Zaccagnini: productive versatility and a faithful interpretation of the territory

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Bolognano is a town in the hilly Abruzzo region where landscape and viticulture form a prestigious union, favored by the **climatic combination** of the nearby **mountainous backdrop** and the **beneficial influence of the Adriatic sea**.

Sea winds and fresh highland breezes, along with geological conditions of calcareous and sandy soils, jointly contribute to creating a **unique terroir from a morphological and scenic standpoint**. The “green lung of Europe,” as Abruzzo is called, gains conditions of absolute excellence in this area for wine production, manifesting a strongly distinctive character.

Founded in 1978 by Marcello Zaccagnini, the winery has evolved from a small local business into a significant player in the national wine scene. Initially focused on **local-scale production**, the winery gradually expanded its ambitions through strategic investments in advanced technologies and a targeted approach to enhancing native resources. The ’90s marked a **turning point** with the introduction of innovative processes aimed at **improving the quality of the final product**, while **expansion into foreign markets strongly solidified the company’s reputation**, starting with the United States, which today represents its most significant foreign market.

Zaccagnini’s corporate philosophy is based on **meticulous care at every stage of the production process**, from grape selection to winemaking, to ensure high-quality standards. The main goal is not only to create wines that meet market expectations but also to **express the true essence of the Abruzzo territory in every bottle**. This dedication to the native land is reflected in the choice of local grape varieties like Montepulciano d’Abruzzo and Pecorino, cultivated with maximum attention to the soil’s and climate’s specificities.

Commitment to **sustainability** is not an accessory component but **one of the pillars on which Zaccagnini’s identity formula is based**. The construction of the cellars was designed to minimize environmental impact, using eco-friendly materials and high-efficiency energy systems. The agronomic practices adopted aim to preserve biodiversity and reduce the use of chemical resources, with a particular focus on water conservation and maintaining soil fertility. This approach reflects a **long-term vision** intended to ensure the sustainability of the territory and its people, not only economically but also ecologically and socially. This is evidenced, among other things, by the ISO 14001 certification for environmental management and ISO 45001 for occupational health and safety management.

Zaccagnini stands out not only for the quality of its wines

but also for its **ability to represent some of the most prestigious designations of Abruzzo**: in addition to Montepulciano d’Abruzzo DOC, Trebbiano d’Abruzzo DOC, and Pecorino d’Abruzzo DOC, the winery also boasts Cerasuolo d’Abruzzo and others.

The Montepulciano d’Abruzzo DOC, one of the gems of the Italian winemaking scene, is appreciated both in Italy and abroad for its **complex structure and rich aromatic profile**. Zaccagnini has been able to reinterpret this wine in a **modern key** while maintaining a s**trong bond with regional winemaking traditions**.

Zaccagnini’s product range covers a variety of preferences and palates, demonstrating a great capacity for contemporary adaptation. Alongside classics like Montepulciano and Trebbiano, the winery has developed product lines ranging from fresh, aromatic whites to inviting rosés, from structured reds to sparkling and de-alcoholized products, catering to an increasingly **trend-conscious consumer audience**. This **diversification** in production allows Zaccagnini to capture a **global, multi-generational clientele** while maintaining a strong identity tied to the territory.

Zaccagnini’s formula has been well-received by critics, earning significant international recognition for several of the winery’s labels. Among the most recent accolades are the **Gold** from ***The Wine Hunter*** for Clematis Passito Rosso Colline Pescaresi, 5 Grapes from ***Bibenda*** for San Clemente Montepulciano d’Abruzzo DOC Riserva Casauria, 90 points from ***James Suckling*** for Tralcetto Montepulciano d’Abruzzo DOC, and the Silver from ***Mundus Vini*** for Tralcetto de-alcoholized red and white wines.



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