



MELINI
PODERI MELINI
LA SELVANELLA

BRAND PRESENTATION

UPDATED JULY 2024



Slides 3-7Brand Background (applicable for all three brands)

Slide 8.....Winemaker Bio

Slide 9.....Press and Scoring

Slides 11-21.....Technical Information (Wines, SRPs, links)

Melini

PM
PODERI MELINI

Vigneti
La Selvanella



CHIANTI DOCG



CHIANTI SUPERIORE
DOCG



CHIANTI CLASSICO
DOCG



CHIANTI CLASSICO RISERVA DOCG
SINGLE VYD

THE ORIGIN

In 1705, about three decades before the end of Medici rule and eleven years before Grand Duke Cosimo III's 1716 notice defining the boundaries of the Chianti production area, the Florentine Melini family, wealthy Val di Sieve entrepreneurs, decided to begin winegrowing.

The turning point was in 1860 (the year before the proclamation of the Unification of Italy), when Adolfo Laborel Melini adopted the "fiasco strapeso", flask invented by master glazier Paolo Carri. In the tempered glass container, resistant to pressure of the cork applied by machine, the Chianti wine was able to reach Italian and foreign markets more easily.





IN 1716 THE BOUNDARIES WERE
DEFINED AND LEGALLY RECOGNIZED
BY THE GRAND DUKE OF TUSCANY

BRAND BACKGROUND

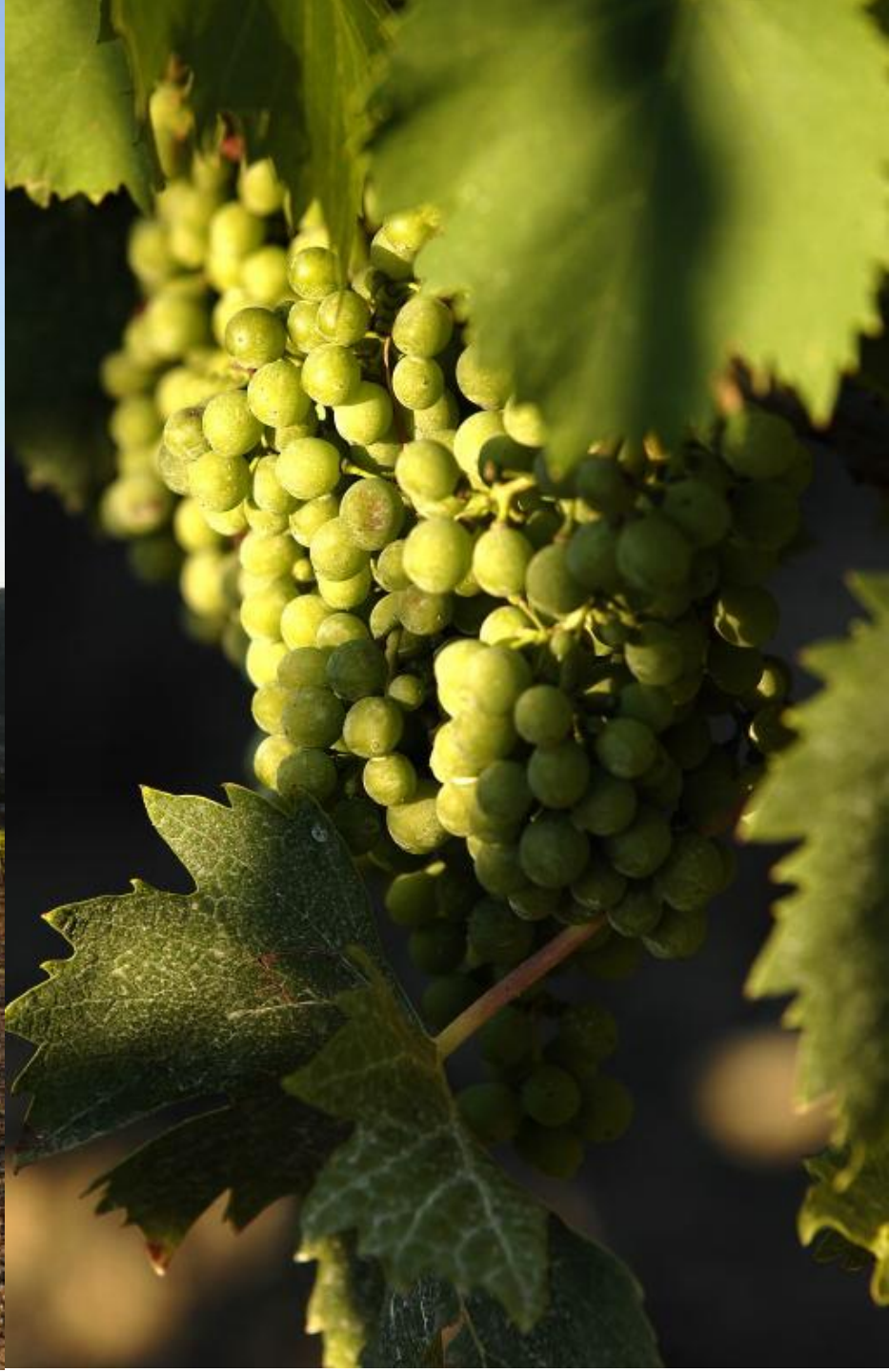
Melini's Gaggiano winery is based at 300 meters above sea level, on the Chianti Classico hills.

