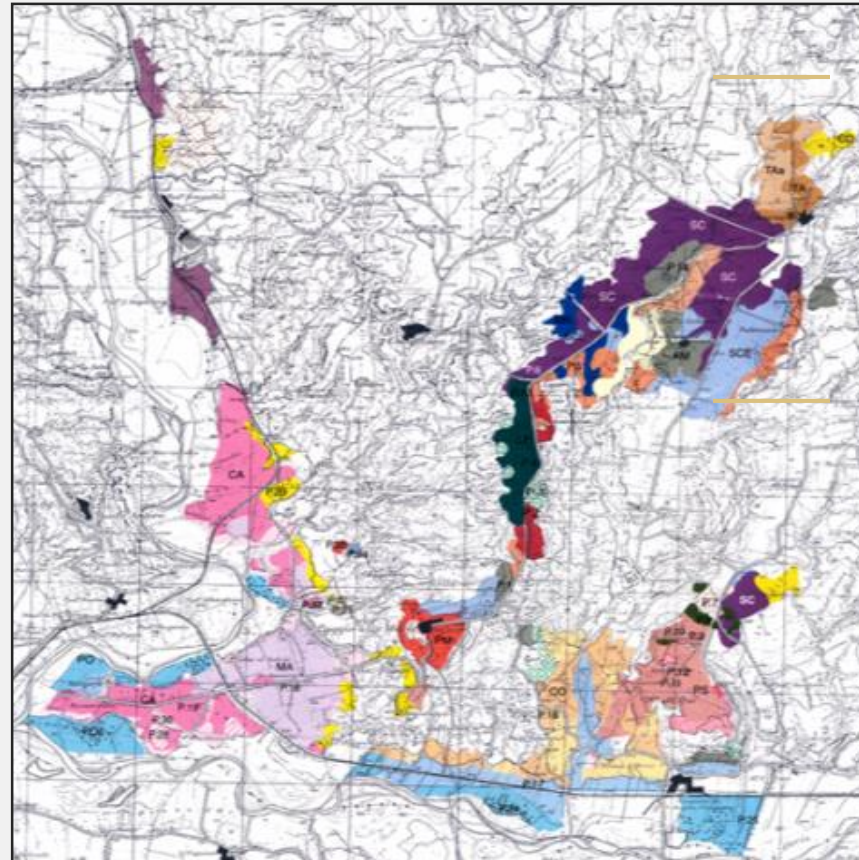


# 29 Soil Types

**HEIGHT**  
(150 Meters / 492 Feet)

Clay, compact soil and mild temperature – more elegant wines

| Color        | Soil Type | Soil Description   | Soil Code |
|--------------|-----------|--------------------|-----------|
| Blue         | CA 1      | Clay, compact soil | CA 1      |
| Light Blue   | CA 2      | Clay, compact soil | CA 2      |
| Dark Blue    | CA 3      | Clay, compact soil | CA 3      |
| Light Purple | CA 4      | Clay, compact soil | CA 4      |
| Dark Purple  | CA 5      | Clay, compact soil | CA 5      |
| Light Green  | CA 6      | Clay, compact soil | CA 6      |
| Dark Green   | CA 7      | Clay, compact soil | CA 7      |
| Light Yellow | CA 8      | Clay, compact soil | CA 8      |
| Dark Yellow  | CA 9      | Clay, compact soil | CA 9      |
| Light Orange | CA 10     | Clay, compact soil | CA 10     |
| Dark Orange  | CA 11     | Clay, compact soil | CA 11     |
| Light Red    | CA 12     | Clay, compact soil | CA 12     |
| Dark Red     | CA 13     | Clay, compact soil | CA 13     |
| Light Purple | CA 14     | Clay, compact soil | CA 14     |
| Dark Purple  | CA 15     | Clay, compact soil | CA 15     |
| Light Blue   | CA 16     | Clay, compact soil | CA 16     |
| Dark Blue    | CA 17     | Clay, compact soil | CA 17     |
| Light Green  | CA 18     | Clay, compact soil | CA 18     |
| Dark Green   | CA 19     | Clay, compact soil | CA 19     |
| Light Yellow | CA 20     | Clay, compact soil | CA 20     |
| Dark Yellow  | CA 21     | Clay, compact soil | CA 21     |
| Light Orange | CA 22     | Clay, compact soil | CA 22     |
| Dark Orange  | CA 23     | Clay, compact soil | CA 23     |
| Light Red    | CA 24     | Clay, compact soil | CA 24     |
| Dark Red     | CA 25     | Clay, compact soil | CA 25     |
| Light Purple | CA 26     | Clay, compact soil | CA 26     |
| Dark Purple  | CA 27     | Clay, compact soil | CA 27     |
| Light Blue   | CA 28     | Clay, compact soil | CA 28     |
| Dark Blue    | CA 29     | Clay, compact soil | CA 29     |



**HEIGHT**  
(350 Meters/1148 Feet)

Medium Blend and deeper soil – more flavored and full bodied wines

**HEIGHT**  
(200-350 Meters / 656-1148 Feet)

Sandy, Light and dry soil – more tannic and concentrated wines





— Sandy Clay —

— Limestone —



— Rock/Gravel —



2007 Monumental Finding: 5-million year-old vertebrae and ribs of a Pliocene era whale.







The largest and oldest such discovery in this part of Tuscany.











