TENUTA
RAPITALÀ
SFUMATURE SICILIANE | BOUQUET | LA TENUTA
GIARDINO DI SICILIA

Brand positioning

TENUTA RAPITALÀ

USP Italy and France symbol of great viticulture, meet in Sicily, in a terroir of exceptional vocation

MISSION To protect the uniqueness of the Estate's terroir and to promote its distinctiveness through the resulting wines

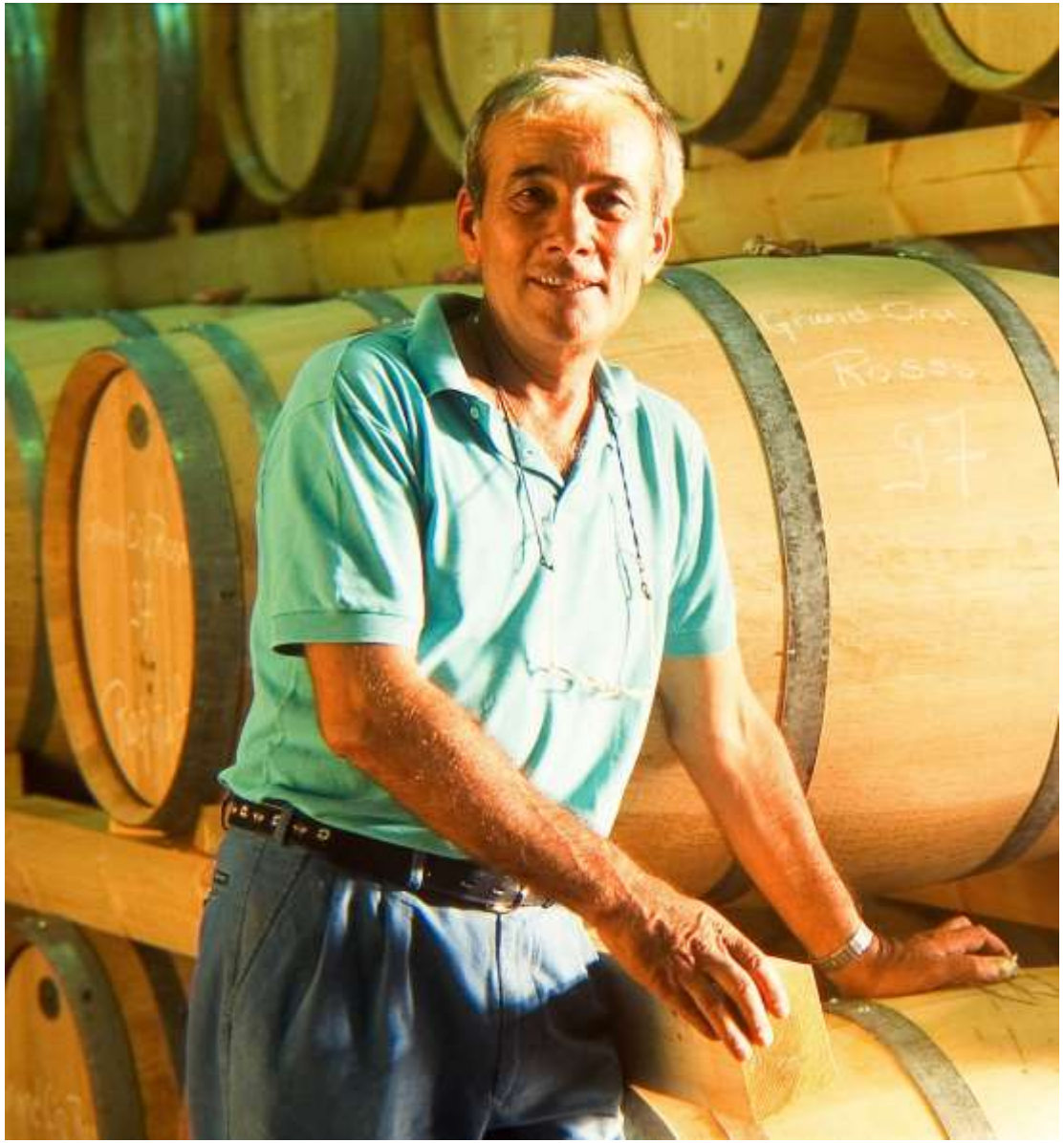
PAYOFF GIARDINO DI SICILIA (GARDEN OF SICILY)

Origins of the winery

Rapitalà is a real name, it derives from the Arabic (Rabat-Allah "garden of Allah"), testifying that this countryside has been cultivated since ancient times.

