



Leonardo da Vinci

VINI ISPIRATI DAL GENIO

THE WINES INSPIRED BY THE GENIUS

SUMMARY

FOREWORD

PROJECT

WINE COLLECTION

COMMUNICATION

«If you follow my teachings you will
drink excellent wine»

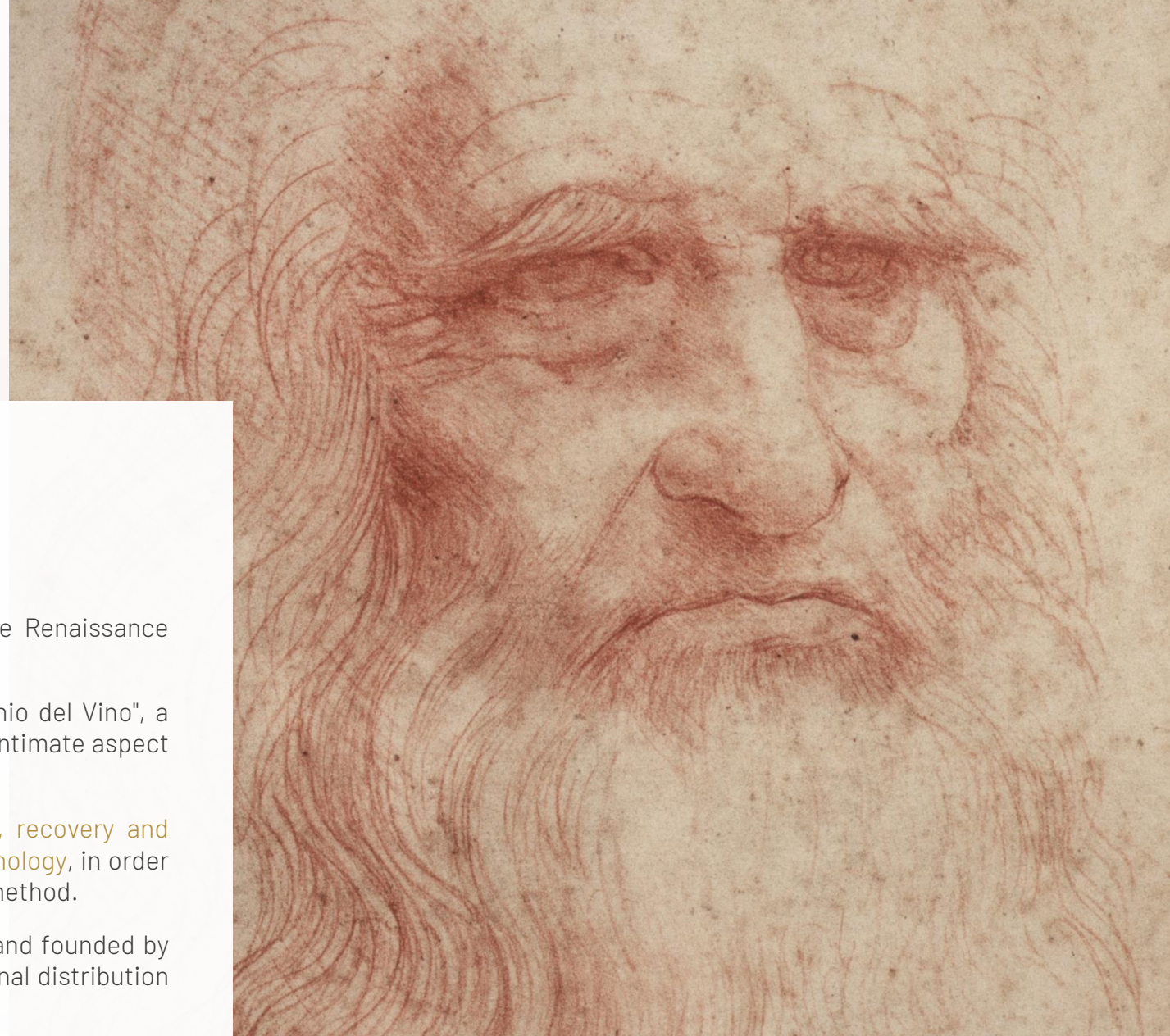
LEONARDO WINE GENIUS

The year 2019 is remembered worldwide for the celebration of the Renaissance genius Leonardo da Vinci, 500 years after his death.

On this occasion Leonardo da Vinci S.p.A. presented "Leonardo Genio del Vino", a large wine and cultural project that sheds light on a little-known and intimate aspect of Leonardo's personality as a lover of the world of wine.

Leonardo da Vinci S.p.A. has been committed to the rediscovery, recovery and continuation of all the scientific research initiated by Leonardo in oenology, in order to give life to a contemporary and updated version of his oenological method.

Leonardo da Vinci S.p.A. is a trading company part of Caviro Group and founded by Cantine Leonardo da Vinci. It is specialized in national and international distribution and sale of wines.





LEONARDO'S RELASHIONSHIP WITH WINE

Leonardo drew inspiration from nature in the vineyard and had an authentic and daily relationship with wine: intimate aspects evidenced throughout his life, and transmitted to us today thanks to codes and texts.