# Banfi Awarded 2018 Ecofriendly Prize

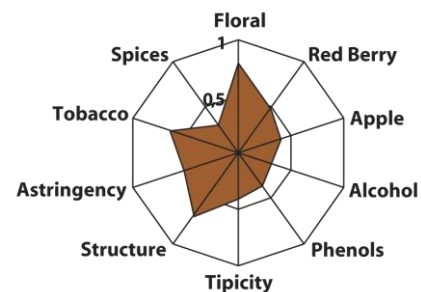
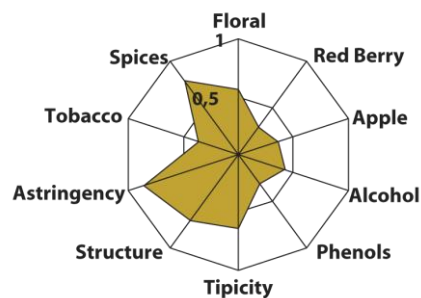
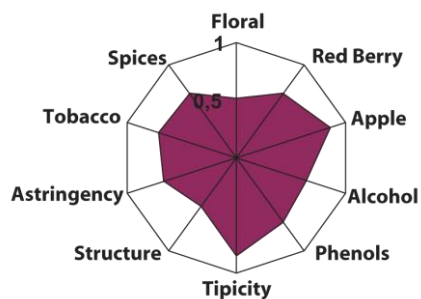
## 3<sup>rd</sup> Consecutive Year



The Ecofriendly Prize was born from the cooperation of Vini Buoni d'Italia with Amorim Cork Italia, Repower and Verallia and awards companies based on the following criteria:

- Understanding the typology and the importance of the problems related to the safeguard of the environment
- Working for minimizing the impact of business and reducing the consequential social-economics costs.
- Helping to promote consumer responsibility
- Contributing to individuate the opportunities for innovation and cost savings.

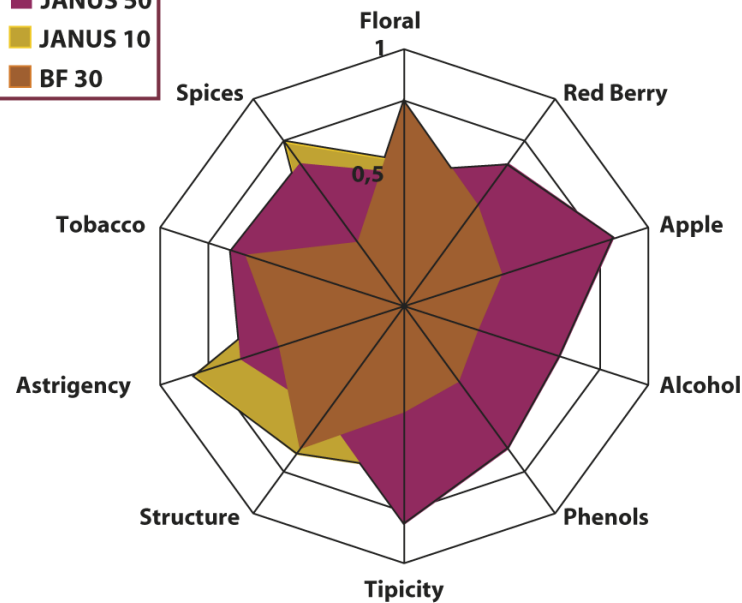
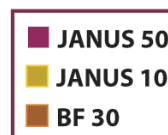
# Sangiovese clones at Castello Banfi



JANUS 50

JANUS 10

BF 30



The Sum is greater than its Parts







## An Ethical Approach to Pioneering Research

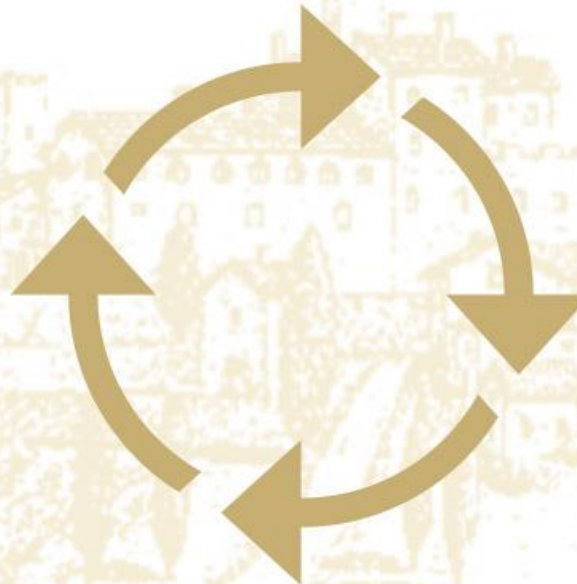
The zonation project...  
the study of the soil

ISO Certification  
for exceptional  
Environmental,  
Social and Ethical  
Responsibility.

