

Roots and vision: the new course of Ocone-Euvitis21

scritto da Claudia Meo | 16 Giugno 2025



Giorgio Vergona relaunches Ocone-Euvitis21, transforming a historic Sannio winery into a dynamic family-driven project. Rooted in tradition yet future-oriented, the winery focuses on native grapes, sustainability, and international expansion. Through bold choices and a united team, it aims to make the voice of the Sannio terroir stronger and globally recognized.

In the vibrant heart of Campania's wine country, nestled in the hills of Sannio, Ocone Vini – now Ocone-Euvitis21 – is rediscovering momentum, identity, and global ambition thanks to the vision of Giorgio Vergona. **Together with his family and a driven team, he has rewritten the story of a century-old winery founded in 1910, turning it into a dynamic and contemporary enterprise.** We met him to understand what it means today to make wine in Sannio, with eyes set on the

future and a constantly evolving market.

Giorgio, how did the idea of acquiring Cantine Occone and transforming it into Occone-Euvitis21 come about?

“When I decided to take over the winery in 2018, Cantine Occone was a struggling business, but with an important legacy and enormous potential. It wasn’t just an entrepreneurial decision, but an act of respect for the territory and its history. We wanted to give voice back to an extraordinary area like the Sannio, often overlooked in the national and international wine scene. We completely renovated the cellar and built a project based on agriculture, territory, and sustainable development. The name Euvitis21 reflects this vision: it evokes the vine, viticulture, and the number 21 – a symbolic reference to Neapolitan tradition and a tribute to my three daughters. A family-driven, modern, female-led and sustainable project.”

How does this sustainable, terroir-linked vision manifest in practice?

“We’ve taken action on several fronts. Structurally, the winery has been redesigned with a green approach: solar panels, water recovery and purification systems, recycled materials. We’ve also restored an old farmhouse that now serves as the hospitality hub, offering an authentic, high-quality experience. The view from the vineyards, caressed by Taburno’s winds, is unique and tells the story of this beautiful place. From a production standpoint, although not 100% organic yet, we are pursuing Equalitas certification and working with local growers to preserve biodiversity. For us, sustainability means creating long-lasting value without ever losing our roots.”

What are the key features of your production?

“We chose from the beginning to work exclusively with native Sannio grape varieties: Aglianico, Falanghina, Greco, Fiano, Piedirosso, Coda di Volpe, Barbera, Moscato. **We collaborate with loyal growers and follow strict quality protocols.** Grapes are hand-harvested into crates, and we use modern vinification technologies to minimize sulfite use. Our goal isn’t to impress with special effects, but to express identity: authentic, balanced, and recognizable wines. Each line has its own character: Alalunga, a long Charmat-method sparkling wine from white vinified Aglianico, also available in a rosé version, mineral and vertical; Bozzovich, inspired by a 1920s Liberty-style poster, with a strong aesthetic and modern philosophy; Frizzichea, lively and youthful, perfect with pizza and aperitivo. Each label reflects our approach: tailored, territorial, precise.”

A family business with international ambitions. How do you combine these two elements?

“Our team is, above all, a family. My wife Roberta handles hospitality; my daughter Marta manages communication and visual identity; Antonietta Luongo, a longtime collaborator, oversees export markets, while enologist Carmelo Ferrara now works closely with consultant Mauro Catena. **We function like a tailor shop: every wine is unique, with its own story and personality.**

On the international front, during our tenure managing Oceno, we’ve strengthened our presence in key export markets and opened new ones. Aglianico and Falanghina remain our signature wines, but Piedirosso and Coda di Volpe – deeply tied to our region – are gaining increasing recognition and visibility

thanks to their character and quality.”

Looking ahead, what are your priorities in the coming years?

“Our main goal is to keep promoting Sannio as a territory of excellence, using a contemporary language. **The challenge is to communicate everywhere without losing our authenticity.** We'll keep investing in hospitality, oenological research, communication, and market diversification. We're developing new interpretations of native grapes and working on a Metodo Classico and a ‘super wine’ based on Piedirosso, which I'm not ready to reveal just yet. But the goal remains the same: to grow without losing our soul. Ocone-Euvitis21 is a family project, but it speaks the language of the world. And every day, we work to make that voice clearer, stronger, and more distinctive.”



**MINISTERO DELL'AGRICOLTURA
DELLA SOVRANITÀ ALIMENTARE
E DELLE FORESTE**



CAMPAIGN FINANCED ACCORDING
TO EC. REGULATION N. 2021/2115

Key points

1. **Revitalized a historic winery with strong family leadership** and a modern, sustainable vision.
2. **Focused exclusively on native Sannio grape varieties** and quality-driven viticulture.
3. **Combines traditional values with international market development** and communication.
4. **Created a unique wine identity through design,**

storytelling, and authenticity.

5. **Investing in new formats like Metodo Classico and a high-end Piedirosso.**