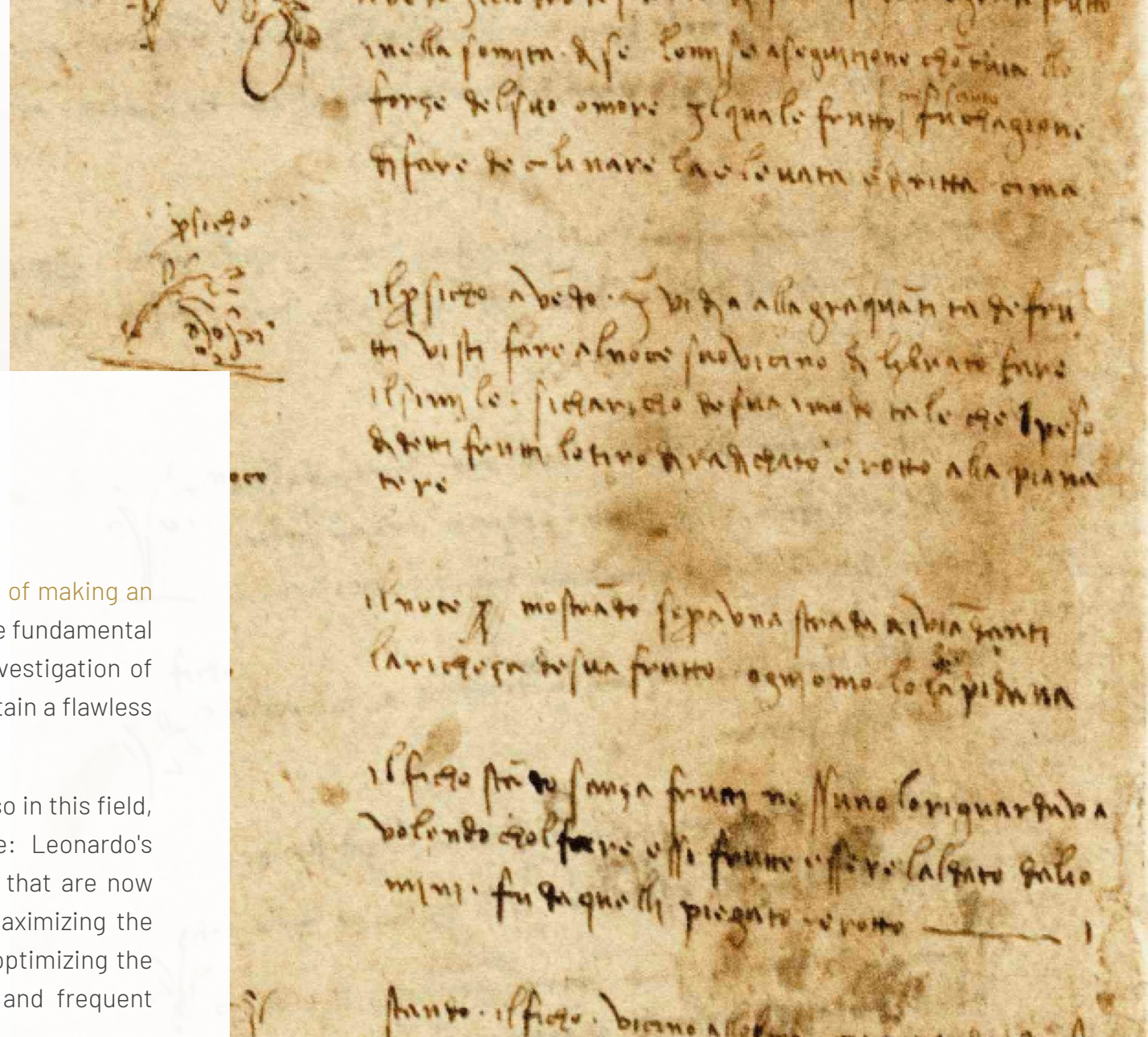
His passion for viticulture began in his early years in Vinci, a village in the Tuscan countryside immersed in a territory suited to the cultivation of vines where his family had possessions and vineyards. His passion continued up until his last years in Milan, where Ludovico il Moro gave him a hectare of vines as a reward for the realization of the Last Supper.

This was the only property owned by the genius to be cited in his testament. Leonardo was particularly fascinated by the beneficial effects that wine reflects on the soul and wine was regularly featured on his shopping lists along with bread and meat.

THE LETTER OF 1515

Among his many studies, The Genius also dedicated himself to the art of making an excellent wine: knowledge, observation and respect for nature were the fundamental premise for making a difference in the vineyard. As a result of his investigation of natural processes, he intuited a series of good practices in order to obtain a flawless wine.

A testimony of this unprecedented side of Leonardo, as frontrunner also in this field, is the letter sent in 1515 by the Genius to his farmer in Fiesole: Leonardo's methodological observations are expressed; winemaking techniques that are now taken for granted but that were pioneering in the epoch, such as maximizing the quality of the grapes, fertilizing the vine with basic substances, and optimizing the oenological transformation through fermentation in closed barrels and frequent decanting.