Over the centuries, generations of farmers have mapped out its current shape and the identity of the estate.

History of the winery



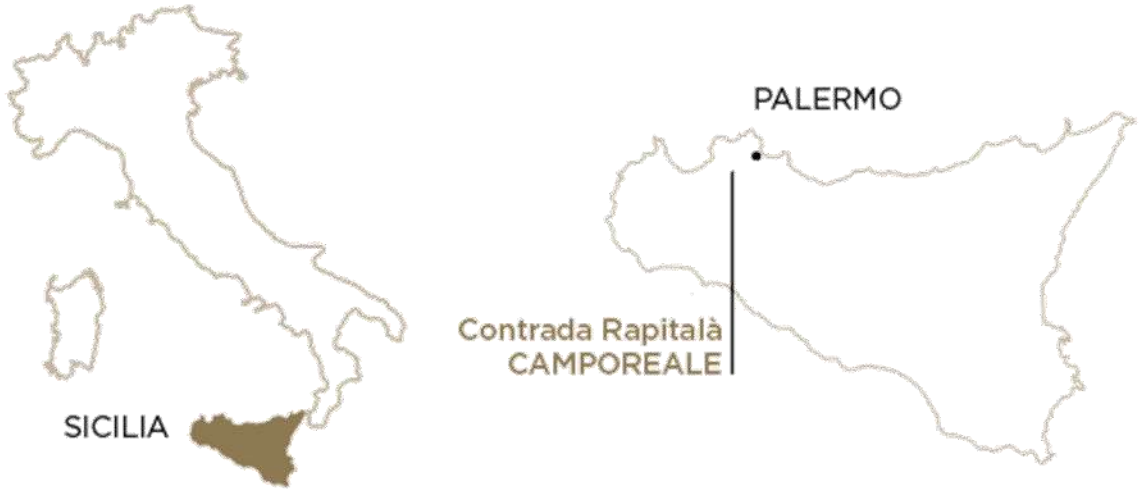
It was **1968** when Hugues Bernard, **Count de la Gatinais**, born in Saint-Malo in France in 1940, and a French navy officer for eight years, married Gigi Guarrasi, descendent of one of Palermo's great families.The couple embarked on an exciting, intrepid adventure, modernizing of the cellars destroyed by the earthquake in the Valle del Belice.

The Count's main interest was **varietal and farming conversion** of the vineyards, and three decades ago he began to add venerable French varieties alongside his native vines.

Location

Tenuta Rapitalà is located in Camporeale, in the province of Palermo, one of the oldest cities in Sicily.

The estate has 176 hectares of vineyards, most of which are in the Alcamo area.
On this ancient land, a succession of vineyards dominates the landscape, creating a pattern of rows that the sun and Mediterranean hues transform into golden hills.



