Cecchi’s Coevo Toscana IGT 2022

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There are brands that need no introduction. Cecchi is one of them. Say Cecchi and you think Tuscany. It’s a heritage that very few Italian companies can claim, and like all heritage, it has a flip side: when a name is so closely identified with a territory, it risks being taken for granted.

Coevo also serves this purpose. It reminds us that behind the brand’s recognisability lies a viticultural and oenological value that keeps renewing itself. The Cecchi family, making wine since 1893, is today led by the fourth generation with Andrea Cecchi. The estate is based in Castellina in Chianti, at the heart of Chianti Classico, and the Group counts five Estates, four in Tuscany and one in Umbria, with 174 hectares of vineyard, 80% of which are organically farmed. These are figures that tell a story of long-term vision, not a

collection of acquisitions.

Coevo was born as an icon wine and, like all great labels, could have stayed the same forever. That’s not what happened. In its first vintages, the blend brought together Sangiovese, Cabernet Sauvignon, Merlot and Petit Verdot. Starting with the 2021 harvest, the blend narrowed to just two varieties: Sangiovese from Chianti Classico and Merlot from Maremma. Fifty-fifty.

Simplifying a blend is an act of courage, not of reduction. It means having a clear idea of what you want to express and giving up the shortcuts that a richer blend always allows. Here, the result is a sharp dialogue between two Tuscanies: the inland one, with its acidic tension and backbone, and the coastal one, with the softness and balsamic breath that the sea gives to international varieties.

And this is exactly the most interesting aspect. Coevo is a wine that celebrates the blend of Sangiovese and international varieties to achieve something beyond technical excellence: a high-value product that we like to call “contemporary”, which doesn’t mean fashionable; in fact, it’s almost the opposite. It means knowing how to stay current without chasing trends. This is not a quality improvised in the cellar; it’s a strategic choice made years in advance, one the wine’s name itself declares plainly.

2022 was a balanced year in Tuscany. A rainy spring built up water reserves for the following months; June ran above seasonal averages, but early July rains brought things back on track, and summer stayed cooler than expected. Eighteen months in French oak tonneaux, ten months in bottle, 3,108 bottles produced, 14% vol.

In the glass, the colour is deep and dense. The nose takes its time: first dark, ripe fruit, plum and blackberry, then spice and a hint of toasting that stays in the background without

ever taking centre stage. On the palate, balance is what strikes you. The tannin is present and firm, yet polished and enveloping, leaving room for a freshness that holds everything together and promises years ahead. A wine you can safely lay down in the cellar, but, and here the word “contemporary” comes back, doing so isn’t necessary at all.

For the pairing, we went with the most classic choice there is: mixed grilled meats, enjoyed in this scorching summer, fortunately in the cool of the mountains. Coevo was simply perfect, its freshness cleansing the palate, its tannin standing up to the fat of the meat, without the wine ever demanding the spotlight for itself.

Company Profile

Dedicated to wine since 1893

A historic and prestigious Tuscan winery, founded over 130 years ago by Luigi Cecchi, great-grandfather of Andrea Cecchi, who, as the fourth generation, currently leads the company as CEO and President.

The estate is based in Castellina in Chianti, at the heart of the Chianti Classico DOCG appellation.

Intuition, passion and the desire to grow by selecting vineyards in areas with exceptional winegrowing potential led the Cecchi family to acquire wine estates in Tuscany and Umbria, a journey that began in 1962 and continues today. The Cecchi family currently owns 174 hectares of vineyard, 80% of which are farmed organically.

The Cecchi family holds 100% ownership of the company.

Strengths and opportunities: a traditional, independent, family-run wine group; a long-term vision; a solid, reliable reputation worldwide; a strong presence in communications, both through direct relationships and agencies – for public

relations, events, press and social media; solid relationships with the most influential figures in the press, both internationally and domestically.

CECCHI
Località Casina dei Ponti, 56 – 53011 Castellina in Chianti - Siena – Italy
0577 54311 – cecchi@cecchi.net
https://www.cecchi.net/it/