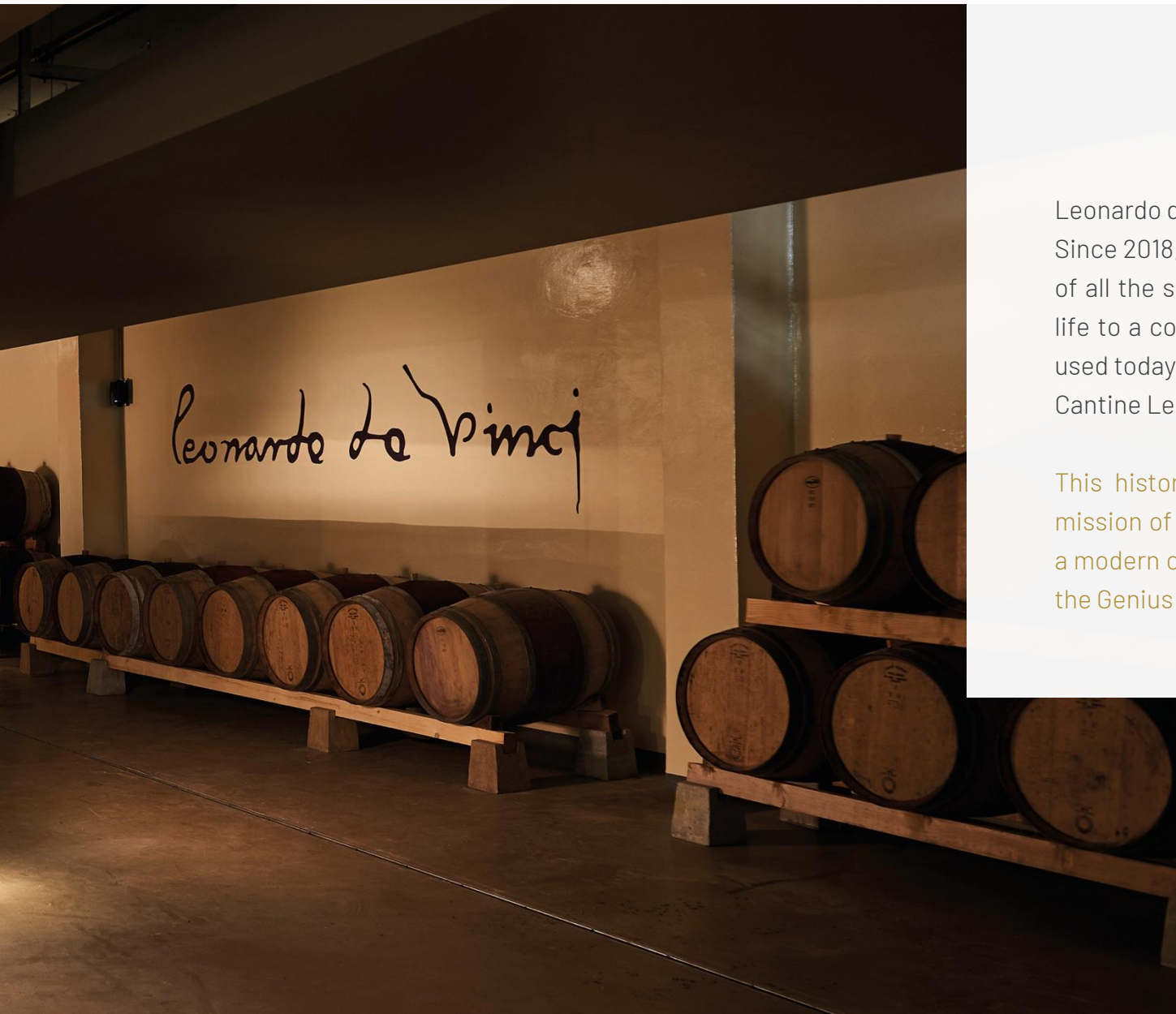


CANTINE LEONARDO DA VINCI

Leonardo da Vinci S.p.A. has its headquarters in Vinci.

Since 2018, it has been committed to the rediscovery, recovery and continuation of all the scientific research initiated by Leonardo in oenology, in order to give life to a contemporary and updated version of his oenological method which is used today for the production of excellent wines under the Cantine Leonardo da Vinci brand.

This historic Tuscan winery represents a union of Italian wineries with the mission of enhancing history and the wine excellence of each territory, through a modern combination of oenological projects, culture and food and wine, to tell the Genius of wine every day.



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





THE TERRITORY OF VINCI

Vinci and its countryside are located in the center of the soft slopes of Montalbano (644 meters), oriented towards the Tyrrhenian coast of Tuscany and therefore exposed to the full South/South-Westerly sun. The town of Vinci is about 100 meters above sea level, with the vineyards cultivated in the range between 50 and 250 meters, profiting from the cool breezes at sundown and the descending temperate night currents from Montalbano. This excursion protects against frost and allows the vegetative season to resume early, anticipating it by a couple of weeks compared to other areas of Sangiovese cultivation, such as Chianti.

In addition to the quality of the elements, such as the purity and circulation of the air, the radiating power of the light, the ideal composition of the soil, and the availability water in the subsoil, the beauty and vastness of the landscape of the Vinci territory make this a quest of one of the highest expressions of viticultural and olive-growing magnificence of the Tuscan countryside.

WINE COLLECTIONS



Focus Tuscany:
5 CRU FROM THE VILLA DA VINCI VINEYARDS
Label: Annunciation

**HORECA
ON TRADE**

**DA VINCI
I CAPOLAVORI**

"WINES MASTERPIECES"
OF THE ITALIAN TERRITORY
Labels: Leonardo's most famous paintings

**HORECA
ON TRADE**

**1502
DA VINCI IN ROMAGNA**

Focus Romagna:
TYPICAL VINES OF THE ADRIATIC SLOPES
Labels: drawings depicting Romagna

**HORECA
ON TRADE**

LEONARDO DA VINCI

TUSCAN AND ROMAGNA WINES
Label: the Vitruvian Man

**GDO
OFF TRADE**



VILLA DA VINCI



STO. IPPOLITO
IGT ROSSO TOSCANA



SAN ZIO
IGT ROSSO TOSCANA



LINARIUS
IGT ROSSO TOSCANA



STREDA
IGT BIANCO TOSCANA



VIN SANTO
BIANCO DELL'EMPOLESE DOC



VILLA DA VINCI

CRU

The wines of Villa da Vinci are obtained only from grapes grown in the vineyards owned in the Vinci area.