Branding

ON TRADE

OFF TRADE

DIFFERENT ICONS

TENUTA RAPITALÀ

DIFFERENT HIERARCHY

RAPITALÀ

ESTATE ORGANIC APPROACH

DIFFERENT OENOLOGICAL USP

COLD VINIFICATION

ON TRADE PORTFOLIO

Main competitors

TENUTA RAPITALÀ

PREMIUM

DONNAFUGATA

PLANETA

TENUTA RAPITALÀ

FIRRIATO

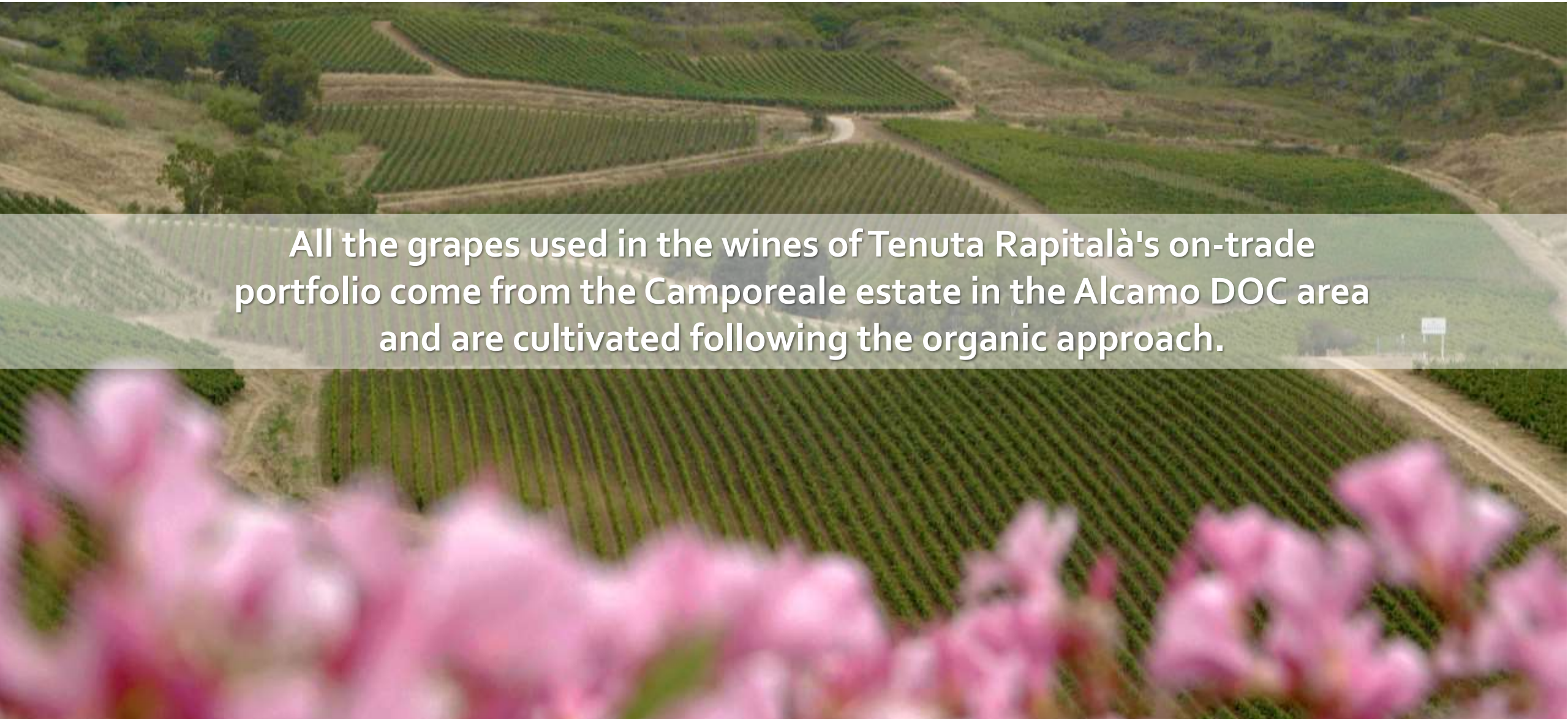
CUSUMANO

TRADITIONAL

MODERN

LOW PRICE

Oenolgical USP

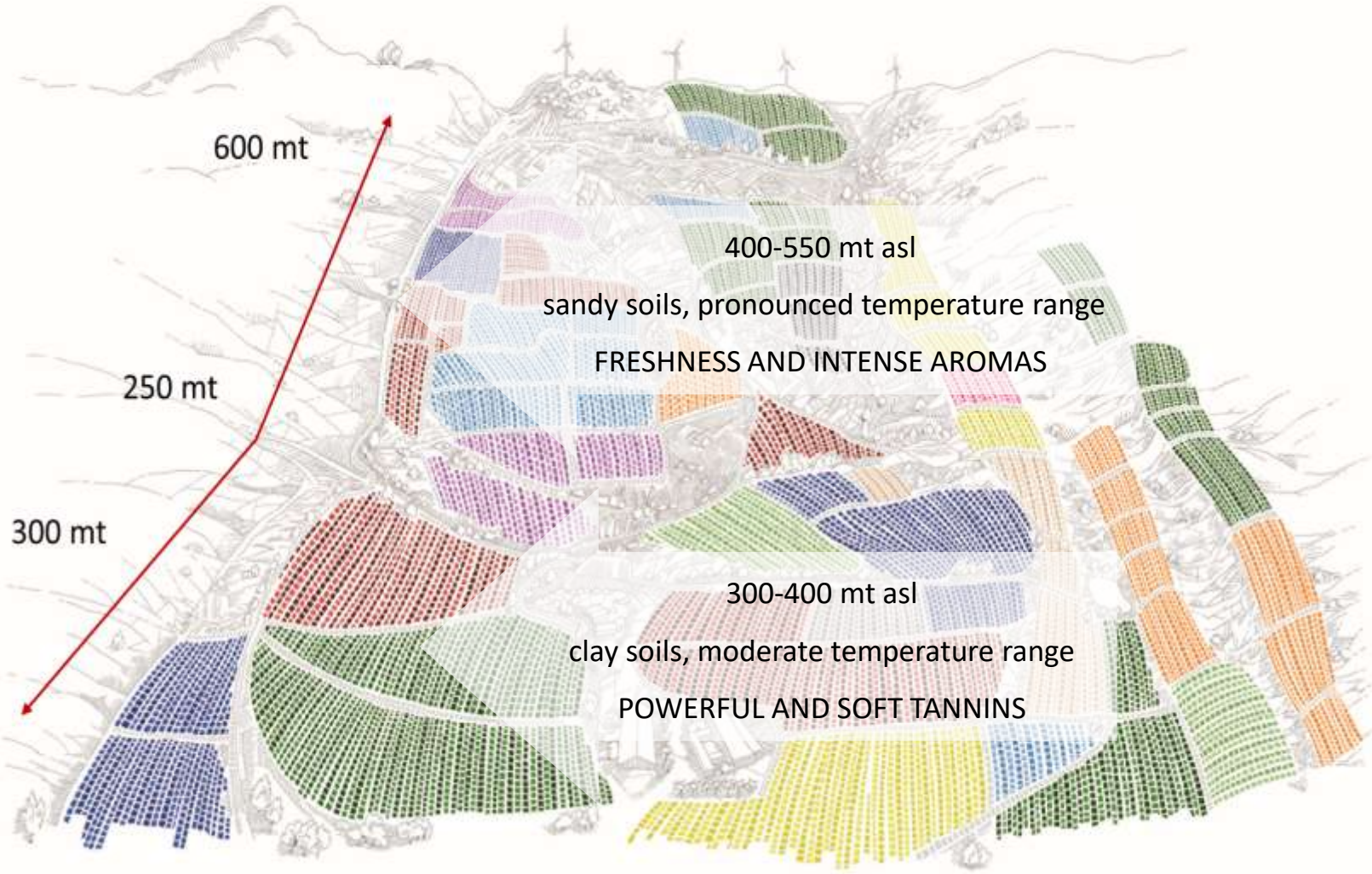


All the grapes used in the wines of Tenuta Rapitalà's on-trade portfolio come from the Camporeale estate in the Alcamo DOC area and are cultivated following the organic approach.

Oenological USP: UNIQUE TERROIR

TENUTA RAPITALÀ

The Camporeale estate is a **unique terroir** where different types of soil and altitudes present within the 163 hectares of single-body vineyard, allow for the cultivation of the same vines with completely different specific characteristics, so that the same autochthonous or international can recreate **different organoleptic nuances.**



Oenological USP : MICRO-TERROIRS

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In compliance with the pedo-climatic characteristics of the Estate, a "tailor-made" agronomic management protocol was created.

