



“ Our bottles are not just wine, but they represent our values and our history. You sip a glass of Piccini and you join our family! ” *Mario Piccini*

**HISTORY** It was the year 1882 in the enchanting scenery of the Chianti Classico. Angiolo Piccini, heir to a merchant family, broke with his past and dedicated himself to wine production, founding a small winery. The young winery quickly achieved success, becoming an international brand, when in 1925 Mario (Angiolo's heir), took over the reins and opened Piccini's doors to the first international clients. After the success achieved by his father, Pierangiolo inherited the family business in 1963 at the age of 29. In 1995, Pierangiolo bought Fattoria di Valiano, 200 hectares in the land of Chianti Classico. Six years later, Tenuta Moraia, 75 hectares located between the hills and the Tuscan sea, joined the Piccini estates. With courage and ambition Pierangiolo led the company towards a new season of success.

## 4TH & 5TH GENERATIONS

In 2004 Pierangiolo entrusted the company to his son Mario, who wasted no time and looked far beyond the Tuscan horizon. In 2013 the family invested in Basilicata, acquiring the Regio Cantina estate, 15 hectares of land immersed in the wonderful scenery of the Vulturne. Three years later, Mario set his gaze on the land of Sicily where Piccini acquired Torre Mora. Meanwhile, Mario launched the Collezione Oro line, a precious chest that collects the wine treasures of Italy. In 2019, Piccini has inaugurated its new facility in Casole d'Elsa (the new headquarters led the renaissance of the company, enhancing Piccini's productive power). At the turn of the millennium, Mario Piccini made a bold move by revamping the most traditional of Italian wines, with

the goal of delivering a fresh and contemporary Chianti to new generations. His aim was to take one of the symbols of Tuscan winemaking tradition and bring it into the new millennium. The gamble paid off and Piccini 'orange label' Chianti was born and quickly became a modern classic.



From 2017 Piccini has opened its doors to the fifth generation. Benedita, Ginevra and Michelangelo entered the historic family business. On the wave of this renewal, at the beginning of 2021 the wine group changed its look. Piccini 1882 was born, the new brand that encompasses the many souls of the company. In the meantime, Piccini brilliantly overcame the dark times of the pandemic, and in 2022 celebrated its 140th anniversary.



## PORTFOLIO

**Piccini Core** - Chianti DOCG Orange Label, Chianti Classico DOCG, Brunello di Montalcino DOCG, Pinot Grigio Delle Venezie DOC, Orvieto Classico DOC Organic, Prosecco DOC Orange Label

**Collezione Oro** - Chianti DOCG Riserva

**Memoro** - Vino Rosso D'Italia

**Piccini Selection** - Sasso al Poggio Rosso Toscana IGT, Poggio Alto Rosso Toscana Governo IGT

