

A graphic element consisting of a thin gold circle and a thin gold square. The square is positioned such that its top-left corner is at the center of the circle, and its right side is partially overlapped by the cursive text.

Leonardo da Vinci

VINI ISPIRATI DAL GENIO

THE WINES INSPIRED BY THE GENIUS

SUMMARY

MISSION

TIMELINE

FACTS AND FIGURES

WINERIES AND EXPERTS

BRANDS

COMMUNICATION TOOLS



FOCUS ON QUALITY FOR OVER 50 YEARS



1961

Cantine Leonardo da Vinci was established in Vinci - Tuscany by 30 growers who decided to put their forces together to produce wine

1965

First harvest of Sangiovese and Trebbiano grapes

1971

First bottling of Leonardo Chianti

FOCUS ON QUALITY FOR OVER 50 YEARS

1989

Acquisition of Fattoria Montalbano vineyards and **Villa Da Vinci** 16th century hunting lodge

1994

Zoning study (how Sangiovese performs in Vinci and Cerreto Guidi) and research on Sangiovese biotypes thanks to an experimental vineyard in Vinci

2002

dalleVigne SpA was established by Cantine Leonardo da Vinci to distribute its wines in Italy and worldwide



FOCUS ON QUALITY FOR OVER 50 YEARS

Iscritto al registro speciale dei marchi storici di interesse nazionale

2017

Development of
Leonardo da Vinci
studies about
wine

2019

Launch of
«**Leonardo da Vinci**
Project» during
celebrations of 500°
anniversary of the
Genius death

2022

Recognized as
historic brand of
national interest



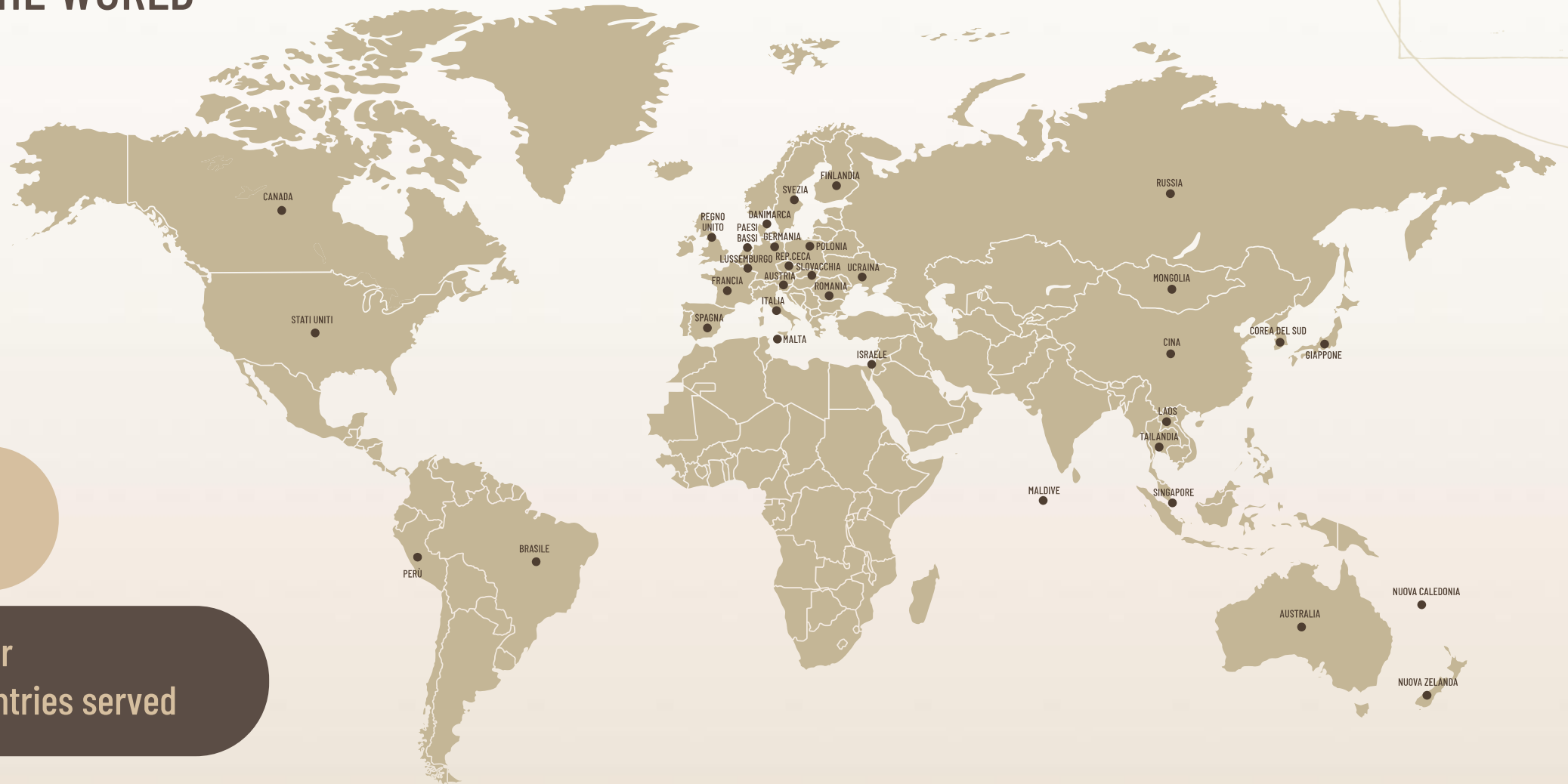
«The land of Leonardo where his passion for wine and agriculture was born»