The name of the first 4 wines is that of the historical, original and ancient land owned by the Leonardo da Vinci family in the countryside surrounding the estate, with the addition of a traditional Tuscan Vin Santo.

VILLA DA VINCI

LABEL NAMES AND TOPONYMS

S.TO IPPOLITO the name of an ancient Romanesque church that stood near Villa da Vinci.

SAN ZIO the name of a vineyard and olive grove belonging to the family between Vinci, Bacchereto di Carmignano, and Cerreto Guidi.

LINARIUS Toponym of Latin origin (Linearis), whose meaning is limit, threshold, border post, which well represents its position on the territory on the border between the Florentine and Sienese territories.

STREDA name of the stream that divides the Vinci valley and runs alongside our vineyards

VIN SANTO the origin of the name Vin Santo probably derives from its use in the medical field as early as the 14th century. The friars used it to treat diseases of the time and believers thought it had miraculous properties.





VILLA DA VINCI

THE VINEYARDS

The vineyards of Villa da Vinci have always been considered among the best in the Vinci and Montalbano area in terms of exposure, soil and viticultural care. The soil is characterized by a superficial organic layer called a 'fertile belt' at 40 cm in depth and rich in organic substances. Under this, there is a sandy-silty layer of marine and alluvial origin rich in iron, quartz, other minerals. At 1m in depth, we find the clay layer which guarantees excellent drainage to the soil and preservation of the perfect humidity rate for the nutrition of the roots.

The land is an ally in obtaining excellent fruit: in fact, 4 million years ago, the area of the members' vineyards was fully submerged. Even today it is possible to find beautiful fossils whilst walking among the rows. The soil is therefore rich in minerals, substances that are positively reflected in the growth of the main grape variety in the area: Sangiovese. The planting program of highly specialized vineyards was started by the Leonardo da Vinci cellars in Villa da Vinci in 1995, with the first three hectares, and continued annually until 2016 with the planting of the last 4.5 hectares of white grapes.



Leandro de la Cruz



VILLA DA VINCI

THE VINEYARDS

VERMENTINO
(STREDA)

SANGIOVESE MERLOT
(S.TO IPPOLITO)

SANGIOVESE
(S.TO IPPOLITO)

SANGIOVESE
(VIGNETO
SPERIMENTALE)

MALVASIA
DI CANDIA
AROMATICA
IN PRECEDENZA
TREBBIANO
(VIN SANTO)

SYRAH
(INARIUS)

SANGIOVESE
(SAN ZIO)

The current composition
of the **75 hectares** of owned
vineyards is as follows:

- SANGIOVESE 50 hectares ca.
- MERLOT 17 hectares
- SYRAH 3 hectares

- VERMENTINO 4 hectares
- MALVASIA DI CANDIA
AROMATICA 1 hectares ca.
(previously Trebbiano)