Here, next to the original ancient block, a modern four-floor cellar was built on the hillside between 1970 and 1974. It was designed to put in place separate production for each vineyard, and apply the cru technique.

Melini winery proudly boasts:

- it drove Chianti success worldwide in the 1900s;
- it was the first in Tuscany, and one of the first in Italy, to have made wine by first selecting the most suitable vineyards applying the “cru principle” or “vineyard policy” as the best expression of quality;
- as one of the most widespread Chianti brands in the world.





BRAND STORY



A road branches off into the cypress wood that has dominated the hills around Gaggiano for centuries. Following it, the vineyards come into view, like tiny plots of land reclaimed from nature. Patches of land worked and shaped by man who over the centuries has moved stones and grown vines with passion and effort. Heterogeneity in these places is and has always been the rule.

Essentially chaos, in which the borders blur and the elements blend between the vineyards and the cypress and holm oak woods. Because this is Chianti, not a fresh and clean film set for the use and consumption of tourists, not a playground: Chianti is forest, scrub, earth, and dust; then also vineyards.

Each element has its place and relevance.





WINEMAKER BIO



Alessandro Zanette is from Sacile in Friuli Venezia Giulia region, a town renowned for its pianos and rooted vine cuttings. He has had clear ideas since he was at middle school: he would continue his studies specializing in Agronomy

His passion for vine-growing and winemaking became serious when he attended the well-known Istituto G.B. Cerletti in Conegliano (TV), a historical school where vine-growing and winemaking have been taught since 1800. In 2006, he obtained a degree in Winemaking at the University of Padua, achieving top marks of 110/110.

Alessandro Zanette represents the new generation of winemaking at Poderi Melini, continuing in the footsteps of Marco Galeazzo and the patriarch and esteemed oenologist Nunzio Capurso.

WHY CHIANTI CLASSICO IS FINALLY CHANGING (AND WHAT IT ALL MEANS)

One of the most traditional regions out there is suddenly a model for how appellations can evolve.

BY CHRISTY CANTERBURY MW

In agriculture—and especially in wine—it takes years to see evolution amongst the vines and the wines. When it comes to European wine, things tend to change even more slowly or not at all. Dust collects on bottles. The current generation nods in acknowledgment at the wisdom of their elders. Besides, change is inconvenient—especially when 480 producers in a 100-year-old consorzio, or trade association, are involved, like in Chianti Classico. In Europe, vinous heritage is to be preserved, not evolved.

“A 1969 Poderi Melini Chianti Classico Riserva La Selvanella (tasted twice, from two different bottles on two different days) showed joyous integration and sustained flavors on the finish”

“It’s a new era for Chianti Classico.
It is a birth year!”

