

IN RUFFINO

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Ruffino is
N.1
in the United States

According to Wine & Spirits Magazine
Ruffino is the most popular Italian wine in
US restaurants.

Editorial by...

Gianni Fabrizio

Ruffino has decided to make major investments in the Tenimenti as part of their main philosophy, and these estates have indeed become the crown jewels of the company.



Lodola Nuova Estate.

Vice Director of the Gambero Rosso-Slow Food Wine Guide, writes about the Estates of Ruffino.

"Here we make ideal wines." This is the motto that first cousins Ilario and Leopoldo Ruffino adopted, back in the mid-19th century, to express their eternal love and passion for their land - Tuscany. Over 130 years have come and gone since 1870 and, over time, the Folonari family, originally from Brescia, has replaced the Ruffinos - but the exact same passion lives on. The Folonari apply the same painstaking approach to managing the winery and take care of each and every single detail, not matter how seemingly insignificant, never faltering in the pursuit of quality.

By the 1930s, thanks to the continuous application of these principles, Ruffino becomes the most important family-owned winery in the country. Ruffino's flagship label - the Chianti Classico Riserva Ducale - first produced in 1927 was, for an extensive period of time, the principal wine that represented Italian and Tuscan winemaking tradition abroad. To maintain its standing as a national symbol and continue reaping international success - both long-time traits of Ruffino - a number of Tuscan vineyards and estates were purchased and the "Tenimenti Ruffino" - The Tuscan Estates of Ruffino, came to life. Today, approximately 1,500 acres of vineyards, located all over Tuscany, provide a direct supply source that guarantees quality and allows Ruffino to sleep easy.

For some time now, Ruffino has decided to make major investments in the Tenimenti as part of their main philosophy, and these estates have indeed become the crown jewels of the company. They represent an added value and highlight the very notion of terroir. Following lengthy observation and study in the field, the estate's agronomers and enologists have completed Ruffino's terroir "puzzle" by matching each pedoclimatic area with its appropriate vine type. Today it is plainly evident that the grapes harvested in the company's eight estates - seven in Tuscany and one in Friuli - have found their ideal setting. This

long string of land purchases, beginning in post-war times, has made Ruffino the owner of one of the largest and most complete vine collections in the entire country: 3,700 acres of total property and almost 1,500 acres of vineyard. The company has managed to put together a collection of estates that include the most important and prestigious DOCG denominated areas in Tuscany, thanks to this patient "harvest" of properties. A quick look at these Tenimenti is enough to see that each has found its proper home, with each of the Ruffino wines finding their own place on these lands, based on their elective affinities. The seven Tuscan properties span the main regional DOCG areas: Chianti Classico, Brunello di Montalcino, Vino Nobile di Montepulciano, Chianti Colli Fiorentini and Chianti Colli Senesi. The first estates purchased by the Folonari family are Montemasso and Poggio Casciano.

The first property, established on a magnificent hillside located between Florence and Greve in Chianti, gave the estate further independence with regards to production of the Chianti Classico Riserva Ducale, and contributed significantly to the 1947 launch of the Chianti Classico Riserva Ducale Oro - a wine that leads the entire denomination to this very day. Currently, Montemasso extends approximately 320 acres, with almost 70 acres of vineyard, located at altitudes between 320 and 420 meters above sea level. The Sangiovese and Cabernet Sauvignon are at home on the estate's dry rocky terrain.

The second property, located in Chianti Colli Fiorentini territory, only steps away from Florence, is home to the agronomic department of the company. A rather large estate (550 acres total, with 170 acres of vineyard), it features a wide variety of differing pedoclimatic conditions that cater successfully to a number of different varietals such as Sangiovese, Cabernet Sauvignon, Merlot, Syrah and Pinot Noir. The latter has found in Poggio Casciano its ideal

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habitat, making the Nero al Tondo wine label an important Italian pioneer for this fickle varietal. The other Ruffino Tenimenti inside the Chianti Classico area are Santedame and Gretole. Purchased in 1988, the first estate is located near Castellina in Chianti, in a prestigious area called Conca d'Oro. Spanning over 600 acres, the vineyards occupy approximately 170 acres, and are located between 350 and 470 meters above sea level. The Sangiovese from Santedame is particularly full-bodied, with subtle fruits, prompting the heads of the estate to dedicate two new Chianti Classico wines to this varietal: Santedame and Santedame Riserva.