Annunciazione

Leonardo da Vinci, 1472-1475
Museo degli Uffizi, Firenze

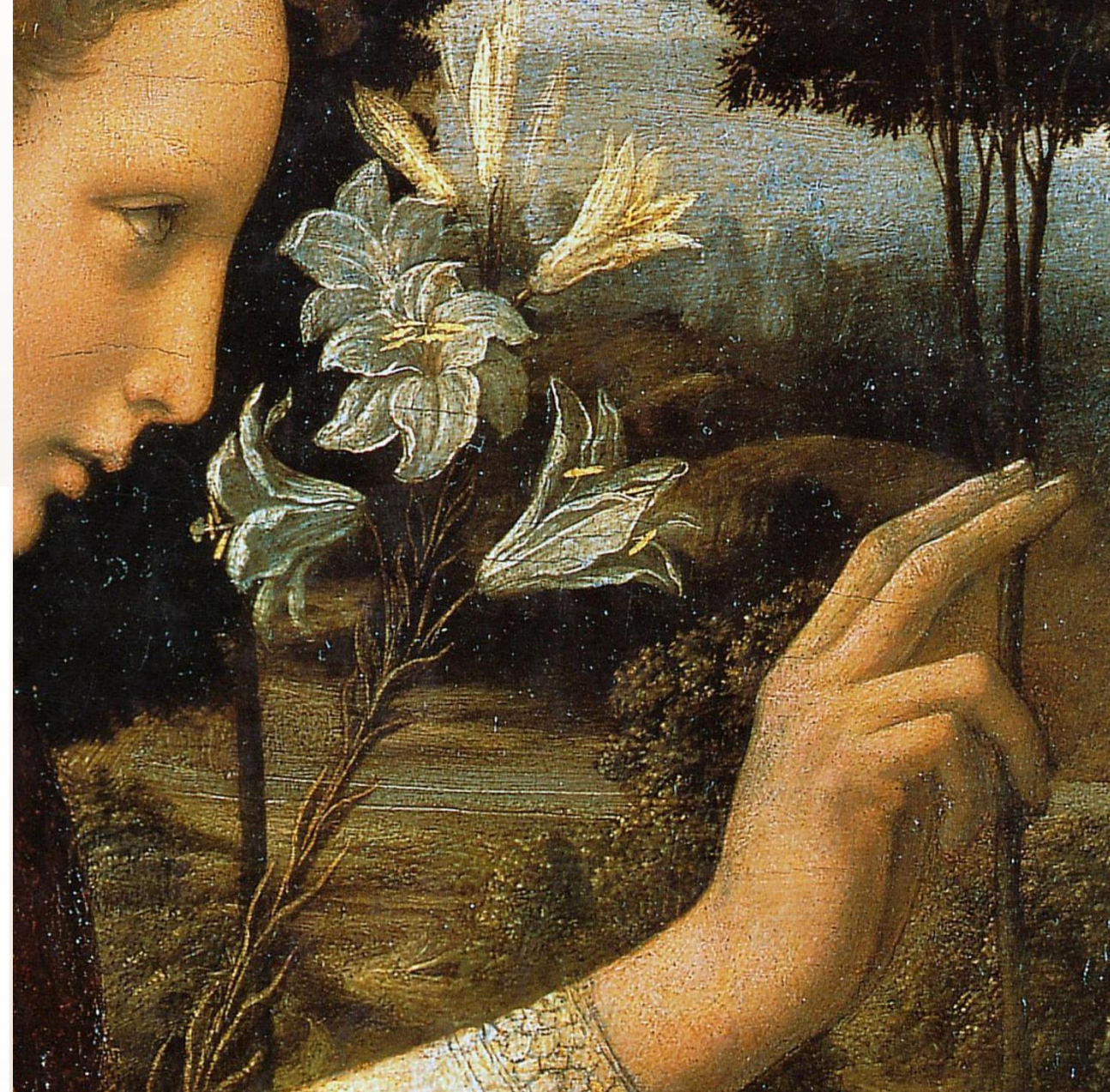
VILLA DA VINCI THE LABEL

This masterpiece is kept in the Uffizi Gallery in Florence.

The painting represents the meeting between the Madonna and the archangel Gabriel in a completely innovative way. Traditionally the scene was set in a closed place, while here the characters are represented outside.

We have chosen this work of art chosen for the Premium Villa da Vinci line as it represents one of Leonardo's most iconic paintings, famous all over the world, and which started the production of wines inspired by the Genius.

The image of the Annunciation is used with permission from the Galleria degli Uffizi di Firenze.



VILLA DA VINCI

THE LABEL





DA VINCI I CAPOLAVORI

DA VINCI I CAPOLAVORI



SAN GIOVANNI BATTISTA
BRUNELLO DI MONTALCINO
DOCG



VERGINE DELLE ROCCE
CHIANTI DOCG



VERGINE DELLE ROCCE
CHIANTI DOCG
RISERVA



GLI ANGELI
ROSSO DI MONTALCINO
DOC



DAMA CON L'ERMELLINO
PINOT GRIGIO
RUBICONE IGT



I CAPOLAVORI

The I Capolavori collection is a selection of famous Italian wine denominations combined with masterpieces by Leonardo da Vinci.

I Capolavori are a synthesis of Italian beauty and excellence, testimony of Leonardo's genius and homage to his life: an extraordinary and infinite adventure of art, science and nature.

Vergine delle Rocce

CHIANTI DOCG
Detail A The Angel

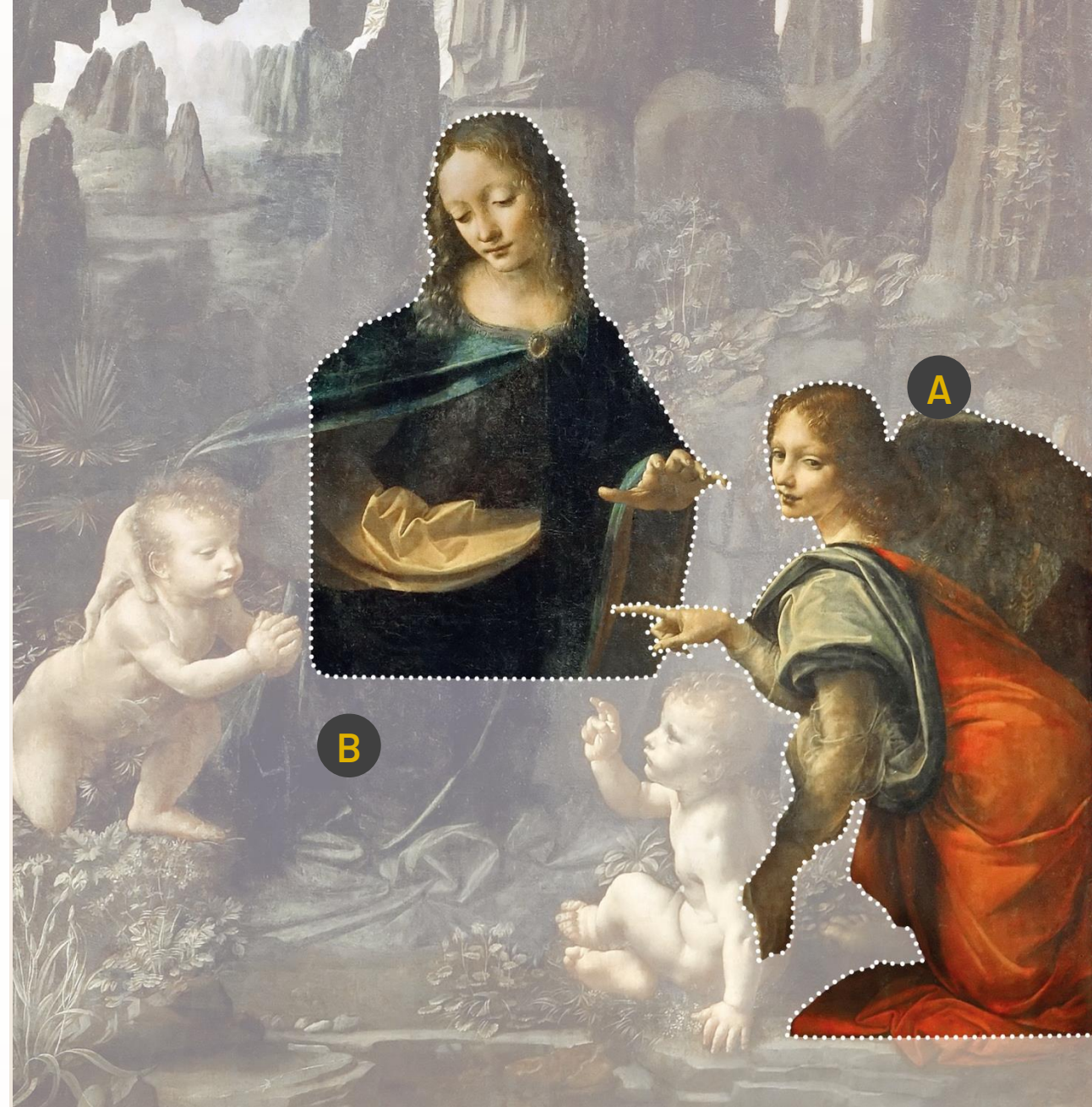
CHIANTI RISERVA DOCG
Detail B The Virgin