The clonal study of  
Sangiovese and study of  
other noble varietals

Analysis of wood

Horizon Project to  
maximize expression  
of territoriality



# THE PURSUIT OF EXCELLENCE















# Horizon

Tradition in evolution, from the vineyard to the winery







# HORIZON WINERY

12  
177

713  
HL 177

710  
HL 177

N° 713  
HL 177





AGING OF STAVES FOR BARRELS AT CASTELLO BANFI



## Seasoning and Toasting

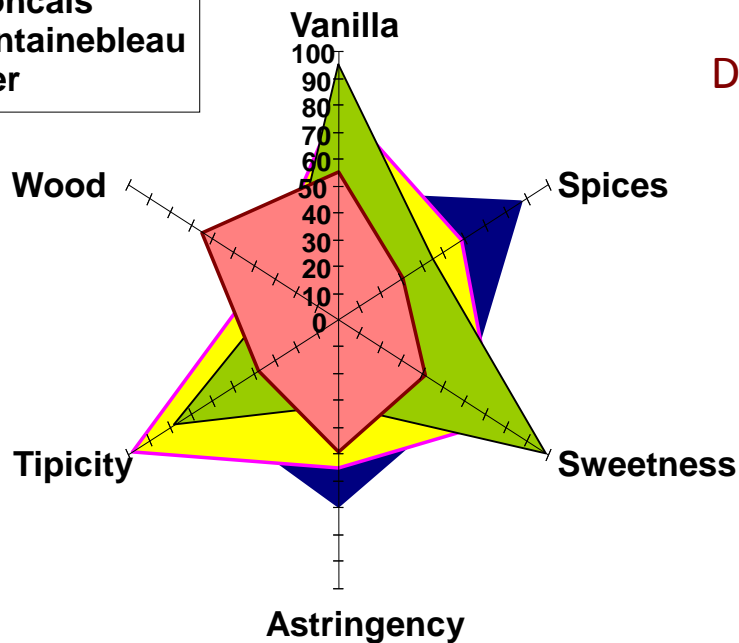


...are key aspects of quality



# Wood Aging

The use of wood to enhance the characteristics of sangiovese and the other noble grapes



## DIFFERENT EFFECTS ON THE BASIS OF:

- Geographic origin (Allier, Tronçais...)
- Grain (course/fine...)
- Seasoning (24/36...months)
- Toasting (temperature and length)



CASTELLO  
**BANFI**  
MONTALCINO



349

BL. 60

350

BL. 60



129

130

BL. 120



Brunello di Montalcino



CASTELLO  
**BANFI**  
- Riserva -



POGGIO  
ALLE MURA  
BRUNELLO DI MONTALCINO  
CASTELLO  
BANFI

CASTELLO  
**BANFI**







# Cristina Mariani-May – Lady Brunello

## On the Cover of Italy's Top Wine Magazine "Spirito diVino"



The company is named for Teodolina Banfi, an important figure...

Sometimes the most audacious projects become reality. This is the case with Banfi in Montalcino, born in Florence in the late 1970s of the Mariani family's vision. A dream (well thought out) that single vine, transforming into a successful business venture. In a 40-year perspective, it encompasses an extraordinary enological laboratory. To make it even more compelling, an exclusive interview with Spirito diVino, via shows the reflections of the vibrant and motivational Cristina Mariani-May, co-CEO

of the company since 2007, third generation of this Italian American family. "Banfi (Vintners) was founded as a 21st importer of wine and food by my grandfather, John Mariani, Sr., in 1919. He named the company after his aunt, Teodolina Banfi, a significant figure who introduced him to quality wine and food. She was also the first lady to live within the Vatican walls as head of household for Pope Pius XII. "In its early days, the company was focused on prestige wines from Germany and France, including the viticultural regions of Bordeaux and Burgundy. In the 1960s, my father, John, Jr., together with my uncle, Harry, took over management of the company. Their goal was to help bring the American consumer closer to Italian wine. They started to import the wine of Bruno Lambertini, which became a huge success in the US because they spotted the American palate that wanted soft and easy-to-drink wine. The next step was to focus on finer, more refined wine from Italy." In the 1970s, in the 1970s, most Italian wines were made to be sold in bulk. There already existed prestige Italian wine but the rest were often wine that were crummy and did not have following on the international market. "My father wanted to bring new ideas to Italy, new ways of viticultural, with modern technology, to there not the best results from Italian wine. We probably could have easily purchased an amazing vineyard estate and winery, but when my father went back to Italy he realized that Italian wine-



Above, the Banfi bar reveals Banfi



With research and our "moral compass" we're on the right path.

dedicated to experimentation, from the creation of vineyards to direct selection of the Sangiovese grape. As always, the emphasis is on research in what our Banfi grape, and it is fundamental part of its unique and so much. "We experimented with a certain number of grapes, including such as French varieties such as Cabernet Merlot, Merlot, but then we focused on Sangiovese, the indigenous grape of the region and for our noble Brunello. Over the course of the 1980s and 1990s, with assistance from the University of Illinois and professor Arnold Emery, we conducted in-depth research on the clones of Sangiovese, identifying over 600 different variations and profiles. Arnold Emery, we conducted research on the top 11, which we then planted on our estate starting in 1990. All that we learned about Sangiovese we shared with our neighboring producers," explains Cristina. "A long road, so which we have continued to keep on until now, including support in the field, and developing the harvest and best ways to do things. For example, we have come up with several methods of tending, tilling and irrigation; we have developed unique fermentation tanks that are a "blend" of stainless steel and oak; we have found a way to be sustainable and reduce our carbon footprint. For our pioneering effort, Cecilia Banfi has become recognized the world over for speaking the language of Brunello di Montalcino, and was the first woman in the world to receive the right

certification by ISO for exceptional environmental, ethical, and social responsibility." A respect that is well earned, embracing nature and mankind, a deep knowledge of the territory, love and respect provide a knowing custodian of who is responsible for it.