Sangiovese aside, the estate has also been responsible for

bringing another lesser known Tuscan varietal into the limelight: the Colorino. Assembled with Merlot, it yields one of the most famous and widely appreciated Supertuscans: the Romitorio di Santedame. The second property, with its 700 acres of land (including 170 acres of vineyard), is the largest of the company's Tenimenti. Located in the heart of the Chianti Classico, between Castellina in Chianti and Poggibonsi, it was purchased in 1996 after having served for many years as the base for production

of the Riserva Ducale Oro. In fact, the area's Galestro packed vineyards are what give it its solid structure. The La Solatia estate was added to the Ruffino family in 1994. A property spanning nearly 230 acres, and dedicated almost entirely to vineyard (approximately 200 acres), it is located near Monteriggioni (in the Chianti Colli Senesi district), not far from San Gimignano. The company's creative input has made Solatia the center of production for Ruffino's white wines. Chardonnay, Pinot Grigio and Viognier are the main varietals grown here and it is the birthplace of the La Solatia Chardonnay and La Solatia Pinot Grigio.

With the purchase of the Greppone Mazzi and Lodola Nuova

Tenimenti, between the mid 80s and early 90s, Ruffino asserted itself even further by beginning production of two of the most famous Italian red wines: Brunello di Montalcino and Vino Nobile di Montepulciano. The Greppone Mazzi estate spans a total of 388 acres, and is located almost entirely in the historical Greppi area, near the settled area of Montalcino.

The 33 acres dedicated to the Sangiovese Grosso and Brunello varietals have yielded a world-class Brunello and Riserva di Brunello. In the south-eastern part of the region along the Umbrian border, inside the district of Montepulciano, not far from the village of Valiano, the Folonari family has purchased the Lodola Nuova estate (395 acres total, with 222

acres of vineyard). The locally-cultivated Prugnolo Gentile, combined with small amounts of Merlot, is produced in three different versions: Rosso di Montepulciano, Vino Nobile di Montepulciano and Vino Nobile di Montepulciano Riserva. Not far from Valiano, in the Cortona DOC area, a special kind of affinity has developed with the Syrah varietal, and a new Ruffino wine will soon be produced here.

In 2001, the Folonari family decided to purchase an estate located outside of Tuscany for the very first time. They settled on a legendary estate in the Friuli

region: Borgo Conventi. The property comprises 100 acres of vineyard, located between Farra d'Isonza and Gradisca, and covers the two well-known denominations of Isonzo and Collio. The estate's vineyards have been populated with the regular local red and white varietals (Ribolla Gialla, Tocai Friulano, Sauvignon, Pinot Grigio and Chardonnay for the whites; Refosco dal Peduncolo Rosso, Cabernet Franc and Merlot, for the reds).

By purchasing and developing this extended list of Tenimenti, Ruffino has shown that it intends to remain at the forefront and boldly face the 21st century. Ruffino in 2008 is all about being over 130 and not feeling it in the least.



Santedame Estate, vineyards.

Santedame, purchased in 1988, is located near Castellina in Chianti, in the prestigious area called Conca d'Oro.

2007 - A Memorable Harvest

A harvest which will be remembered for its excellent quality throughout the Tuscan Estates of Ruffino

That wine grape quality essentially depends on both land and climate comes as no surprise to anyone, and the 2007 vintage year is no different. In the face of widely varying weather conditions, the terrain did its part, and strong results were achieved thanks largely to the characteristics and nature of the soil. Grape quality ranged from good to exceptional, depending on the area, varying according to microclimate conditions and the relative ability of the soil to adjust.

Overall, it was a somewhat "dry" year, one that started out with a premature budding period, a shortened setting phase and early maturation - from 10 to 15 days - depending on the vine and location. Nonetheless, the wines turned out to be full-bodied, powerful and complex. Alcohol content and color intensity remain better than average across the board, and a good number of the vineyards located at higher altitudes provided excellent results.

The aromatic qualities are particularly interesting - thanks to a significant change in air temperature in the period immediately preceding harvest - with a fresh and intense nose for wines produced from white vines and early red varieties, and a complex nose for the full-bodied wines.

Production numbers in some areas were affected by the continuing dry conditions. In general, production in Tuscany dropped approximately 5% to 10%, depending on the affected area.

