The identity and versatility of Cantina Zaccagnini

scritto da Claudia Meo | 1 Ottobre 2024



Founded in 1978 by Marcello Zaccagnini, the winery has undergone significant evolution, transforming from a small local entity into a prominent player in the Italian wine world. Initially focused on production for the local market, the winery gradually expanded its presence through a careful strategy aimed at **enhancing native varieties**. The 1990s, in particular, represented a turning point with the introduction of technological innovations designed to improve wine quality. At the same time, expansion into international markets, starting with the United States, significantly strengthened the company's reputation, making it **one of the key players in the Central Italy viticulture**.

Since its founding, Zaccagnini has strongly believed in the importance of **promoting local grape varieties such as**

Montepulciano d’Abruzzo, Pecorino, Trebbiano, and Passerina. Today, Zaccagnini’s range of labels is present worldwide, with a strong presence in the United States, Canada, and Northern European markets.

The range of Zaccagnini products reflects an ability, **honed in over 40 years of history**, to innovate and interpret market needs while maintaining a deep connection to tradition. The Zaccagnini wine selection allows the company to meet the demands of an especially complex and demanding market, which appreciates classic wines but increasingly seeks new wine experiences. In 2023, the company became part of the Argea Group.

The Product Lines

Zaccagnini’s selection consists of **four main lines**, each designed to satisfy a different consumption style:

- **The Mainstream Line**, made up of fresh and accessible wines that best represent the territory, is ideal for daily consumption. This line also includes a bag-in-box version, available in red, rosé, and white.
- **The Premium Line** is the symbol of the winery’s artisanal tradition. It includes the Tralcetto wines, where each bottle is adorned with a real vine shoot, hand-harvested after pruning, symbolizing the strong attachment to local agricultural traditions.
- **The Super Premium Line** features both the Chronicon labels, intended for less frequent consumption by a public seeking the individuality of native varieties like Montepulciano, Pecorino, and Passerina, as well as labels representing the IGT Colline Pescaresi, such as Pinot Grigio Elham, the blend of red grapes Capsico Rosso, and the novello Ikeban. The range is completed by two Brut Aster sparkling wines, the white made from Passerina and the rosé from Montepulciano.

- **The Icon Line** is represented by the San Clemente Montepulciano d’Abruzzo DOC and the San Clemente Trebbiano d’Abruzzo DOC, made from single-variety grape selections. These wines are a tribute to the history of the Abbey of San Clemente in Casauria and are the winery’s flagship, designed for refined palates and high-end catering.

The Tralcetto Line: craftsmanship and an international outlook

The Tralcetto line is the beating heart of the Zaccagnini brand. The idea of the vine shoot hand-tied around the neck of the bottle was born from the desire to express a d**eep connection with the land and agricultural tradition**. Over the years, this packaging has conveyed a company value that goes beyond the quality of its wines. Pecorino, Trebbiano, Cerasuolo, and Montepulciano have taken on the role of **true ambassadors** of the Abruzzo DOC on both the national and international markets.

The Montepulciano d’Abruzzo Tralcetto, one of the most representative wines, has enjoyed international success, winning numerous awards for its consistency and aromatic complexity.

The range also includes Pinot Grigio and Rosé, expressions of the IGT Terre di Chieti. Additionally, there are two alcohol-free Tralcetto wines, one white and one red, which aim to firmly establish the Zaccagnini brand in the exciting arena of alcohol-free consumption.

This line, capable of representing the identity of the territory through its native expressions, boasting an excellent quality-to-price ratio, **serves as the company’s key to the global market**.



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