A journey into the heart of the 5 Terre: the wine tourism experience of Cantina Capellini

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It would be too easy to highlight the wine tourism experience at Cantina Capellini solely by focusing on the unique elements that set it apart, such as its **enviable location** and the tourism that floods the 5 Terre year-round. But after meeting **Mirco Capellini**, his wife **Laura Ampollini**, and his father **Luciano Capellini** in person, I realized that the true ingredients of their **success** go far beyond that.

The territory and the people behind the

success

The first thing that strikes you is the **territory**: a breathtaking landscape perched over the sea, with a vineyard that captivates both the eyes and the imagination. However, no **territory** can succeed on its own without the people who know how to **enhance** it. And it is precisely the **people** who are the beating heart of Cantina Capellini. Meeting **Mirco**and **Laura**, and then **Luciano**, gave me all the keys to understanding their **success**.

Intuition and vision

During the COVID-19 pandemic, **Laura** and **Mirco** had a vision: while standing in the vineyard, they realized that this place could become a space open to everyone, a place to introduce people to the **wines** of the 5 Terre. This **intuition**was the starting point of an extraordinary journey.

Courage

Laura left her job to fully dedicate herself to this project. She started studying and, step by step, created one of the most **original** and well-curated open-air **hospitality** experiences I have ever seen.

Work and effort

Just walking the 300 meters along the path to reach the gate of the estate is enough to understand how much **work** is required to offer experiences in such a challenging **territory**. For the Capellini family, **effort** is a relative concept; for them, **heroic viticulture** is simply natural. **Luciano**’s words deeply resonated with me: “We abhor the term effort; we prefer to talk about the **beauty** and **goodness** of things.”

Study and observation

Laura and **Mirco** told me how much they had studied and observed, drawing inspiration from places they had visited and from the literature on wine tourism, including works published by Wine Meridian. Their ability to put these ideas into practice with **originality** is admirable.

Enthusiasm

The **enthusiasm**, in the literal sense of “having God within,” is palpable from the first glance at **Mirco** and **Laura**. Their light, joy, and ability to make every guest feel welcome are key aspects of their **success**.

Originality

Despite the continuous flow of tourists passing by the estate, **Laura** and **Mirco** have never grown complacent. They continue to come up with new ideas, like the sandal made from the waste materials of wine production, showcasing an incredible capacity for **innovation**.

Hospitality and humility

The ability to appreciate every guest as if they were the most important one and the **humility** to recognize that they are only at the beginning and need everyone and everything are qualities that distinguish the Capellini family.

The wine tourism experience at Cantina Capellini is an extraordinary example of how **success** comes from the union of **territory**, **people**, and **innovation**. Each visit is not only a journey into the heart of the 5 Terre but also an encounter with a family that has managed to turn their **passion** into a life project, capable of welcoming and inspiring everyone who visits.