The protocol is based on principles of **organic farming** and at the same time respects and enhances the peculiarities of the terroir. This "parcelized" protocol adapts the interventions to the characteristics of the individual estate plots.

Oenological USP : ORGANIC

TENUTA RAPITALÀ

Various interventions are also underway aimed at preserving the **biodiversity** of the Estate, especially in relation to the management of insects.

Oenological USP: ORGANIC

To guarantee **consistency in the Rapitalà winemaking style**, the organic certification of the cellar has not substantially changed the winemaking processes of the wines already in the portfolio; however, all the limitations envisaged by the certification protocol have been introduced, including the reduction of the quantities of additives and adjuvants (e.g. sulfur dioxide). The organic protocol has further strengthened the **terroir identity** that has always inspired Rapitalà wines.

Sustainability: SOStain

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SOStain is the programme for sustainability in Sicilian viticulture, open to all Sicilian wine-producing companies.

Its programme defines and applies a system of **10 indicators** to assess the environmental, economic and social performance of sustainable development models.

Portfolio organization by consumption category

TENUTA RAPITALÀ

CONSUMERS' AGE

WINESHOP

MORE COMPLEX/STRUCTURED WINES

TRADITIONAL RESTAURANTS

ELEGANT WINES

MODERN RESTAURANTS

EASY DRINK STYLE

WINE BAR

PAIRING WINES

TENUTA
RAPITALÀ

ALTA GAMMA

The elegance of France meets the warmth of Sicily

TENUTA
RAPITALÀ

HUGONIS

CABERNET SAUVIGNON/NERO D'AVOLA
SICILIA DOC 2020

Cabernet Sauvignon meets Nero d'Avola: a fusion between French strength and Sicilian softness.

Wide and complex olfactory sensations, important tannins and long and persistent aftertaste.

Aging in barrique and barrel for 12 months and 6 months in bottle.

TENUTA
RAPITALÀ

CONTE HUGHES

CHARDONNAY
SICILIA DOC 2021

A Chardonnay that celebrates the warm and friendly welcome of international vines in Sicily.

Soft wine with Mediterranean references, broad and elegant structure.

In barrique on the lees for 10 months and 3 months in the bottle

TENUTA
RAPITALÀ

TENUTA

Wines that express the peculiar
characteristics of the micro-terroirs' Estate

All wines are organic

NADIR
BARRIQUE 9 MONTHS

Syrah
SICILIA DOC

NUHAR
BARRIQUE 9 MONTHS

PNoir/Nd'Avola
SICILIA DOC

VIGNA CASALJ
LIGHT WOOD AGEING

Alcamo
DOC

ALTO REALE
LIGHT WOOD AGEING

Nd'Avola
SICILIA DOC

Bianco
TERRE SICILIANE IGT

Rosato
TERRE SICILIANE IGT

TENUTA
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NADIR

SYRAH SICILIA DOC

ORGANIC WINE

Within the Rapitalà estate lies an area where dark clays and tufa-rich sands alternate at elevations of about 300–400 metres above sea level.
It is here that the unmistakable character of Syrah comes to the fore, bringing us Nadir, at the antipodes of Zenit. It takes its name from the Arabic word 'Nazir', which means "**deep, rare, precious**".

VARIETIES
Syrah.

ALTITUDE AND ASPECT
300-400 metres above sea level; north-south aspect.

TYPE OF SOIL
Clay soils and tuff sands.

WINEMAKING METHOD
Initial cold pre-maceration lasting six days, before traditional maceration at a controlled temperature of 25° C. These techniques ensure better extraction of aromas and the soft, mouthfilling tannins.

AGEING
A portion of the wine undergoes malolactic fermentation in new, medium-toasted barriques. After a few months' maturing, it is added to the rest of the mass, to then mature further in steel for one year at a controlled temperature. The result is a fragrant, fresh, fruity wine, which maintains the varietal structure and power typical of Syrah grown in the warm Sicilian climate.

SENSORY PROFILE
Intense ruby red with purple damask hints. Pervasive aromas, showing the ripe fruit and spice typical of this variety, with attractive hints of vanilla. The full yet delicate palate offers soft, elegant tannins, resulting in what is a harmonious blend of Syrah's trademark depth and the uniqueness of this wonderful land.