White grapes kicked off the harvest, followed by the harvest of the Pinot Grigio on August 20th. Then, on to Pinot Noir and Merlot towards the end of the month. Cabernet, Syrah and Sangiovese followed, and, towards the middle of October, the higher-altitude grapes of the Chianti Classico were harvested. The white grapes and Pinot Grigio achieved extraordinary quality with respect to their integrity and organoleptic qualities, and the resulting wines present fresh, intense aromas with a



Manual picking at the Lodola Nuova Estate.

properly balanced acidity, thanks mostly to prompt ecision-making and speedy operational efforts applied to the harvest.

The Pinot Noir was somewhat compromised by abundant rains during the harvest period, though, overall, the wine produced was excellent, though more medium-bodied than previous years. The 2007 Merlots achieved exceptional quality, with well-above-average alcohol content and an unusually early ripening. The polyphenolic and aromatic compounds of the Merlot grapes were all noteworthy, and, in many cases, have been destined for Ruffino's top estate wines.

The level of maturation achieved by the Sangiovese has also proven to be excellent, yielding a must with particularly interesting colors and gradations, along with intense and refined aromas - all thanks to a fall season marked by warm, sunny days and cool evenings. Most importantly, the grapes from Montalcino and Montepulciano supplied musts that featured high alcohol content, optimal acidity, copious quantities of easy-to-extract color components and a wealth of tannic substances, ideal for aging.

It was also a great year for the Cabernet Sauvignon and other late-ripening varieties, as the ideal 2007 weather conditions contributed to creating refined aromas and incomparably intense organoleptic qualities. On the whole, the 2007 vintage year will be remembered by Italian winemakers as a year without precedent in terms of weather conditions, with its mild winter, unusual precipitation and highly unpredictable, abrupt heat waves.

Visit Ruffino at our Poggio Casciano Estate

Culture, beauty and wine: Guided tours and tastings at Poggio Casciano, Ruffino's most elegant estate

Immersed in the gentle rolling hills surrounding Florence, just a few miles away from the city, lies the Poggio Casciano Estate. Built on top of a structure that dates back to the 13th century, it features a beautifully renovated Renaissance-era villa, and is part of the "Tenimenti Ruffino" - the Tuscan Estates of Ruffino.

Poggio Casciano is the visit and hospitality center for Ruffino. Here the winery offers guided tours of the estate with its vineyards and cellars, tours that of course culminate in a tasting of select Ruffino wines.

After the first year of hospitality activity at the Poggio Casciano Estate, this way of cultivating a direct contact with wine-lovers from around the world has proven an exceptional channel for communicating the values of Ruffino: The land and the culture, the art and the science, the people and the wines. In Italy "wine tourism" is still a fairly new and unexplored means of promotion, but it has proven most successful for Ruffino.

In fact, in 2007, over 500 visitors visited Ruffino and were given the opportunity to appreciate the villa's many treasures. An ancient medieval press, found in the cellar, an Italian garden grove and an ancient collection of prints and etchings on the theme of Bacchus, are only a few of the many masterpieces featured in this fine wine experience, that begins with the main Tuscan varietal, Sangiovese, and then moves on to international varietals that have made Tuscany their home. For example, Poggio Casciano is home to the cultivation and vinification of the wine Nero al Tondo, an extraordinarily pure Pinot Noir.

Combining the antique and the modern, visitors can admire the heart of Poggio Casciano's production: a traditional cellar with cutting-edge equipment, a stunning barrique cellar with stone walls made of medieval-era brick, and, last but not least, the fine vineyards, crown jewel of the estate. Depending on their taste and interest, visitors can choose between several theme wine tastings, such as "Sangiovese and the Tuscan DOCG", "The Supertuscans" and "The World of Chianti".

To add even more flavor to the experience at Ruffino, visitors can also choose to accompany their wine tasting with a traditional Tuscan lunch, prepared with local delicacies, from pecorino to prosciutto, from pici to crostini.

Tours and wine tastings are organized by Ruffino's knowledgeable hospitality team.

To reserve your visit, please contact Melanie Marxer at +39 055 64 99 717, from Monday to Friday, or email her directly at melanie.marxer@ruffino.it.

You can find out about our various tour and tasting options by visiting www.ruffino.com.