I CAPOLAVORI THE LABELS

This three-part altarpiece from around 1483 is kept in the Louvre Museum in Paris.

The title alludes to the background, in which the Virgin is seated in a beautiful landscape of caves and rock spurs. On her right is the young John the Baptist, and on her left the Baby Jesus and the Angel who looks in the direction of the viewer and smiles, indicating the Baptist with her finger.

There is a second version of this painting, of uncertain provenance, kept at the National Gallery in London.



San Giovanni Battista

BRUNELLO
DI MONTALCINO DOCG

I CAPOLAVORI THE LABELS

San Giovanni Battista is a painting by Leonardo da Vinci, created between 1508 and 1513, and currently preserved in the Louvre Museum in Paris.

In this painting, Leonardo uses the characteristic sfumato technique that represents the overcoming of problem of realistic perspective in fifteenth century painting. Thanks to this technique, the artist manages to express soft and delicate passages between lights and shadows, accentuating the plasticity of the subject and the roundness of the shapes and capturing the moods and the various spiritual expressions of the subject. The saint is the patron saint of the city of Florence.



Battesimo di Cristo

ROSSO DI MONTALCINO DOC
Details of the Angels

I CAPOLAVORI THE LABELS

This work, dated between 1475-1478, is attributed to the master Vasari and his young pupil Leonardo da Vinci and is kept in the Uffizi Gallery in Florence.

Leonardo is credited with the sweet face of the angel seen in profile in a sfumato style, and the veiled landscape in the background. The painting is set on a triangular composition and the gaze of the angel guides the viewer towards Christ at the center of the composition.



Dama con l'Ermellino

PINOT GRIGIO RUBICONE IGT

I CAPOLAVORI THE LABELS

Elegant and mysterious, the Dama con L'Ermellino is currently on display in the National Museum in Krakow.

The painting immortalizes Cecilia Gallerani, an educated Lombard noblewoman of acute intellect, portrayed when, at 16, she was already the lover of the Duke of Milan Ludovico Sforza, or "il Moro".

In Greek, the ermine is called galè and its presence in the painting alludes to the girl's surname. In addition, in 1488, Ludovico himself received the honorary title of knight of the Order of Ermine from the king of Naples. Great emphasis is given to the movement of the hand, which caresses the animal with tapered fingers emphasizing its grace and purity, while an imperceptible smile hovers on the woman's lips: the same that we can observe in San Giovanni Battista and the Gioconda, or the "Mona Lisa".





1502

DA VINCI IN ROMAGNA

1502

DA VINCI IN ROMAGNA



UVE PORTATE A CESENA
ROMAGNA DOC SANGIOVESE
APPASSIMENTO



UVE PORTATE A CESENA
ROMAGNA DOC SAUVIGNON



ROCCA DI CESENA
ROMAGNA DOC SANGIOVESE
SUPERIORE RISERVA



DUOMO DI FAENZA
ROMAGNA DOC
TREBBIANO



PORTOCANALE DI CESENATICO
RUBICONE IGT
SANGIOVESE ROSATO



MAPPA DI IMOLA
PIGNOLETTO DOC
SPUMANTE BRUT

1502 DA VINCI IN ROMAGNA

In 1502, Leonardo da Vinci spent six months of his life in Romagna at the court of the Duke of Valentino.

Following his journey, 1502 Da Vinci in Romagna is the line dedicated to the wines of the best Romagna vineyards.

A special tour of five cities which touches places full of beauty: the ones that Leonardo captures in the drawings made at each stage of **his journey**, and shown on the labels: Cesena, Cesenatico, Faenza and Imola.

