



## COMPANY PROFILE

### The Company

The wine estate *Tenuta Celimarro* is based in Calabria, Southern Italy, in the small town of Castrovillari, within the Pollino National Park. It extends over an area of 30 ha, 20 of which are vineyards cultivated in organic, and 10 hectares of olive groves. The vineyards are perfectly positioned, well exposed to sun and wind, which guarantees the best conditions for healthy plants and a gradual ripening of the grapes, hence the production of excellent wine.

The winery has been active since 2013, when the first 14,000 bottles of red wine were produced without any external intervention, so as to ensure maximum recognition of the territory and its vineyards (terroir). The first native white wine, the Greco Bianco, was introduced in 2014. Our first rosé wine from Aglianico grapes came from the 2016 harvest.

*Tenuta Celimarro* is a member of the *Consorzio di Tutela dei vini Terre di Cosenza DOP*.

Today the winery is driven with passion and enthusiasm by the young winemaker Valerio Cipolla.

### Production

The spurred cordon system is the most widely used vine training method. It is carried out with the short pruning (with 2 buds) of a variable number of renewal spurs (about 4-5 spurs). The quality of the grapes starts in the vineyard, with an accurate manual work that consists in dry pruning, choosing the most suitable bud, removing superfluous leaves and thinning out bunches in order to select the best fruit and to produce the best wine. Manual harvesting makes it possible to carry out a first selection of the best bunches, whereas during the destemming process grapes are selected manually on special tables, to make sure that only perfectly healthy and intact grapes are sent to the cellar.

All agronomic operations aim to adequately safeguard the environment and its fauna.

### Wines

The company has decided to concentrate on typical Calabrian wines such as Magliocco and Greco Bianco. The Magliocco was the first wine to be awarded in the 2019 edition of the guide *Vini Buoni d'Italia* ("good wines from Italy").

In January 2019, the company will start selling the new Montonico white wine.

These wines have already been mentioned by other guides such as *Bibenda*, *Vitae* and *Vini Buoni d'Italia*, with flattering reviews.

### Distribution and market positioning

Currently, the company distributes and sells its products in Italy and Germany. The exports account for about 10% of the sales. In said markets, *Tenuta Celimarro* works directly with qualified importers and distributors, especially in hotels, restaurants, and specialized-retail sectors.

The company promotes their wines through:

- Wine tasting events
- Presentations at shows, events and trade fairs organized by importers

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