The last Sunday in May, Poggio Casciano will take part in "Cantine Aperte", with free tours and tastings the entire day.



The barrique ageing cellar at Poggio Casciano.



The Poggio Casciano Estate.

Ferrini and Ruffino: It's all in the vineyard

2008: launch of the first Ruffino wines produced in collaboration with Carlo Ferrini.

When an enologist of the calibre of Carlo Ferrini decides to collaborate with a winery that has been a flagship for Tuscan wine internationally for over 130 years, something interesting is bound to happen.

In any partnership or friendship, getting to know one another takes time. It is a process that usually matures in degrees. This particular relationship began in 2001, when Carlo Ferrini was summoned by the Folonari family. Carlo Ferrini visited the Ruffino estates, met with the agronomical and enological team and decided to accept the challenge.

Together, Ruffino's production team and Carlo Ferrini initiated a meticulous study of the terrain, so as to shape its interaction with the vineyard and bring out the best in the vines and in the people that grow them. In fact, Ferrini believes in his very own "X factor": A kind of empathy between the land and its people, a "key to the terroir" that opens the door to high-quality viticulture that, most importantly, remains highly representative of its terroir.

As more and more wineries invest in futuristic, high-tech cellars, Carlo Ferrini, recently crowned "Enologist of the Year" by US wine magazine "Wine Enthusiast", candidly admits to finding himself a bit bored in the cellars.

This Tuscan enologist currently oversees approximately 250 acres of vineyard, including the wine production at the Santedame estate in the Chianti Classico region, the Greppone Mazzi estate in Montalcino and the Lodola Nuova Estate in Montepulciano: a perfect combination of the Ruffino style, interpreted by Ferrini.



The Santedame Estate seen from the air.



From the left: Adolfo Folonari, Carlo Ferrini, Luigi Folonari and Alessandro Chinello.

Other wines created through this partnership will soon be ready for release, including an imponent Syrah from the DOC Cortona. This wine is currently aging in the splendid Lodola Nuova estate cellars. The future also holds a new wine that is part of a special project launched seven years ago, at the beginning of Ferrini's collaboration with Ruffino. Back then, almost as a joke, Ferrini was offered a unique challenge: "Create your ideal wine, pick the terrain you like the most, choose the best rootstocks..." But that's a whole other story...

Ruffino: the Number 1 Italian Red Wine in the US
 The yearly "US Restaurant Poll", published by the Magazine "Wine & Spirits" celebrates Ruffino as the most famous and popular red wine brand in US restaurants. In particular 2 wines have helped Ruffino to gain this extraordinary position of leadership: Riserva Ducale and Riserva Ducale Oro, the winery's two flagship Chianti Classico Riserva's. With more than 130 years of fine winemaking on its shoulders, it is for Ruffino a matter of both pride and joy to see how year after year consumers worldwide continue to appreciate and prefer our wines.

New Add Campaign for Ruffino.

In May Ruffino launches its newly designed add campaign, divided in two sets of photographs, one created for domestic use and one for international use. The domestic campaign features 3 photographic settings: a cocktail party in a New York loft, an intimate dinner in a restaurant in Berlin and a vernissage in an art gallery in London. 3 completely different situations, different people, having fun, drinking Ruffino.

The international campaign has a Tuscan setting, with photographs of the Ponte Vecchio and Piazza della Signoria in Florence, and of Ruffino's Montemasso estate.

The headline for the campaign is "Momenti Ruffino". The little moments, the important moments, the fun moments in life, are Ruffino Moments.

The campaign has been created by Catoni Associati and the domestic media plan has been organized by Parini Associati.

The New Il Ducale.

The 2005 vintage of Il Ducale features a new, exciting varietal mix: Sangiovese 60%, Merlot 25% e Syrah 15%.

The most recent addition to the Ducale Trilogy, Il Ducale offers up a century-old heart with a thoroughly modern soul.

The other "family members" Riserva Ducale and Riserva Ducale Oro, are known worldwide for their refined class traditional Tuscan taste profile. Il Ducale can draw on the best of all Tuscany to deliver a flavour profile that is fruity, young and versatile, but with classic Ducale character and elegance. A versatile wine perfect for many occasions.



