Zaccagnini: a diversified product range reflects a clear market strategy

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Cantina Zaccagnini, founded in 1978 in one of the most suitable areas of Abruzzo for viticulture, the **Terre di Casauria**, skillfully balances **respect for the land and winemaking tradition from Abruzzo** with the **interpretation of market trends**, responding to the needs of a broad and diverse audience, both generationally and geographically.

It produces **6 million bottles a year** and exports to various countries, with the **U.S.** market playing a **leading role**. However, its production also makes a significant impact in Northern European markets and Canada with great versatility.

This virtuous entrepreneurial story, driven by a clear, bold,

and forward-thinking vision, has transformed a once primarily local player into one of the **key actors in the Abruzzo wine production**.

In the 1990s, the winery began investing in **innovative technologies** to improve product quality. In 1996, among the first wineries to work with this native grape, it surprised the market with its Cerasuolo d'Abruzzo, which was immediately well-received.

In 2000, it was internationally recognized by ***Decanter*** for its **Montepulciano d'Abruzzo**, gaining significant visibility in international press. In 2004, new **advanced cellars were built**, located underground to ensure better and more efficient temperature control.

In 2012, a new **production unit** was inaugurated in Corropoli to meet the need for more storage space. A few years after celebrating its 40th anniversary, precisely in 2023, Cantina Zaccagnini became part of the Argea Group.

Today, Zaccagnini is an expression of **best industrial practices**, combining a bottling capacity of about 4,500 bottles per hour with a commitment to quality and a strong sense of terroir.

Zaccagnini wines embody the **main DOCs of Abruzzo**, such as **Montepulciano d'Abruzzo, Trebbiano d'Abruzzo, Pecorino, and Cerasuolo d'Abruzzo**. The company's production philosophy aims to highlight the **distinctive characteristics of each grape variety**, paying particular attention to the specifics of the soil and climate. The winery also produces **IGT wines**, like **Pinot Grigio Terre di Chieti and other native varieties**, with a range that spans different styles, from fresh and fruity wines to more structured and complex expressions.

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Zaccagnini has built a solid and diversified product offering, starting with its ***Mainstream line***, featuring fresh and accessible interpretations of the terroir, designed for regular consumption. Noteworthy within this line is the ***bag-in-box*** range of red, rosé, and white wines.

The **Premium line** is strongly tied to identity, represented by the **Tralcetto wines**, where the original packaging, featuring a vine shoot tied around the bottle neck, symbolizes the **value of craftsmanship**, the tradition of manual labor in the vineyard, and the connection between wine and territory. The vine shoots are collected in the vineyard after pruning and they are tied by hand onto each bottle. This line is designed to **bring high-quality wines to a broad audience**, with a particular focus on the quality-price ratio. The Montepulciano d'Abruzzo Tralcetto, in particular, is among the winery's most awarded wines, recognized internationally for its consistency and aromatic richness.

The **Chronicon labels** are designed for **less frequent consumption** and for a public attentive to the typicality of native varieties such as Pecorino, Passerina, and Montepulciano. Alongside the Elham, Capsico Rosso, and Ikeban labels, they form the **Super Premium line**.

The **"Icon" line**, consisting of San Clemente Montepulciano d'Abruzzo DOC and San Clemente Trebbiano d'Abruzzo DOC, made from single-varietal grape selections, **pays homage to the history of the Abbey of San Clemente in Casauria**. These wines are the company's top-tier offerings, aimed at refined palates and high-end dining establishments.

We're talking about a portfolio of **4 product lines and 25 labels**, plus the bag-in-box production: Zaccagnini successfully solves the complex equation of combining immense production capacity with the ability to produce high-quality wines and create a diversified offering that can meet the demands of an increasingly sophisticated and complex market.

Zaccagnini’s product range has the potential to continue its **rise in the global market**, riding the favorable wave that Italian wine is currently experiencing in some markets, such as the UK, where the perceived quality of our wines is supported by **pricing choices** that encourage consumers toward the shelves and wine lists in restaurants.

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