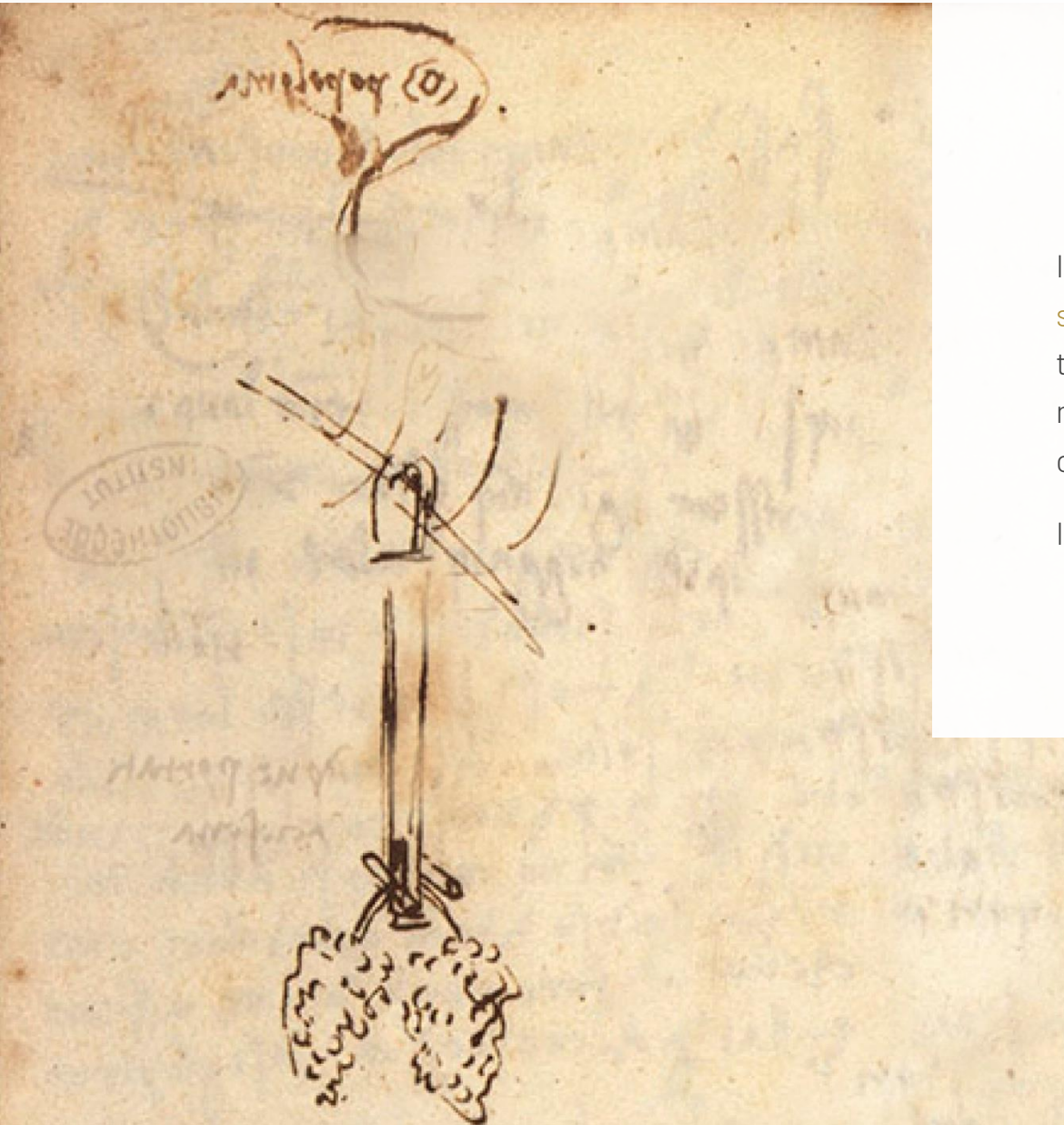


1502 DA VINCI IN ROMAGNA

THE LABELS

In Romagna, Leonardo developed new architectural solutions and defensive systems, and was impressed by the beauty of the wine-growing landscapes, by the quality of the wines produced, and, in particular, by the ingenuity of a method of hanging the grapes for drying, so much so that he drew two bunches of Romagna grapes with the inscription "Grapes brought to Cesena".

In his notes, sketches were found depicting some details of the cities visited.



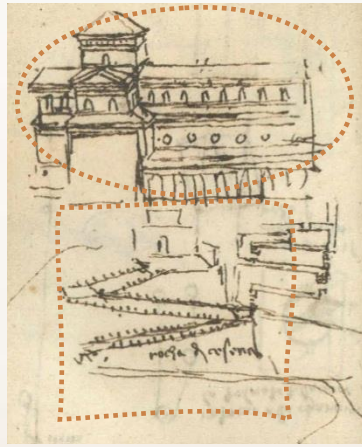
1502 DA VINCI IN ROMAGNA

THE LABELS



UVE PORTATE A CESENA

An ancient method of hanging the grapes noticed by Leonardo for the first time in Romagna.

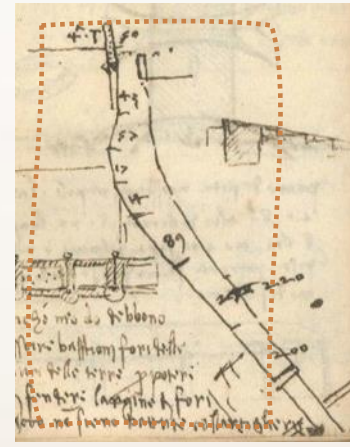


DUOMO DI FAENZA

Architectural sketch of the Cathedral of Faenza, seen from the south side.

ROCCA DI CESENA

A sketch of the Rocca Malatestiana in the center of Cesena, a fortress to which Leonardo added particular defensive solutions.



PORTOCANALE DI CESENATICO

An oriented plan of the channel port of Cesenatico, on the Adriatic Sea. This passage of Leonardo has such a strong identity value for the local community that it is defined as the Porto Canale Leonardesco.



MAPPA DI IMOLA

The aerial view of the city of Imola. Leonardo elaborated the famous urban plan with modern technical intuitions and pictorial taste, and also traced sketches of the ancient quarters of the city. The documents are now part of the British Royal Collections at Windsor Castle.



