Fattoria Pagano continues its international challenge

scritto da Claudia Meo | 24 Settembre 2024



History, values, and territory

Fattoria Pagano, a winery located in Carinola, in the agricultural area of Caserta, embodies a viticultural tradition rooted in the ancient “ager falernus,” a region renowned since Roman times for producing excellent wines. Angelo Pagano, at the helm of the winery, carries on a project that combines respect for the land with the viticultural traditions of the region. The vineyards, nestled between the Gulf of Gaeta and the slopes of Monte Massico, benefit from a unique terroir characterized by volcanic soils, sea breezes, and significant temperature variations. Fattoria Pagano has also taken over a property in Irpinia, in Altavilla Irpina, where the production focuses on premium wines such as Fiano di

Avellino DOCG, Greco di Tufo DOCG, and Taurasi DOCG. The company has been certified organic since 2019 and places great emphasis on sustainability, with practices that reduce environmental impact, such as limited use of sulfites and recycling grape pomace as natural fertilizers.

Read also: Fattoria Pagano's vision: producing quality wines that reflect the territory

Production philosophy

Fattoria Pagano's production approach is based on the desire to express the best characteristics of the territory. The decision to limit the use of wood and adopt techniques that enhance the wines' minerality and freshness underpins the production of labels that reflect the uniqueness of Campania "felix." Only three wines in the range age in barrique, such as Angelus Falerno del Massico Riserva, Pectus Falanghina 100%, and Taurasi DOCG, to give them a distinctive character without overwhelming the natural expressiveness of the wine. Every decision, from harvesting to aging, is driven by the desire to preserve the authenticity of the land and to offer consumers a product that represents the true essence of the terroir.

Range and product lines

Fattoria Pagano offers two main product lines: the "line of poets" and the "line of musical instruments." The first celebrates the tradition and history of ancient Falerno, with labels that feature quotes from illustrious historical figures, such as the Gaurasi, inspired by a "review" from Strabo. This line also includes Angelus, Falerno del Massico Dop Rosso Riserva, a blend of Aglianico and Piedirosso, and the whites Pectus and Fabula, 100% Falanghina.

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The “Musical Instruments Line” is a tribute to the lively spirit of the people of Campania, with hand-drawn labels depicting musical instruments that evoke the ancient practice of “posteggia” (street performances). This line includes Greco di Tufo DOCG, Fiano di Avellino DOCG, Taurasi Riserva DOCG, Aglianico IGT, Piedirosso Roccamonfina IGT, Falanghina IGT, and Rosé Roccamonfina IGT. The range is completed by the fully Campanian label Trebus, a brut sparkling wine made using the Charmat method, based on Greco, Falanghina, and Fiano.

Gaurasi and Falerno

For Fattoria Pagano, Falerno del Massico is a true company icon: through these wines, the winery pays homage, in a modern key, to the ancient wine celebrated by the Romans. Gaurasi, one of the flagship wines, is a blend of Aglianico (80%) and Piedirosso (20%) from vines planted in 2003, situated at an altitude of 300 meters on volcanic soils. With 12 months of aging in steel, this wine releases complex aromas of berries, black cherries, and plums, with a soft and enveloping structure. Its mineral freshness and balsamic and spicy notes make it ideal for pairing with meat, game, and fusion cuisine dishes. Gaurasi is an example of how Fattoria Pagano achieves great versatility in its labels, appealing to both the everyday consumer and the connoisseur.

Read also: [Fattoria Pagano revives and reinterprets the history of Falerno]

Greco di Tufo DOCG and Irpinia

The decision to invest in Irpinia has allowed Fattoria Pagano to expand its offering with premium wines like Greco di Tufo DOCG. Produced from vines planted in 2004 at an altitude of 550 meters, it stands out for its minerality and freshness. Fermented and aged in steel, the Greco di Tufo presents citrus and bitter almond notes and excels in pairing with a wide range of gastronomic options, from first courses to white

meat, fresh fish, and Japanese tempura. The small production, between 15,000 and 17,000 bottles per year, has already entered international markets, especially in the USA, thanks to the combination of territorial identity and flexibility.

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Market and prospects: the USA target

Fattoria Pagano exports 35% of its production to international markets such as Japan, Russia, Korea, Northern Europe, and the United States. The winery's labels are featured in major Italian and international guides and have received awards from prestigious competitions like the Decanter World Wine Awards and the International Wine & Spirit Competition. The diversified range, which includes both fresh, immediate wines and more complex labels, allows Fattoria Pagano to meet different consumer needs and capture new market shares. In the United States, Fattoria Pagano's wines are gaining growing success thanks to their versatility and ability to pair with an increasingly international and fusion cuisine. The Gaurasi and Greco di Tufo DOCG are particularly appreciated for suggesting unusual pairings. The U.S. market, with its complexity and dynamism, represents an ongoing challenge but also a great opportunity for the company, which is well aware that advancing in new markets, as well as consolidating existing ones, requires a commitment to conveying the territoriality of the wines, knowing how to transmit and explain it from the very first taste.

Read also: The unconventional algorithm of Fattoria Pagano: versatile and strongly identitarian wines



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