Santedame Chianti Classico 2006 and Carlo Ferrini.
 Ruffino presents the NEW Chianti Classico Santedame, produced in collaboration with renowned winemaker Carlo Ferrini, recently celebrated as the "winemaker of the year" by US Magazine Wine Enthusiast.

The Chianti Classico Santedame 2006 is the product



of a classic vintage, perhaps one of the best in the last 25 years. It is elegant, smooth, velvety, well-balanced and with a long-lingering taste.

This wine is a distinct expression of the unique terroir of the Santedame Estate, located near Castellina in Chianti. A "conca d'oro" (golden basin), perfect for the production of full-bodied red wines. Its arid soil and high day-night temperature swings contribute to creating finesse, fruitfulness and intense flavours in the Chianti Classico produced here.

Libaio and Torgaio Win the Oscars.

Libaio and Torgaio have recently been awarded the "Oscar" for their extraordinarily beneficial price/quality ratio by the Gambero Rosso, in their "Almanacco del Bere Bene 2008", a guide reserved for consumer friendly wines.

Ruffino at the Tuscan "En Primeur".

In late February the "en Primeur" tastings of the new vintages of the 3 three classic Tuscan red wine appellations took place. This is the annual occasion in which producer present their new Chianti Classico, Vino Nobile di Montalcino and Brunello di Montalcino to press and trade.

Ruffino has poured the Santedame Chianti Classico 2006, the Santedame Chianti Classico Riserva 2005, the Lodola Nuova Vino Nobile di Montepulciano 2005, the Lodola Nuova Vino Nobile di Montepulciano Riserva 2004 and the Greppone Mazzi Brunello di Montalcino 2003.

Restyling Borgo Conventi.

With the release of the 2007 vintage all the wines produced at Ruffino's Borgo Conventi estate in Friuli will feature a new packaging.

Borgo Conventi produces 3 distinct lines of wines: Collio DOC, Isonzo DOC and the Special Selections. The latter are produced in collaboration with renowned Friuli winemaker Gianni Menotti.

All 3 lines of wines will carry the new Borgo Conventi logo, but each line will have its own look.

The Isonzo labels are characterised by elegant, wavy lines, symbolizing the river "Isonzo" which gives name to the appellation.

The Collio labels depict the distinct, unique soil stratification of this production area, technically called the "Ponca".

The Special Selection labels are refined, divided in 3 pieces, and reminiscent of the famous "terrace" vineyards so typical for Friuli.



Restyling Torgaio.

A stylish purple flower with two elegant lines which converge underneath the flower. White paper. White cap. This is the new look for Torgaio, created by label designer Simonetta Doni. A packaging in line with the youthful, modern and fruity heart of this wine.

Torgaio is perfect as an aperitif (even served slightly cool) or to accompany a lunch or dinner in the company of friends.

Sangiovese Seminar in Canada.

The Sangiovese Seminar is an event created by Ruffino in order to "share" the secrets of Sangiovese with press and trade. An event with a rather scientific format, but presented in a language understandable for everyone. The latest edition of Ruffino's Sangiovese Seminar took place in Vancouver in Canada, during the Vancouver Playhouse Winefestival, and featured renowned journalist Anthony Gismondi as the moderator. More than 150 people participated in the event. A highlight of the seminar was definitely a unique vertical tasting of Ruffino's flagship Chianti Classico Riserva, the Riserva Ducale Oro.

Events

3-7 April 2008

42^a edizione del Vinitaly

Padiglione 7 - stand D6
Verona (Italia)

21 April 2008

The Tuscan Nose

583, Park Avenue
New York (USA)

4 May 2008

Superwhites

Royal Hotel Carlton
Via Montebello, 8
Bologna (Italia)

5 May 2008

Superwhites

Four Seasons Hotel
Milano (Italia)

17 - 18 May 2008

Alla Corte del Vino

Via San Piero di Sotto, 1
San Casciano Val di
Pesa (FI)

19 May 2008

Cantine aperte a Borgo Conventi

Strada Colombara 13
Farra d'Isonzo
Gorizia (Italia)

25 May 2008

Cantine aperte a Poggio Casciano

Via Poggio al
Mandorlo, 1 - Quarate
Bagno a Ripoli
Firenze (Italia)

13-15 June 2008

Food & Wine Classic

Aspen (USA)

24 June 2008

The Definitive Italian Wine Tasting

Lord's Cricket Ground
Londra (UK)

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