Cantine del Notaio beyond scores: it is the journey that wins over critics and the market

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At Vinitaly 2026, Cantine del Notaio confirmed its standing as one of Southern Italy's most coherent wine estates. Led by Gerardo Giuratrabocchetti, the Vulture-based winery earned recognition across its entire range – from iconic Aglianico labels to a sparkling wine and a passito – while also gaining ground in international markets, notably Switzerland.

Cantine del Notaio has, over the years, built a recognisable language of its own, without following paths traced by others. Today, the winery is led by **Gerardo Giuratrabocchetti**, a contemporary interpreter of a family history spanning

generations.

In Verona, during a Vinitaly 2026 increasingly centred on relationships, the message coming from critics is clear: five awarded wines for the Vulture-based winery, but above all, it is the company's entire range that is attracting attention; a widespread recognition which, in Giuratrabocchetti's words, demonstrates "a horizontal appreciation for labels that are not created to impress in the short term, but to endure."

The confirmations come from the estate's iconic wines. **La Firma** and **Il Sigillo**, both Aglianico del Vulture DOC wines yet expressions of two distinct styles, tell the story of a research path that over the years has helped redefine the perception of Aglianico around the world. Behind these wines there is no extemporaneous gesture, but rather a meticulous method: extreme attention to the timing of the harvest, rigour throughout the fermentation process, and calibrated use of small oak barrels – the so-called "carati". It is a work of fine craftsmanship, aimed first and foremost at recognisability rather than sheer power.

Alongside these labels, critics also rewarded **L'Autentica**, a passito wine that reveals a more intimate and contemplative dimension of the grape variety; **La Stipula**, a traditional method sparkling wine made from 100% Aglianico, vintage 2021, pas dosé and nature, which breaks one of Southern Italy's most deeply rooted patterns; and even projects designed for more accessible consumption, such as **Il Patto** Rosso, created for large-scale retail without sacrificing quality. It is a broad portfolio, united by a stylistic vision that remains consistently coherent with itself.

It is precisely this diversity, held together by a clear vision, that explains the meaning of these recognitions. "**Critics rewarded wines with different styles**," Giuratrabocchetti points out, "which means the objective has been achieved: speaking to a broad market." He continues: "**The**

satisfaction is not episodic, but linked to continuity. Over the years, recognitions have followed one another consistently, helping to build a solid reputation. This year too, beyond the Verona stage, awards and acknowledgements are coming from multiple fronts, reinforcing the idea of broad-based consensus."

In this context, Vinitaly 2026 becomes above all a place of verification. "Today **the fair** is a moment of openness," Giuratrabocchetti observes. "**No longer the place where contracts are signed**, but rather a space where you can gauge the pulse of the market, intercept trends, and strengthen relationships. A strategic step, especially for a company like ours, which today operates mainly on the Italian market but is beginning to attract significant attention abroad as well."

And it is precisely from the international market that one of the most interesting confirmations arrives. **Diego Martello, Swiss importer and founder of DM Vini**, says he had long searched for a winery in Basilicata capable of truly representing the territory. Encountering Cantine del Notaio was, in his words, a discovery: "By tasting these wines, we rediscovered this territory through elegant, refined wines that represent Aglianico authentically."

One key element emerges from his account: the ability of these wines to move beyond a stereotypical narrative. In Vulture, Aglianico finds a unique, measured and elegant dimension, Martello explains, highlighting how customers – **a clientele accustomed to mid-to-high-end wines, between restaurants and wine shops** – reacted enthusiastically.

There is also another aspect that stands out: the value of the family dimension. For an importer who has worked with Italian wineries for years, the possibility of building stable and lasting relationships is essential. "Our relationship with Cantine del Notaio has lasted about five years and has allowed Swiss customers to discover a part of Italy that had

always remained somewhat hidden, yet with enormous potential.”

Vinitaly 2026 was therefore also an opportunity to gather direct testimony from someone who selects, narrates and sells the wines of Cantine del Notaio.

Cantine del Notaio continues to move along a precise path: remaining faithful to Vulture, interpreting Aglianico without compromise, yet with the freedom to explore all its possibilities; with the goal of building consensus over time, never chasing it.

With patience, rigour, and results that speak for themselves.

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Key points

1. **Cantine del Notaio received five awards at Vinitaly 2026**, with recognition spread across its entire range
2. **La Firma and Il Sigillo redefine global perception of Aglianico del Vulture** through craft and consistency
3. **La Stipula, a 100% Aglianico sparkling wine, challenges deep-rooted stereotypes about Southern Italian wine**
4. **Swiss importer Diego Martello confirms strong international demand**, built over five years of partnership
5. **The winery’s strategy prioritises long-term reputation** over short-term scores, targeting both Italian and export markets