Above, Banfi's basement tanks of red and white (Chianti) grapes; below, Sangiovese vineyard (Montalcino) shows plants. Above, a view of Right, Cristina Mariani-May among the French oak casks where the wine rests and ages. The Banfi winery was inaugurated in 1994. (Oct. 2017)







## Certification from vineyard to bottle

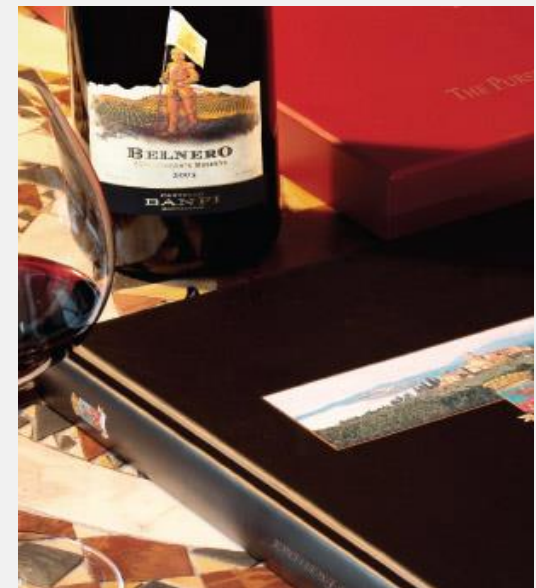


CASTELLO  
**BANFI**  
MONTALCINO



**1<sup>ST</sup> WINERY in the WORLD**  
Recognized for Exceptional  
**Environmental, Social & Ethical Responsibility,  
& Leadership in Customer Satisfaction**

Results of the research and development of the estate are verified, communicated and shared both internally and with the greater community. Castello Banfi is the first winery in the world to be awarded international recognition for exceptional environmental, ethical and social responsibility (ISO 14001 and SA8000) as well as an international leader in customer satisfaction (ISO 9001:2000). Banfi affirms the idea that not only individuals, but the business itself, must support ethical values as part of the definition of its responsible behavior.





# 1<sup>ST</sup> WINERY IN THE WORLD RECOGNIZED FOR EXCEPTIONAL ENVIROMENTAL, SOCIAL & ETHICAL RESPONSIBILITY, & LEADERSHIP IN CUSTOMER SATISFACTION



**LEADERSHIP IN CUSTOMER  
 SATISFACTION  
 ISO 9001**



**ENVIRONMENTAL  
 ISO 14001**



**SOCIAL & ETHICAL  
 RESPONSIBILITY  
 SA 8000**







# Our Hospitality



An extraordinary  
Tuscan experience.

*il Borgo*  
PRIVATO



# Our Hospitality



Our Enoteca/Wine Bar recreates the atmosphere of a true Tuscan wine shop where, alongside our estate still and sparkling wines, grappa, extra virgin olive oil and Salsa Etrusca, you will find numerous local artisan food and crafts.



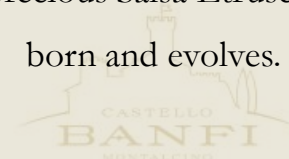
**Dining**  
A classical Tuscan restaurant in the shade of our medieval castle of Poggio alleMura. In a very pleasant atmosphere, our menu offers the traditional dishes of Montalcino and Tuscany.



The “Museum of Bottle and Glass” illustrates the various eras of glass production through history, from the 5th century BC to our current day.



The Balsameria  
Beneath the north wing of the Castello Banfi lies the long, evocative Balsameria. In this place, once used as a remote storage for the castle, our precious Salsa Etrusca is born and evolves.



# Castello Banfi Il Borgo



## Rooms and suites

Relax in the ample rooms and suites, designed and original, embellished and decorated by hand, with premium fabrics and exclusive accessories which underline the inherent elegance.



## Swimming pool

Our swimming pool lords luxuriously over the Sangiovese.



## La Pergola

The shade of our Pergola and the aroma of our lovingly white roses offer a space from which guests can admire a stupendous panorama.



## The Reading room

A silent space facing the inner courtyard of the Castello, reserved exclusively for Borgo guests, offers a warm and peaceful atmosphere.











**CASTELLO BANFI VINEYARDS**







## THE PURSUIT OF EXCELLENCE

1<sup>st</sup> WINERY in the WORLD  
Recognized for Exceptional  
Environmental, Social & Ethical Responsibility  
(ISO 14001 and SA 8000)  
& International Leader in Customer Satisfaction  
(ISO 9001:2000)



[www.castellobanfi.com](http://www.castellobanfi.com)





# Wine Spectator

www.winespectator.com

## BRUNELLO DI MONTALCINO

Best Wines, Restaurants, Hotels



# Builders of BRUNELLO

America's Mariani family has reshaped  
this Tuscan wine region

BY MITCH FRANK

In 1970, a young American wine importer visited Montalcino's most storied estate, Il Greppo, home to Biondi-Santi wines. John Mariani, with his brother Harry, owned a modestly successful New York-based firm called Banfi, which imported a wide range of French and German wines. But

there were only 25 producers who made 60,000 cases of wine a year, and Brunello di Montalcino was a well-regarded but obscure Tuscan red. Today, there are about 260 producers (including notable outsiders such as Piero Antinori and Angelo Gaja, who followed in the Marianis' footsteps) that together make nearly 600,000 cases of Brunello.



