

# VILLA ANTINORI

## **Panorama**

Villa Antinori is the Antinori family's symbolic wine, a historic Tuscan wine yet crafted in a contemporary style. Over the course of nearly a century of history, Villa Antinori has represented, and will continue to represent the concept of home, home territory and Tuscany in a contemporary style. A wine that was crafted to envision wine production with experimentation and development on one side and historical values on the other. *“Villa Antinori is a full-blooded Tuscan red [...] which grapes are grown, mature and are harvested from our Tuscan estates and then fermented and aged in the Antinori family estates.”* – Piero Antinori.

## **History**

Back in 1928, Niccolò Antinori decided to christen this wine with the name of the family's villa to represent his own personal interpretation of Chianti Classico's and Tuscany's unique identity. Piero Antinori's father, Niccolò, once described how “Villa” was originally created: *“At that time, we needed to promote the Antinori name...that was still relatively unheard of except in certain circles, so I chose the name “Villa Antinori.”* The label's design represents the concept of home, territory and Tuscany. *“The French have châteaux, but we have villas!”* Niccolò Antinori cheerfully explained his choice for the illustration on the front label, an innovative design that broke with more traditional packaging conventions of that time.

## **Today**

During many years of family and company history, in 2020, Villa del Cigliano, the most important ancient family villa, has once again become part of the Antinori family estates. Built in the second half of the 15<sup>th</sup> century, in the gently rolling hillsides of San Casciano in Val di Pesa in the province of Florence, Villa del Cigliano has always been a symbol of strong family relationships. It's where the Antinori family took their first steps in viticulture and wine making, and it's where generations of Antinori family members were born and raised since 1546, the year Alessandro di Niccolò Antinori acquired the property. Forty years prior

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to this date, his father, Niccolò di Tommaso, purchased and renovated Palazzo Antinori, designed by architects Giuliano da Maiano and Baccio d'Agnolo, located in the eponymous square in the center of Florence. Villa del Cigliano is a symbol of history, identity and family continuity; a reflection of the same meaningful values and sentiments that Niccolò Antinori expressed in 1928 when he first crafted “Villa”. Therefore, it was the most natural thing in the world to use artwork depicting Villa del Cigliano on the label of Villa Antinori, the Antinori family’s symbolic wine.

## **The Wines**

In 1928, Marchese Niccolò Antinori first crafted Villa Antinori as a Chianti Classico that could age and improve over time. Since that time, Villa Antinori has been found in the most prestigious wine cellars of embassies, royal courts, fine hotels and restaurants. Over the years, this original idea has led to the production of four different wines that share the common spirited passion for the finest quality. Each wine expresses its own territorial identity in a contemporary style.

## **VILLA ANTINORI CHIANTI CLASSICO DOCG RISERVA**

Villa Antinori Chianti Classico Riserva is a blend of Sangiovese together with other complementary varieties produced as a tribute to Antinori’s historic label that has accompanied the family’s long-standing winemaking traditions. The inauguration of the Antinori nel Chianti Classico winery inspired the family to reinterpret this Tuscan classic, of unmistakable style and quality, into a premium quality Riserva that is elegant and decisive.

## **VILLA ANTINORI PINOT BIANCO TOSCANA IGT**

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Villa Antinori is crafted from the very best Pinot Bianco vineyards on the Monteloro estate, set in the hillsides of Fiesole, behind Florence. This is a new expression of the Antinori family's historic wine that captures the spirit and balance of this ancient territory renowned for the production of fine white wines.

## VILLA ANTINORI TOSCANA IGT

Villa Antinori was first crafted in 1928 by Marchese Niccolò Antinori, Piero Antinori's father, as the Antinori family's signature wine; an exceptional wine that can represent the family's history, identity and continuity like no other.

## VILLA ANTINORI TOSCANA IGT BIANCO

A traditional white wine produced in 1931 by Marchese Niccolò Antinori. Villa Antinori Bianco IGT Toscana is a fine expression of the Tuscan territory by blending traditional white grapes with other varieties. The bouquet is fresh and elegant but with a marked character.

## Q&A

### **What does the artwork on the label represent?**

The artwork on the label, that depicts Villa del Cigliano, represents the concept of home, home territory and Tuscany. "*The French have châteaux, but we have villas!*" Niccolò Antinori cheerfully explained his choice for the illustration on the front label, an innovative design that broke with more traditional packaging conventions of that time.

### **What is Villa del Cigliano like?**

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Villa del Cigliano is a historic property located in Chianti Classico, in the municipality of San Casciano in Val di Pesa, just a few kilometers south of Florence. The estate has all the characteristics of a typical Tuscan country manor house including a villa, land and farm for the production of wine, Vin Santo and extra virgin olive oil. The villa's indoor spaces are classical Renaissance architecture. Two glazed maiolica roundels of the coat of arms of the Antinori family and the Tornabuoni family, attributed to Giovanni Della Robbia, are visible in the courtyard above the arches of the loggia. Underneath the villa are the estate's historical cellars that are still used today as aging cellars for wine and an "orciaia" for storing olive oil. The estate extends over an area of 60 hectares; 20 hectares are vineyards while the remaining 40 hectares are olive groves.