NUHAR

PINOT NERO / NERO D'AVOLA
SICILIA DOC

TENUTA RAPITALÀ

ORGANIC WINE

On the slopes of the mountain overlooking the estate lie the vineyards we select the grapes for the production of NUHAR, "flower" in Arabic.
We use **two great black varieties**: Pinot Nero, the king of Burgundy, which responds to the warmth of Sicily with colour, sweetness and depth improbable elsewhere; and Nero d'Avola, which in these conditions acquires impressive tannins and body.

VARIETIES
Pinot Nero – Nero d'Avola.

ALTITUDE AND ASPECT
550 metres above sea level; north-south aspect.

TYPE OF SOIL
Clayey-sandy soils.

WINEMAKING METHOD
The grapes are vinified in small stainless steel tanks. Prolonged temperature-controlled macerations at 24–28° C ensure this wine is perfectly extracted.

AGEING
The resulting wines continue to mature separately: Nero d'Avola in steel, Pinot Nero in French oak barriques. This is followed by blending, bottling and bottle ageing.

SENSORY PROFILE
Bright ruby red. The nose opens to strong aromas of dried fruits and fruit in syrup, followed by a warm, full palate with harmonious acidity and elegant tannins. It ends with a leisurely, persistent aftertaste, where we find the more classic aromas of Pinot Noir, ripened under Sicily's warm sun.

VIGNA CASALJ

ALCAMO CLASSICO DOC

TENUTA RAPITALÀ

ORGANIC WINE

A document dating back to 1340 recounts of a dispute before the royal court over the ownership of a particularly sought-after feud, "Casalj Rabitallavi". This was the historical name of Tenuta Rapitalà, 175 hectares in the district of Camporeale, with elevations ranging from 300 to 600 metres above sea level. The **summit of the mountain** that dominates the estate is home to the Catarratto vineyards from which the Casalj is produced.

VARIETIES
Catarratto.

ALTITUDE AND ASPECT
600 metres above sea level; north-south aspect.

TYPE OF SOIL
Sandy soils.

WINEMAKING METHOD
In order to preserve varietal aromas, contact with oxygen is limited using a controlled atmosphere system throughout the vinification process, which involves soft crushing, cold settling, and fermentation at a controlled temperature of 12–14° C with cultured yeasts. Temperature control makes it possible to prolong fermentation for over two weeks. Analytical tests are made on a daily basis.

AGEING
The wine is kept on the lees until March, but not before spending some time in french oak barrels.

SENSORY PROFILE
Precise vinification techniques and barrel ageing give this wine a complex nose, with well-developed Mediterranean aromas of sage, tomato leaf and caper blossom. This light gold wine offers a rounded, satisfying body, expressing the sun of its land of origin, where Catarratto shows a unique character, unrepeatable elsewhere.

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ALTO REALE
NERO D'AVOLA
SICILIA DOC

ORGANIC WINE

Alto Reale is a celebration of the hillscapes in the Alcamo area and their majestic elegance. The fruit is grown in various microclimates so bringing out a pleasing freshness and **delicate tannins**.

VARIETIES
Nero d'Avola.

CHARACTERISTICS OF THE VINEYARDS
Mainly clay soils at 300-400 metres above sea level.

WINEMAKING METHOD
The grapes are fermented after long maceration on the skins to ensure optimum extraction of polyphenols and tannins. The result is a structured, soft, harmonious wine.

AGEING
Maturation takes place in steel and partly in oak barrels, to enhance the characteristics of harmony and complexity that this variety can express.

SENSORY PROFILE
Intense ruby colour followed by pervasive aromas, paving the way for an approachable yet powerful profile, unobtrusive tannins and delicate acidity.

TENUTA
Rapitalà

PIANO MALTESE

BIANCO TERRE SICILIANE
IGT

ORGANIC WINE

The grapes that make up this wine lend **fresh Mediterranean aromas**, and a full-flavoured, elegant palate with a trace of sweet almond. Piano Maltese manages to put together the minerality of indigenous varieties with the complexity of international ones.