# BRUNELLO VINTAGE STARS

|      |       |      |       |      |      |
|------|-------|------|-------|------|------|
| 1990 | ***** | 2003 | ****  | 2017 | **** |
| 1991 | ****  | 2004 | ***** | 2018 | **** |
| 1992 | **    | 2005 | ****  |      |      |
| 1993 | ****  | 2006 | ***** |      |      |
| 1994 | ****  | 2007 | ***** |      |      |
| 1995 | ***** | 2008 | ****  |      |      |
| 1996 | ***   | 2009 | ****  |      |      |
| 1997 | ***** | 2010 | ***** |      |      |
| 1998 | ****  | 2011 | ****  |      |      |
| 1999 | ****  | 2012 | ***** |      |      |
| 2000 | ***   | 2013 | ****  |      |      |
| 2001 | ****  | 2014 | ***   |      |      |
| 2002 | **    | 2015 | ***** |      |      |
|      |       | 2016 | ***** |      |      |





*Deep ruby red with hints of prune jam, coffee and cacao. Full and powerful with ripe and gentle tannins making it velvety and harmonious.*



## POGGIO ALLE MURA BRUNELLO DI MONTALCINO RISERVA DOCG

Poggio alle Mura is the historical name of the 12th century fortress crowning the Banfi vineyard estate. Today the castle has been christened Castello Banfi.

### SOIL

Yellowish brown color, sandy topsoil, coarse, calcareous, substratum of sea sediment originating from the Pliocene. Abundant rounded rocks.

### PRODUCTION TECHNIQUE

The grape harvest is followed by a maceration of 12-14 days. Temperature-controlled alcoholic fermentation (27-29°C) takes place in the Horizon hybrid stainless steel and wood tanks. 90% of the wine is aged for 2 years in French oak barriques and the remaining 10% in large casks. Before release, the wine is bottle-aged for an additional 12 months.

### BOUQUET

Rich and ample, with hints of prune jam, coffee, cacao and a light balsamic note.

### TASTE

Full and powerful, with ripe and gentle tannins making it velvety and harmonious.

### FOOD PAIRING

This wine is particularly suited to accompany red meat, savory game and aged cheeses.

### ORIGIN

Tuscany, Italy

### VARIETIES

100% Sangiovese

### ANALYSIS

|                |           |
|----------------|-----------|
| Alcohol        | 15.4% Vol |
| Total Acidity  | 5.1 g/l   |
| Residual Sugar | 1.8 g/l   |

### SIZE(S)

|       |                 |
|-------|-----------------|
| 3L    | 0 80516 19010 5 |
| 1.5L  | 0 80516 19012 9 |
| 750ml | 0 80516 19014 3 |

### PACK(S)

|           |
|-----------|
| 3L        |
| 1.5L      |
| 750ml 6pk |

Revered Red!



EXCELSUS

## EXCELSUS TOSCANA IGT

*Intense ruby red with garnet tones. Rich and ample bouquet, with hints of plum and black currant. Well-structured with remarkable fruit concentration and supple tannins.*



Excelsus, Latin for "eminent," is produced only in excellent vintages.

### SOIL

Calcareous and stony.

### PRODUCTION TECHNIQUE

The Merlot and Cabernet Sauvignon are vinified separately with a maceration of between 8 and 18 days. Alcoholic fermentation is followed by malolactic fermentation in barriques in temperature controlled areas. For the first 12-14 months, the varieties age separately in French oak barriques. They are then blended and aged as a cuvée for an additional 8 to 10 months. Bottle-aging follows for at least 6 months. The wine is left unfiltered to retain its subtle nuances of plum, black currant and cedar.

### BOUQUET

Complex, with aromas of cassis, ripe fruit, licorice and tobacco.

### TASTE

This wine is very powerful, full-bodied and enveloping. Ideal for long aging.

### FOOD PAIRING

Ideal with red meats and cheese.

### ORIGIN

Montalcino, Southern  
Tuscany, Italy

### VARIETIES

60% Merlot  
40% Cabernet Sauvignon

### ANALYSIS

|                |          |
|----------------|----------|
| Alcohol        | 15% Vol  |
| Total Acidity  | 4.93 g/l |
| Residual Sugar | 0.5 g/l  |

### SIZE(S)

750ml 0 80516 04614 3

### PACK(S)

750ml 6pk

Rousing red!





*Dedicated to a finer wine world*





# VENETO





# Lake Garda



BANFI



Verona



BANFI  
VERONA





# SARTORI

DI VERONA







1898  
  
**SARTORI**  
DI VERONA









***Fourth generation, Veronese family winery:***

Since 1898, the Sartori family has been driven by the love for its native Verona. The winery is currently owned by Andrea Sartori, great grandson of founder Pietro Sartori.

***True Sense of Place:***

With over a century of winemaking in the family, Sartori di Verona has an indelible bond with Italy's most romantic city, Verona. The Sartori family believes that each of its wines must truly reflect its provenance, and, when required, be the exemplar of the local discipline. Sartori has earned a reputation for producing wines that respect tradition, but also embrace innovation.