UPCOMING EVENTS



WINEENTHUSIAST
SIP OF
ITALY

WINEENTHUSIAST

Tuesday, September 10, 2024
City Winery
25 11th Ave. New York, NY 10011

Wine Enthusiast invites you to discover, learn,
and taste wines from nearly 50 wineries representing
the varying terroirs in Italy.

SCORES

WINEENTHUSIAST

- Poderi Melini San Lorenzo Chianti Superiore DOCG - **89 pts** (2021)
- La Selvanella Chianti Classico Riserva DOCG – **90 pts** (2018)

JAMESSUCKLING.COM

- Poderi Melini Granaio Chianti Classico DOCG – **89 pts** (2020), **91 pts** (2019)
- La Selvanella Chianti Classico Riserva DOCG– **91 pts** (2019)

Wine Spectator

www.winespectator.com

FULL PAGE AD RUNNING IN AUGUST 2024 ISSUE
OF WINE SPECTATOR!

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PODERI MELINI

Born in the heart of Chianti, every bottle from Poderi Melini tells a story of craftsmanship and dedication. Winemaker Alessandro Zanette delicately combines 300 years of tradition with present day innovation to produce the timeless, elegant flavors that define Chianti Classico.

Granato
CHIANTI CLASSICO
Granato Chianti Classico
PODERI MELINI

CAMERINO PROVINCIALE DEL FIESCHI
GRANATO CHianti CLASSICO
TO FINE, BY N. 2021/01/10

frederickwillman.com
PLEASE DRINK RESPONSIBLY. IMPORTED BY: FREDERICK WILDMAN & SONS LTD, NEW YORK, NY

Poderi Melini
Granato Chianti Classico DOCG



Melini





MISSION STATEMENT

The Melini Winery dates back to 1705, and is one of the Chianti region's oldest and most historic wineries. All winemaking processes, from the drying rooms to barrel ageing and bottling, are undertaken using specific techniques that pursue the quality philosophy. Melini knows the value of wine and for this reason has always invested in its development, one step ahead of a market in continuous evolution.

KEY INFORMATION

- The Melini Winery dates back to 1705, and is one of the Chianti region's oldest and most historic wineries
- Melini owns over 1,200 acres in Chianti most of which are in the prime Chianti Classico zone.
- It was the first in Tuscany, and one of the first in Italy, to have made wine by first selecting the most suitable vineyards applying the "cru principle" or "vineyard policy" as the best expression of quality

PRIORITY SKUs



Borghi d'Elsa
\$12.99



Chianti Riserva
\$15.99





MELINI BORGHI D'ELSA CHIANTI DOCG

Val d'Elsa is the valley area that connects Florence to Siena, with countless medieval villages surrounded by stunning vineyards.

Grape varietal: Sangiovese, complementary varietals

Soil composition: Tuffstone and alberese

Characteristics: Tangy, forthright, harmonious flavour finishing on distinct and lively lingering notes of blackberries and almonds.

Pairing: Typical Tuscan first courses (ribollita, pappardelle), mixed grilled and roasted meats, sheep's milk cheese.

SRP \$12.99



MELINI CHIANTI RISERVA DOCG

Val d'Elsa is the valley area that connects Florence to Siena, with countless medieval villages surrounded by stunning vineyards.

Grape varietal: Sangiovese, complementary varietals

Soil composition: Tuffstone and alberese

Characteristics: Marked aromas of raspberries and blackberries with hints of Parma violets and irises. Rounded, candid, tangy flavour with a pleasing, very lingering finish on notes of wild berry jam and almonds.

Pairing: Mixed grilled meats, prized poultry dishes, lamb, goat meat, sheep's milk cheese.

SRP \$15.99



M

PODERI MELINI

FATTORIE MELINI
DAL 1705



PM
PODERI MELINI



MISSION STATEMENT

Poderi Melini is the top range of Tuscan wines from Melini, a historic Chianti estate since 1705. The Poderi line uses only 100% estate-grown grapes from Chianti's most renowned vineyards. Alessandro Zanette represents the new generation of winemaking at Poderi Melini, continuing in the footsteps of Marco Galeazzo and the patriarch and esteemed oenologist Nunzio Capurso.

