LUNADORO

COMPANY PROFILE

The Company

Società Agricola Lunadoro is located in Valiano, in the renowned municipality of Montepulciano, within the Val d'Orcia Natural Park. The estate extends over a ridge for 40 hectares, 12 of which are vineyards: 10 Ha of Sangiovese and 2 Ha divided between Merlot and Petit Verdot. The winery and the land are located in an optimal and prestigious position, as it is subject to frequent winds which guarantee the best conditions for the health of the plants and grapes, ensuring a gradual and complete ripening of the bunches, allowing the production of excellent wine. The cellar was completely renovated in 2006 by local architects and engineers, with the implementation of modern technologies for winemaking, combined with traditional oak barrels where the wine rests and refines. Lunadoro features a closed cycle production, with all stages of vinification, storage, aging in bottles and barriques all happening in the cellar. Since 2016, the company has been part of Schenk Italian Wineries, based on Ora (BZ). Being one of the most significant wineries at a national level, Schenk has been investing in the national territory for several years, by purchasing farms located in particularly suitable and suggestive areas, with the goal of offering products of ever-increasing quality as a sincere expression of the territory, its traditions and its culture. In fact, In addition to its main headquarters founded in 1960 in Ora, Schenk acquired its first production winery in 2011, Bacio della Luna in Valdobbiadene, followed by the acquisition of this little gem of the Tuscan territory in 2016.

The Investment Plan

With an investment plan of one million euros, the company aims to improve its storage and winemaking capacity, with the goal of increasing the quality of the product and enhancing the Nobile Riserva asset and the Lunadoro brand. The target is to position these wines in the high-end catering, wine shops and distribution segment. Special but accessible wines with mentions and awards in Italy and all around the world, which the Lunadoro team wants to introduce to new corners of the world that have never tasted this appellation, or do not yet know about it. The goal is in fact to produce 80.000 bottles, thus tripling the previous turnover, which was around 600.000 euros, in order to satisfy the demand for quality wine coming mainly from foreign countries, while maintaining the usual attention to the domestic market, increasingly receptive to prestigious products.

The Production

In 2020, the preservation of the land and the belief that nature is capable of defending itself in the best possible way prompted the Lunadoro winery to embark on a path toward **converting the entire vineyard to organic** within three years. Attention to the soil and greater care of the vineyard, supported by the favorable soil and climate conditions of the area, will be decisive factors in raising the bar in terms of quality of the grapes and thus of the wines. The form of training in the vineyard is the spurred cordon, obtained by short pruning (to 2 buds) of a variable number of horns per vine (approx. 4-5). The quality of Nobile di Montepulciano originates in the vineyard, thanks to meticulous manual work: from dry pruning to the choice of the most suitable bud, from the containment of vegetation to the thinning of the bunches; operations aimed at producing and selecting the best fruit. **Manual harvesting** allows to carry out both an initial selection of the bunches and, at the time of destemming, to manually select the grapes on sorting tables so that only perfectly healthy and intact grapes are sent to the winery. All agronomic operations are focused on a careful safeguard of the soil.

The Wines

The winery has decided to focus on four wines that represent the excellence of Montepulciano: Prugnanello Rosso di Montepulciano, Nobile Pagliareto, Nobile Gran Pagliareto, and Quercione Nobile Riserva, noting that Nobile was the first wine to ever receive the Denominazione di Origine Controllata e Garantita (D.O.C.G.), on July 1st, 1980. The winery's flagship wines are the **Riserva Quercione 2014, awarded 93 points by Wine Spectator, the Pagliareto Vino Nobile DOCG 2015, awarded 3 Gambero Rosso glasses**, chosen in 2019 as the only Italian red wine served at the gala dinner at the Nobel Prize ceremony in Stockholm, and the **Gran Pagliareto 2017, best Vino Nobile di Montepulciano 2021 according to WOW**. The four great Lunadoro wines have already been praised by Robert Parker, Wine Enthusiast, and Gambero Rosso.