SARTORI  
DI VERONA



32

HL 100

20-10-05  
1995-02  
JFZ





**SARTORI**  
DI VERONA



**FERNANDA & REGOLO  
SARTORI**



*An elegant Pinot Noir.  
Ruby in color with  
violet reflections.  
Simply delicious,  
it echoes Sartori's  
love of Verona.*



## LOVESTORY PINOT NOIR DELLE VENEZIE IGT

Sartori di Verona is a 4th generation family winery driven by a profound love for their city of Verona. For over a century, Sartori has made wines that respect local tradition yet embrace innovation. Ownership in premium vineyards allows for control from vineyard to bottle with a steadfast focus on quality.

### SOIL

Calcareous alluvial.

### PRODUCTION TECHNIQUE

Soft pressing of the grapes with a 15 day long fermentation at controlled temperatures. Oak aging for approximately 12 months.

### BOUQUET

Alluring bouquet with black-cherry jam, cloves, pepper and light chocolate notes.

### TASTE

Bright fruit flavors, beautifully balanced acidity and a plush mouthfeel.

### ORIGIN

Tre Venezie, Italy

### VARIETIES

100% Pinot Noir

### ANALYSIS

|                |         |
|----------------|---------|
| Alcohol        | 13% Vol |
| Total Acidity  | 4.7 g/l |
| Residual Sugar | 6.5 g/l |

### SIZE(S)

750ml 0 80516 26334 2

### PACK(S)

750ml 12pk

Romantic Red







*Ripasso in style,  
this 100% Corvina  
Veronese can be  
considered a younger  
brother to Amarone.  
This exceptional  
wine honors  
Regolo, a Sartori  
family patriarch.*



Refined Red!

## SARTORI REGOLO ROSSO VERONESE IGT

Sartori di Verona is a 4th generation family winery driven by a profound love for their city of Verona. For over a century, Sartori has made wines that respect local tradition yet embrace innovation. Ownership in premium vineyards allows for control from vineyard to bottle with a steadfast focus on quality.

### SOIL

Clay and calcareous.

### PRODUCTION TECHNIQUE

Only the best grapes are selected in the vineyard. Gentle pressing of the grapes is followed by skin maceration at low temperatures for 8 to 10 days. In the February following the harvest, the wine goes through the ripasso process, resting on the pomace of Amarone, its illustrious cousin, which enhances both the wine's aromatics and aging potential. After malolactic fermentation, aging takes place for approximately 18 to 24 months in medium to large-sized oak casks followed by a minimum of 4 months bottle refinement before release.

### BOUQUET

Complex and persistent aromas of woodland berries.

### TASTE

Dry and velvety with hints of cherry; full and harmonious body. Ripe fruit on the finish.

### FOOD PAIRING

Regolo is the perfect partner to roasted meats, steaks and flavorful dishes such as sausage and peppers.

### ORIGIN

Vineyards in the hilly area of Valpolicella, north of Verona

### VARIETIES

100% Corvina Veronese

### ANALYSIS

|                |           |
|----------------|-----------|
| Alcohol        | 13.5% Vol |
| Total Acidity  | 5.3 g/l   |
| Residual Sugar | 7.0 g/l   |