KEY INFORMATION

- Poderi Melini is the top range of Tuscan wines from Melini
- The Fattorie line uses only 100% estate-grown grapes from Chianti's most renowned vineyards
- With historical references as old as the 13th century, Tuscany's Chianti wine occupies a singularly important position in Italy, with more than 17,000 acres of Chianti Classico-designated vineyards.

PRIORITY SKUs



Terrarossa Chianti Classico --
Granaio Chianti Classico \$23.99

San Lorenzo
Chianti \$15.99

The ESTATE



Podere San Lorenzo is located on the historical border between Chianti and Chianti Classico, at 1,100 ft a.s.l. inside a majestic natural reserve of cypresses.

The soil is composed of yellow-ochre sands of Pliocene origin, commonly called 'tufo senese' (Sienese tuff) in the area, it is rich in fossils, evidence of an ancient sea. Its marine origin gives the wines distinctive minerality and sapidity.

The Sangiovese grown on these plots makes our Chianti Superiore San Lorenzo a wine with a pleasant and fruity character.

San Lorenzo

Granaio

Podere Granaio is located on the hills at 1,200 ft a.s.l. between Castellina in Chianti and San Donato in Poggio around the suggestive village, whose first records date back to 1500, always been a point of reference for the area.

The soil is composed from Alberese, a very rocky, skeletal soil and very difficult to cultivate. The vines here are forced to sink their roots deep into the rock. This means that even in difficult and dry years the plants always manage not to suffer, giving us balanced wines with a tasty tannic texture.

The cooler microclimate and the geological nature of the soils make our Chianti Classico, produced since 1969, an authentic expression of freshness and elegance.



PODERI MELINI SAN LORENZO CHIANTI SUPERIORE DOCG

Podere San Lorenzo is located on the historical border between Chianti and Chianti Classico

Grape varietal: Sangiovese, complementary varietals

Soil composition: Sienese tuff 'tufo senese'

Characteristics: the Sangiovese grown on these lands makes Chianti Superiore San Lorenzo a wine with a pleasant and fruity character.

Pairing: traditional dishes, fresh or mature cheeses

SRP \$15.99





PODERI MELINI GRANAIO CHIANTI CLASSICO DOCG

Podere Granaio is located on the hills at 360 m asl. between Castellina in Chianti and San Donato in Poggio around the suggestive village, whose first records date back to 1500, always been a point of reference for the area.

Grape varietal: Sangiovese

Soil composition: Alberese

Characteristics: the cooler microclimate and the geological nature of the soils make our Chianti Classico an authentic expression of freshness and elegance

Pairing: Grilled “Fiorentina” meats. Second dishes with meat or mature cheeses.