LEONARDO DA VINCI IN THE WORLD

41

Number
of Countries served



LEONARDO DA VINCI FIGURES

54.100 hl

TOTAL VOLUME OF WINE SOLD

7,2 milioni

NUMBER OF BOTTLES SOLD

20,1 mln €

TURNOVER 2020

EXPORT

74%

ITALY

26%

15%

11%

HORECA

GDO

LEONARDO DA VINCI

A UNION OF WINERIES



Our wineries are located in
TUSCANY, EMILIA-ROMAGNA
and VENETO

Each reality works to **ENCOURAGE
INNOVATION, RESEARCH, AND RESPECT
FOR NATURE AND THE LANDSCAPE.**

TUSCANY

CHIANTI DOCG TERRITORY

EXPERT OENOLOGIST: RICCARDO PUCCI

In 1985, Riccardo Pucci achieved his Oenology diploma in Siena and he began his collaboration with Cantine Leonardo da Vinci the very same year. In 1992, Riccardo joined Cantine di Montalcino, which had been newly acquired from Cantine Leonardo, under the instruction of Paolo Vagaggini, one of the most experienced oenologists in the sector. In 1996, Riccardo returned to Cantine Leonardo da Vinci and in 1997 he achieved his degree in oenology. From 1998 to 2010 his experience has grown tremendously due to his natural talent and the close collaboration with Alberto Antonini. In these years he has also collaborated with other important winemakers such as Lorenzo Landi and Nygel Sneyd. Riccardo has been Cantine Leonardo da Vinci's Chief Winemaker since May 2010. He is also the president of tasting committee of Chianti, and member of the board of the tasting committee for Chianti Classico, and Rosso and Brunello di Montalcino, for the DOC and DOCG approval.



EMILIA-ROMAGNA

ROMAGNA ZONE

EXPERT OENOLOGIST: RICCARDO MARALDI

He is the winemaking manager of Caviro Group. He was born in Forlì in 1986, he did degree in Food Technology Sciences and subsequently in Viticulture and Oenology at the University of Bologna. He has achieved a Masters in Management and Marketing of wine. During the studies he carried out significant experiences in Romagna cooperatives and Californian and Australian wineries. He joined Caviro in 2014, following the production of all the wines, starting from Romagna, passing from Abruzzo and Sicily to Trentino. He puts all his know-how at the Group's disposal for continuing qualitative growth of wines.



CORE BRANDS



VILLA DA VINCI

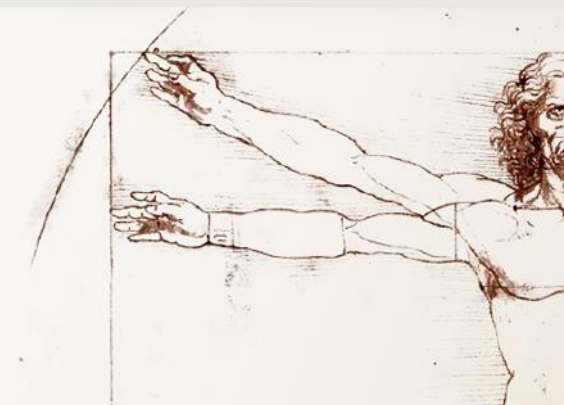


DA VINCI
I CAPOLAVORI

1502
DA VINCI IN ROMAGNA



LEONARDO DA VINCI



MONNALISA



OTHER BRANDS

da
v

GA
NZ
O

BRUNITO



POGGIO DEL SASSO

PRIORI
TERRE
DE' PRIORI

Genius inside



These wines, inspired by the studies and observations of the Genius, are signed with the **Metodo Leonardo**[®], where all his knowledge takes shape.



Leonardo da Vinci wines

Leonardo da Vinci
VINI ISPIRATI DAL GENIO

www.leonardodavinci.it

The image of the Vitruvian Man is used with permission from Mibact - Gallerie dell'Accademia in Venice

COMMUNICATION NEW GLOBAL ADV CAMPAIGN, WEB AND SOCIAL

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INSTAGRAM



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WEB

www.leonardodavinci.it



THANK
YOU

Leonardo da Vinci



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