### SIZE(S)

750ml 0 80516 16294 2

### PACK(S)

750ml 6pk

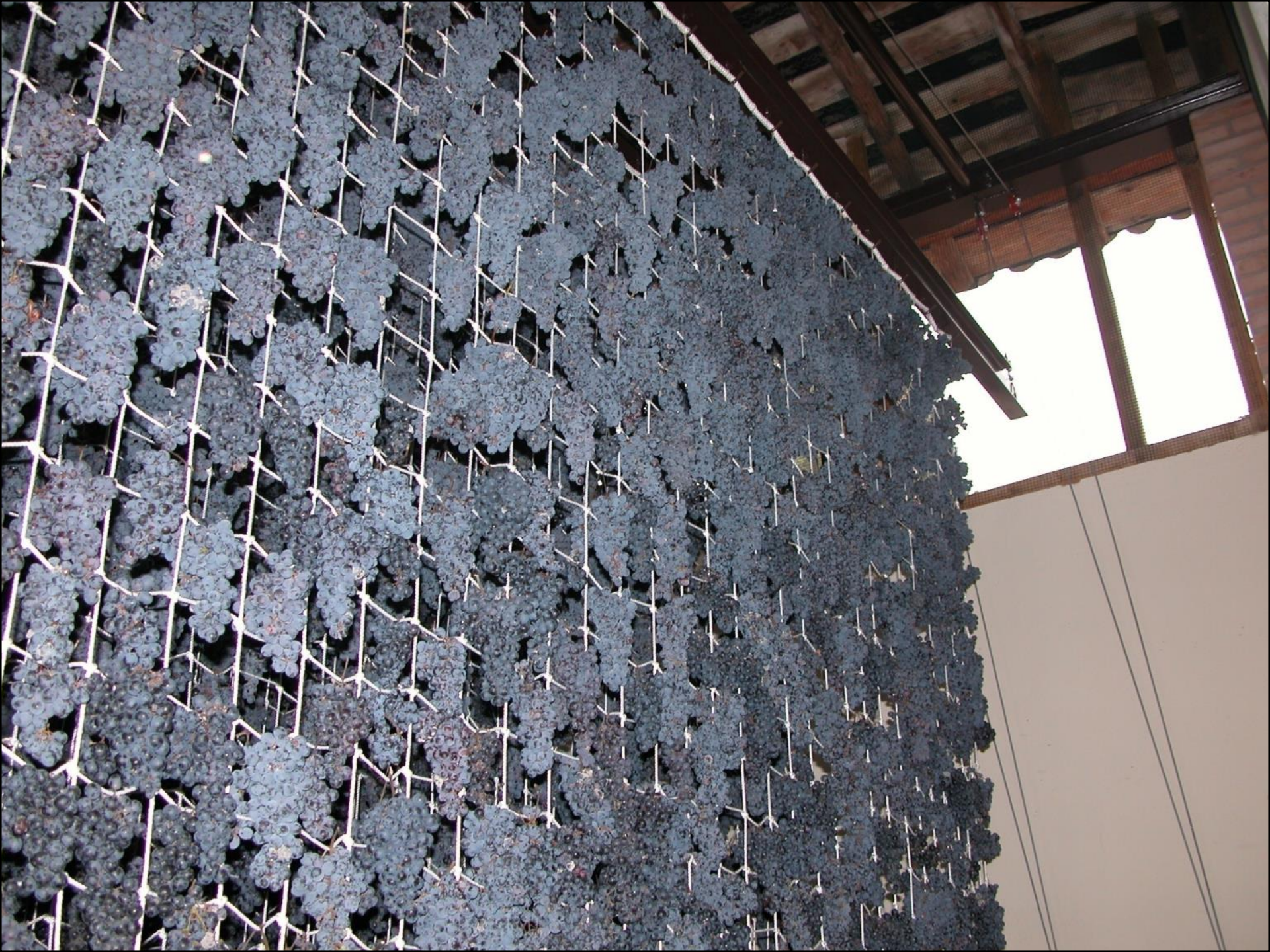






















*Majestic wine of  
balance and grace.  
A crown jewel  
in the Sartori  
family of wines.  
Single vineyard,  
estate bottled.*



## SARTORI CORTE BRÀ AMARONE DELLA VALPOLICELLA CLASSICO DOC

Sartori di Verona is a 4th generation family winery driven by a profound love for their city of Verona. For over a century, Sartori has made wines that respect local tradition yet embrace innovation. Ownership in premium vineyards allows for control from vineyard to bottle with a steadfast focus on quality.

### SOIL

Clay and calcareous.

### PRODUCTION TECHNIQUE

The grapes are carefully selected, placed in small crates, and air dried for 3 to 4 months. At optimal dryness, only the best grapes are hand selected and fermented in temperature controlled stainless steel for about 30 days. The wine is transferred to traditional tanks for malolactic fermentation and is then aged in various sized oak casks for about 4 years. At least 6 months of bottle aging follows.

### BOUQUET

Dried fruits, ripe berry, and plum.

### TASTE

Rich, velvety, and full-bodied.

### ORIGIN

Corte Brà vineyard in northern hills of Verona, Veneto, Italy

### VARIETIES

50% Corvina Veronese  
30% Corvinone  
15% Rondinella  
5% Oseleta

### ANALYSIS

|                |         |
|----------------|---------|
| Alcohol        | 15% Vol |
| Total Acidity  | 5.8 g/l |
| Residual Sugar | 7.5 g/l |

### SIZE(S)/UPC

750ml 0 80516 14384 2

### PACK(S)

750ml 6pk

Regal red!