SRP \$23.99





Vigneti
La Selvanella

THE WINERY

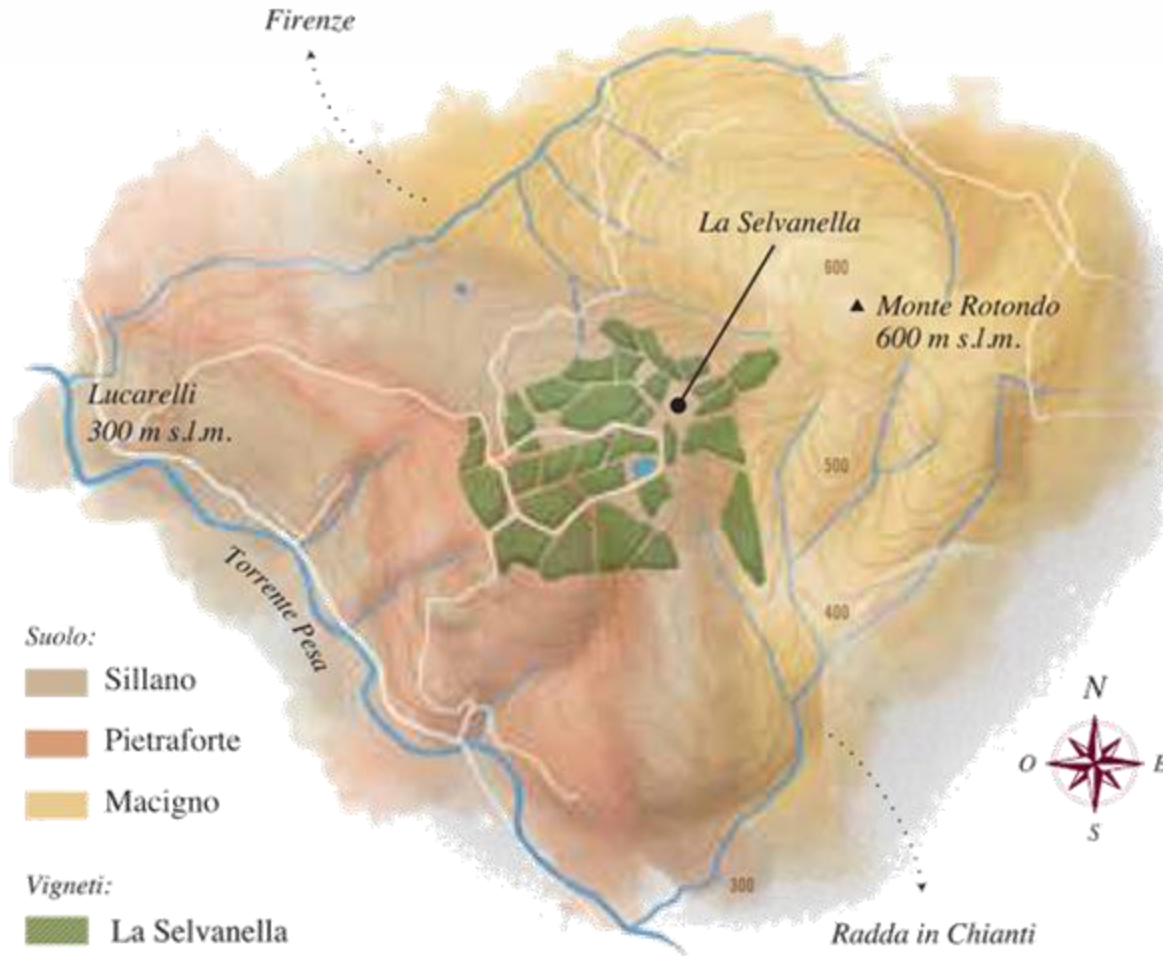


Acquired by Gruppo Italiano Vini in the early 1960s, La Selvanella, with its 124 acres, is the most extensive vineyard in Radda in Chianti and the largest Chianti Classico Cru.

With the release of its 1969 Riserva, La Selvanella became one of the first Italian single-vineyard selection.

In 1975, the 1971 vintage of La Selvanella was chosen to be the representative wine of the League of Chianti and was one of the first wines to be awarded the prestigious “Tre Bicchieri” from the Gambero Rosso magazine, in 2000, 2001, 2003, and 2006.

THE ESTATE



La Selvanella vineyard is located in the Radda commune, between the municipalities of Panzano and Volpaia.

Planted entirely at Sangiovese Grosso, the vineyard is Guyot and spur-cordon trained, at an altitude of 1,300 feet above the sea level.





LA SELVANELLA CHIANTI CLASSICO RISERVA DOCG

The Chianti Classico Riserva La Selvanella has been the natural expression of this unique cru since 1969. A place of extraordinary beauty that gives life to timeless wine

Grape varietal: Sangiovese Grosso

Soil composition: Macigno, Sillano, and Pietraforte

Characteristics: Nose with an intense aroma of wild fruits and cherry, with vivid floral and Eastern spice notes, hints of graphite and oregano tones. In the mouth it is vertical, vibrant, tastily tannic and with a long finish.

Pairing: Red meat, game, mature cheeses

SRP \$38.99

AVIP

011 22.257

Vigneti La Selvanella



Chianti Classico

N: 4 - 5 - 6

VIGNETO: CAMPO LUNGO HA. 7,7800

SESTO D'IMPIANTO: 2,50 x 0,80

ANNO D'IMPIANTO: 1997



AZIENDA CONSORZIATA





Links to Sales Materials

[2024 Marketing Materials - Melini](#)

[2024 Marketing Materials - Poderi Melini](#)

[2024 Marketing Materials - La Selvanella](#)