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

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Fattoria Pagano is a winery in Campania that has grown over the years with the aim of establishing a presence in all areas of excellence in the region.

It was founded in Carinola, in the province of Caserta, out of Antonio Pagano’s passion, who soon handed over the reins of the company to his son Angelo, who has been leading it operationally and strategically for years.

The lands of Carinola, near the Gulf of Gaeta, benefit from the proximity of the Tyrrhenian Sea, with its fresh breezes

and alternating thermal flows. The soil is of volcanic origin, a legacy of the extinct volcano of Roccamonfina, which towers over the countryside of Caserta.

From these conditions are born the **Falerno del Massico labels**, wines with a strong identity that reflect the territory and have been well-received by the market and critically acclaimed for years, both among whites and reds.

Eight years ago, Pagano invested in **Irpinia** to enrich its portfolio with other Campanian excellences.

Today, Fattoria Pagano has a solid market presence, with 65% of sales aimed at the domestic market and 35% of production reaching the **main international wine markets**, including Japan, Russia, Korea, Northern Europe, the United States, and Mediterranean countries.

The **U.S. market** is gaining increasing importance in Fattoria Pagano's export strategies. Some labels, in particular, are gaining market share in a demanding context like that of the United States, thanks to their strong identity and versatility in accompanying the many facets of international and increasingly fusion cuisine dominating major North American cities.

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A notable example is the **Gaurasi label, Falerno del Massico DOC, a blend of Aglianico (80%) and Piedirosso (20%)**. This wine comes from vines planted in 2003, facing south at an altitude of 300 meters. After at least 12 months of aging in stainless steel tanks, Gaurasi reveals complex aromas of wild berries, sour cherries, and plums. Its structure is soft and enveloping, characterized by delicate tannins, the result of prolonged maturation on the vine; the persistent finish reveals a mineral freshness with balsamic and spicy notes.

Gaurasi is a Falerno that stands out for its immediacy and appeal: a versatile red that satisfies both the casual drinker and the connoisseur. Its alcohol content of 14° is well balanced by the wine's lively freshness. It is ideal for restaurants, thanks to its **versatility,** which makes it suitable for any type of cuisine. It pairs well with cheese and cured meats for aperitifs, excellent with rich first courses, splendidly complements meats and game, and can add a special touch to ethnic and fusion dishes.

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Among the whites, the **Greco di Tufo DOCG from the Irpinian vineyards** is gaining great traction in the U.S. market: this label comes from vines planted in 2004 at an altitude of 550 meters on hillsides facing southwest, with clay-limestone soils. Fermentation and aging take place in stainless steel tanks at controlled temperatures. It appears pale straw yellow in color, with intense mineral notes accompanied by citrus and bitter almond aromas. On the palate, it is full-bodied and lively, endowed with great freshness.

Among Campanian grape varieties, Greco, like Falanghina, is generating great interest abroad. In the United States, Fattoria Pagano's whites, in particular, are enjoying notable success due to their strong **territorial identity**.

The Greco di Tufo DOCG, in particular, impresses with its liveliness and minerality, standing out for its ability to pair effortlessly with a wide range of dishes, from all kinds of first courses to white meat, assorted salads, and fresh fish dishes. The market is showing growing interest in its versatility: in a gastronomic culture like the United States, characterized by the **coexistence of diverse styles and tastes**, this is one of the winning traits of a **contemporary wine**.

Selling wines in the United States—a demanding and dynamic

market—wines that date back to Campania's ancient winemaking traditions, is a great source of pride for Fattoria Pagano. The path to the U.S. market is certainly a complex one. The prospects for continued growth in this market are undoubtedly accompanied by tireless efforts in **education, dissemination, and communication** about the history, identity, and tradition embodied in these wines.

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