# PIEDMONT



**BANFI**  
*Piemonte*

**Banfi Brut**

**Cuvée Aurora Rosé**

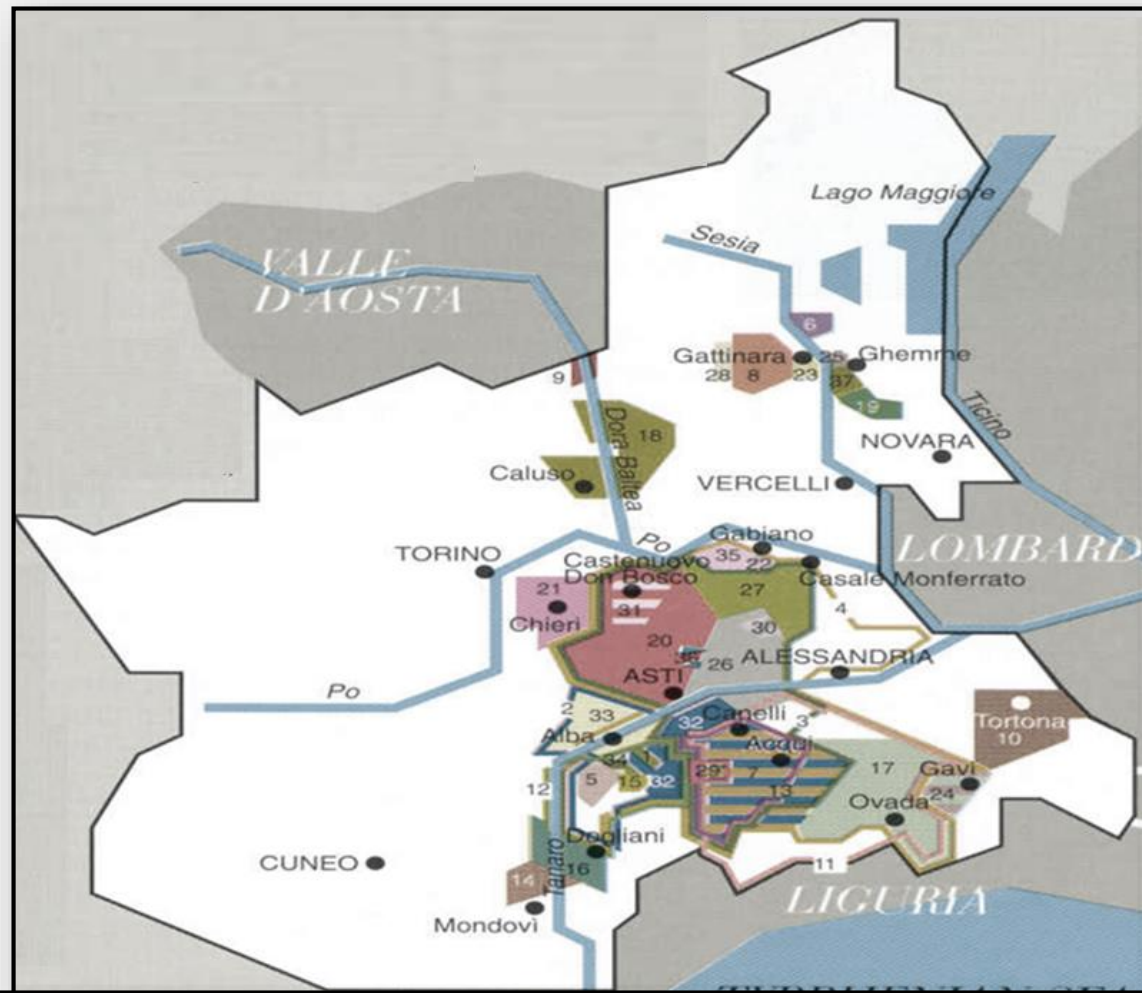
**La Lus**

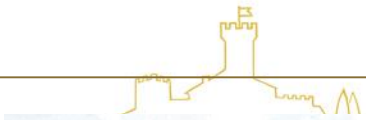
**L'Ardì Dolcetto d'Acqui**

**Rosa Regale**

**Principessa Gavia Gavi**

**Principessa Perlante**





In 1979, John and Harry Mariani, acquired a mid-19th century winery, known as Bruzzone, revitalized it and renamed the facility Banfi Piedmont. Here, with the same detailed care as a century ago, our skilled winemakers produce Gavi, Dolcetto and Barbera as well as exceptional sparkling wines: Cuvée Aurora Rose, Banfi Brut Metodo Tradizionale Classico, and “Rosa Regale” Brachetto d’Acqui D.O.C.G., from the La Rosa single vineyard.

The rare Brachetto, a semi-dry, red sparkling wine cherished by the Courts of Europe two centuries ago, owes its reincarnation to Banfi.

**BANFI**  
*Piemonte*





LA ROSA VINEYARD

**BANFI**  
*Piemonte*

*Festive cranberry in color with a haunting, aromatic bouquet with hints of raspberries, strawberries, and rose petals. A fresh raspberry taste, with crisp acidity, enticing the palate with an initial softness, graduating to a round, clean, dry finish.*



## ROSA REGALE ACQUI DOCG

Since the times of Cleopatra, Rosa Regale has been love at first sip. Legend has it that both Julius Caesar and Marc Antony presented Cleopatra with several wine skins filled with Rosa Regale, Cleopatra's favorite. The empress then had her lovers drink the wine in order to unleash their passion, and the rest is history.

### SOIL

Rocky, calcareous with tufaceous marl. Optimum midday exposure.

### PRODUCTION TECHNIQUE

Rosa Regale is produced using the Charmat process, fermentation with brief skin contact, filtration and storage at 32°F, followed by refermentation in stainless-steel vats, and isobaric bottling.

### BOUQUET

Aromatic with hints of raspberries, strawberries and rose petals.

### TASTE

Fresh raspberries, with crisp acidity, enticing the palate with an initial softness, graduating to a clean and dry finish.

### FOOD PAIRING

A unique and festive sparkling wine and a seductive aperitif. Pairs well with seafood, cheeses, spicy fare and chocolate. Serve chilled.

### ORIGIN

Acqui Terme,  
Piedmont, Italy

### VARIETIES

100% Brachetto d'Acqui

### ANALYSIS

|                |         |
|----------------|---------|
| Alcohol        | 7% Vol  |
| Total Acidity  | 7 g/l   |
| Residual Sugar | 102 g/l |

### SIZE(S)

|       |                 |
|-------|-----------------|
| 1.5L  | 0 80517 16632 2 |
| 750ml | 0 80516 16644 5 |
| 375ml | 0 80516 16636 0 |
| 187ml | 0 80516 16639 1 |

### PACK(S)

|       |      |
|-------|------|
| 1.5L  | 6pk  |
| 750ml | 6pk  |
| 375ml | 12pk |
| 187ml | 24pk |

Sexy, seductive and Sensuous!

[castellobanfi.com](http://castellobanfi.com)

[/RosaRegale](https://www.facebook.com/RosaRegale)

[/RosaRegale](https://www.instagram.com/RosaRegale)

[/rosa\\_regale](https://www.youtube.com/channel/UC...)





Thank you, for further information

[WWW.BANFIWINES.COM](http://WWW.BANFIWINES.COM)

**OR**

**SMCCARTHY@BANFI.COM**