VARIETIES
Native and international white grape varieties.

CHARACTERISTICS OF THE VINEYARDS
Mainly clay soils at 300-400 metres above sea level.

WINEMAKING METHOD
The same winemaking technique is used for all the grapes: pressing and de-stemming, cooling of the must, soft pressing and separation of the various qualities of must. The first-pressing must is statically cold decanted before commencing slow continuous fermentation. This is how these varieties, which today represent the history and renaissance of Sicilian viticulture, express their potential to the full.

AGEING
The wine awaits bottling on a bed of its own yeasts, to extend and preserve its freshness before being bottled.

SENSORY PROFILE
A yellow hue with penetrating highlights anticipates a warm, generous, fruity nose and seductive character on the palate. This wine shows fresh Mediterranean aromas over a richly-flavoured, elegant palate with a typical trace of bitter almond.

TENUTA RAPITALÀ

ROSAMMURI

TERRE SICILIANE IGT
ROSATO

ORGANIC WINE

The wine is from red grapes, harvested when they still have good acidity, rosé winemaking method fermented after a few hours' **maceration on the skins** immediately after soft crushing. Wine with a fresh, fruity flavour, delicate aroma and brilliant hue.

VARIETIES
Native and international red grape varieties.

CHARACTERISTICS OF THE VINEYARDS
Mainly clay soils at 300-400 metres above sea level.

HARVEST
The grapes are harvested between August and September when they still display good acidity and are crushed softly, leaving the must in contact with the skins for a few hours.

WINEMAKING METHOD
Cold settling of first-pressing must, the addition of cultured yeasts and slow, temperature-controlled fermentation endow this wine with its typical fruity character.

SENSORY PROFILE
Bright pink hue, with a floral, fruity nose, followed by a dry, rounded, elegant palate showing great cleanness against a lingering fruit backdrop.

TENUTA RAPITALÀ

Sfumature

di Sicilia

Charming and inviting wines, which never cease to amaze nose and palate

All wines are organic

-video-

TENUTA
Rapitalà

MARITARI

- NERO D'AVOLA/SYRAH SICILIA DOC
- NEW PLANTS (over 5 years)
- notes of jam, berries and cherries in alcohol. On the palate it has a velvety taste that adds an elegant tannin that makes it complex and harmonious.

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SURRIDIRI

2022

- CHARDONNAY SICILIA DOC
- NEW PLANTS (over 5 years)
- Notes of white fruit (peach, apple) and with light citrus hints. Full, warm and enveloping taste with a return to fruit in the finish. Excellent sapidity.

TENUTA RAPITALÀ

BOUQUET

TERRE SICILIANE I.G.T.

Wines with a marked aromatic profile, which recall the enveloping Mediterranean notes of the nature that surrounds the grapes from which they come

-video-

TENUTA
RAPITALÀ

BOUQUET BIANCO 2021

- IGT TERRE SICILIANE
- native and international white grape varieties
- early harvest of the grapes
- extraction of the aromas present in the skins
- increase in the share of Sauvignon
- notes of tropical fruit

BOUQUET ROSATO 2021

- IGT TERRE SICILIANE
- native vines (Perricone)
- early harvest of the grapes
- «Provençal» color
- Fruity and Mediterranean notes (rosemary and mint)

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BOUQUET FRIZZANTE

- IGT TERRE SICILIANE
- PREDOMINANTLY AROMATIC WHITE GRAPE VARIETIES HARVESTED IN EARLY AUGUST
- Lively perlage, fine and penetrating bouquet, with notes of flowers and exotic fruit
- Crisp, light, delicately fruity, harmonious and elegant

Positioning

TENUTA RAPITALÀ

ALTA GAMMA

TENUTA

Sfumature

di Sicilia

BOUQUET

Nella nostra terra fertile,
ogni frutto ci conduce a una scoperta,
ogni ispirazione a un'opera d'arte.
TENUTA
RAPITALÀ
SFUMATURE SICILIANE
BOUQUET
LA TENUTA