LEONARDO DAVINCI

PORTFOLIO EVOLUTION

LEONARDO DA VINCI



LEONARDO DA VINCI
CHIANTI DOCG

LEONARDO DA VINCI
CHIANTI DOCG
RISERVA

LEONARDO DA VINCI
ROSSO TOSCANA
IGT

LEONARDO DA VINCI
GOVERNO
ALL'USO TOSCANO

LEONARDO DA VINCI
VERMENTINO
TOSCANA IGT

PORTFOLIO EVOLUTION

LEONARDO DA VINCI



LEONARDO DA VINCI
BRUNELLO
DI MONTALCINO DOCG



LEONARDO DA VINCI
ROSSO DI
MONTALCINO DOC



LEONARDO DA VINCI
PINOT GRIGIO
DELLE VENEZIE DOC



LEONARDO DA VINCI
PROSECCO DOC

LEONARDO DA VINCI

The Leonardo da Vinci collection is a selection of some of the most famous Italian wine denominations that bear on the label the most popular and famous design by the Genius in the world.

Thus, the Vitruvian Man encompasses Leonardo's power and contemporaneity, his innate aspiration to the future which makes him an absolute talent. Even in wine.



LEONARDO DA VINCI

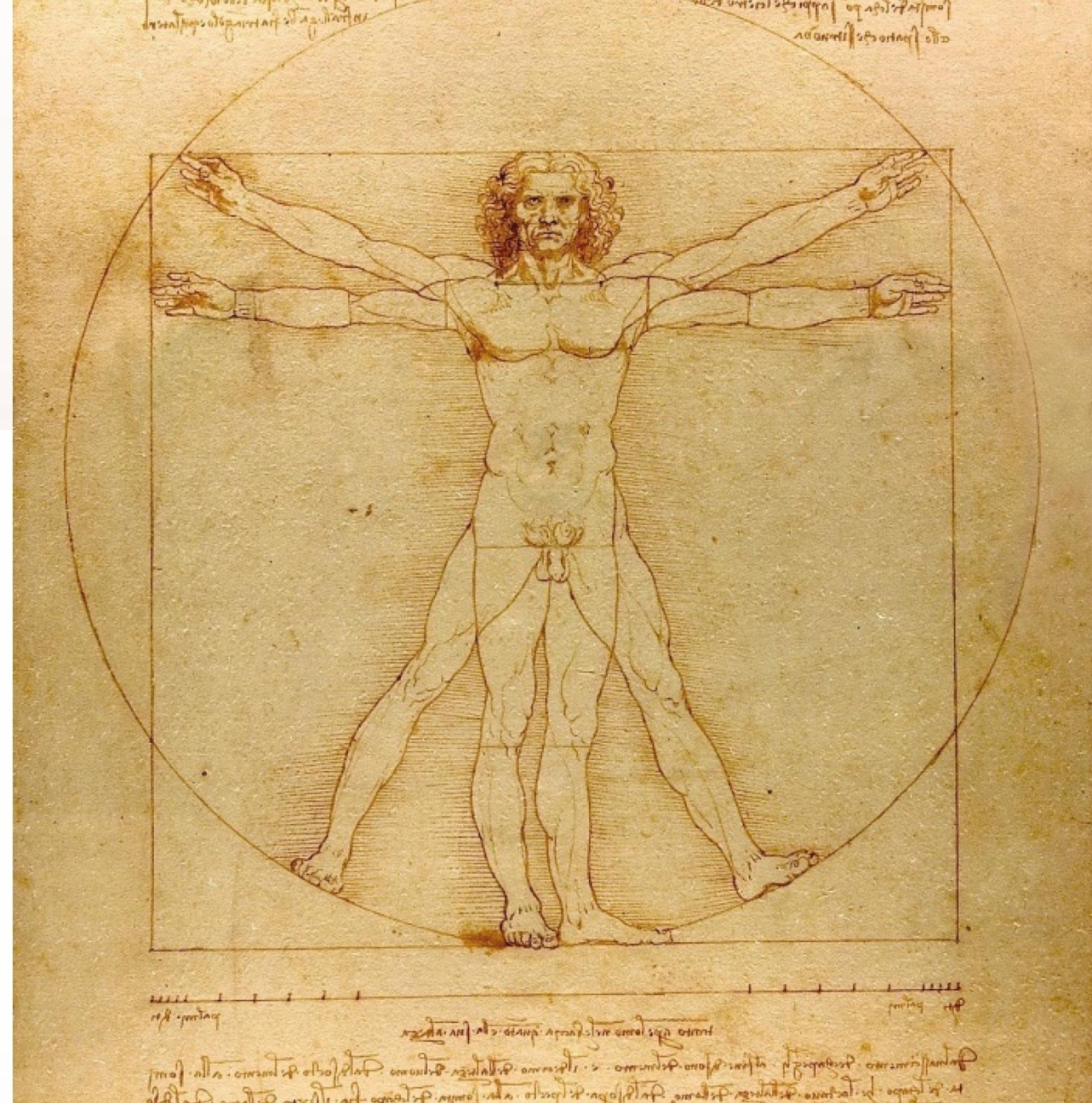
THE LABEL

Leonardo's Vitruvian Man represents the perfect union of art and science, and embodies the eternal human hope of understanding how we fit into the grand scheme of things.

It also symbolizes Renaissance humanism, which praises the dignity and rationality of man as an individual.

Just as the Vitruvian Man represents the maximum expression of the harmony of human anatomical proportions, the wines of the Leonardo da Vinci line are the maximum expression of the aromatic and gustatory harmony of the grapes from which they are obtained.

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



Genius inside



Leonardo da Vinci

COMMUNICATION NEW GLOBAL ADV CAMPAIGN, WEB AND SOCIAL

SOCIAL MEDIA CHANNELS

FACEBOOK



LeonardodaVinciwines

INSTAGRAM



leonardodavinci_wines

WEB

www.leonardodavinci.it

*«As the wine is good,
the water stays on the table»*

Leonardo da Vinci



www.leonardodavinci.it