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## COMPANY PROFILE

### The Company

The farm business Lunadoro is based in Valiano, in the well-known town of Montepulciano, within the Val d'Orcia Natural Park. The estate extends over an area of 40 ha on a ridge, 12 of which are vineyards: 10 ha are cultivated with Sangiovese and 2 ha with Merlot and Petit Verdot. The wine cellar is perfectly located due to the frequent presence of the wind, which ensures the best conditions for healthy plants, good-quality grapes and the gradual and full ripening of the bunches, thereby guaranteeing the production of excellent wine. In 2006 the wine cellar was completely renovated by local architects and engineers, and modern vinification technologies were implemented together with traditional oak casks where wine rests and is aged. Lunadoro is a member of the Consorzio del Nobile and carries out a closed-cycle production, which means it has a vinification cellar, a storage cellar and a cellar for barrel and bottle aging. In 2016 the company was taken over by Schenk Italian Wineries, one of the most important Italian wine producers based in Ora (Bolzano). For several years, Schenk has been investing in the Italian market by purchasing farm businesses in appealing areas that are particularly suitable for the production of wine, with the aim to offer products of ever-increasing quality that truly represent the local territory as well as its traditions and culture. Schenk Italian Wineries was founded in Ora in 1960 and bought the first production cellar in Valdobbiadene (Bacio della Luna) in 2011 and this precious Tuscan gem in April 2016.

### Investment Plan

The company has developed a one-million euro investment plan and aims to improve its storage and vinification capacity, thereby increasing the quality of the product and promoting the Nobile Riserva asset and the Lunadoro brand.

The company aims to promote these wines in the catering sector, in the wine bar sector and in the upmarket distribution segment. Special yet affordable wines. Wines with special mentions and awards in Italy and abroad, which the Lunadoro team will be committed to present to its clients, including in quiet corners around the world where people have never tasted or even heard of this brand

In fact, Lunadoro aims to produce 80 thousand bottles, thus tripling its previous turnover, which amounted to approx. 600 thousand Euros, in order to meet the demand for quality wine mostly coming from foreign countries, without forgetting the Italian market, which is ever more receptive to prestigious products.

### Production

The spurred cordon system is the most widely used vine training method and is carried out with the short pruning (with 2 buds) of a variable number of renewal spurs (about 4-5 spurs). The quality of Nobile di Montepulciano 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. With manual harvest it is possible to carry out a first selection of the best bunches, whereas during the destemming process grapes are selected manually on special tables so 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 the three best wines of Montepulciano: Rosso di Montepulciano, Vino Nobile and Nobile Riserva. Nobile was the first wine awarded with the DOCG (Controlled and Guaranteed Designation of Origin) label on 1 July 1980.

Riserva will be the jewel in the crown. In January 2017 the company will start selling the 2013 vintage year, then onto the 2014 vintage year with the aim of increasing the number of bottles available on the market to 35-40,000 units. These three important wines have already been mentioned by Robert Parker, Wine Enthusiast, Gambero Rosso and Guida Veronelli, with flattering reviews.

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**Soc. Agr. Lunadoro S.r.l.**

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