

Cecchi: love for the territory with a contemporary touch

scritto da Agnese Ceschi | 3 Novembre 2015



How did your story begin?

Our story began in 1893 in Poggibonsi, a small town in Chianti, with Luigi Cecchi, my great-grandfather. After few years of experience as an assistant, performing the daily operations of a winery in the most famous agricultural companies in the area, he gave birth to our dynasty. Today Cesare, my brother, and I represent the fourth generation of a family whose fame crossed the national borders. We have managed the winery for 11 years, since our father Luigi died. In the 1970s the company moved to Castellina in Chianti, a historic production area for Chianti Classico, where there is

our headquarter nowadays.

What is the philosophy of your winery?

We give high value to all our wines, which are the best expression of different territories.

Our vineyards are real gardens, cared and snuggled perfectly. We are proud of our job and this gives us the strength to sell our wines in Italy and in the world. Our wines are studied accurately. An emblematic example is Coevo: a synthesis of two territories dear to the family, Chianti Classico and Maremma. Cesare and I created this wine envisioning it as a gem of elegance and quality in pure Cecchi style.

Which are your properties?

Apart from our headquarter in Chianti Classico area, Villa Cerna (where we produce Chianti Classico and Chianti Classico Riserva), we own other wineries in Tuscany and Umbria: Castello Montauto in San Gimignano (Vernaccia di San Gimignano wine), Val delle Rose in Maremma (where our flagship wine is the Morellino di Scansano DOCG) and Tenuta Alzatura in Umbria (Montefalco Sagrantino DOCG and Montefalco Rosso DOC). We open the doors to the visitors in our Foresteria Villa Cerna, where we have a restaurant and our guests can visit the cellar. In our winery of Val delle Rose we also have an hospitality centre with a wine shop and the possibility of visiting the cellar.

How was your passion for wine born? Which job would you have done, if not the wine producer?

The passion for wine is in my family heritage. If not the wine producer, I would have done the waiter or worked in the hospitality field. Since I was young, I have loved the countryside and all the products of the land: wine, oil. For this reason I would work in this field or in the promotion of our land through food and wine products.

Which adjective would you give to your company?

Authentic and contemporary. We shook off the dust of the past and we have a dynamic and contemporary way of approaching the job, with high accuracy, remaining linked to the territory. We go abroad, but we remain tied to our roots.

What should Italians learn from the competitors from Chile, California, South Africa?

We should learn to be more open to international markets and more united between us. We should learn to be a team to obtain performing results.

From Alps to Sicily we did a lot. Our vines' variety reflects different styles and tastes, we just need to find a more contemporary way of proposing them. Because we want that different palates, with different cultures from the whole world, know our wines.

How do you try to do that?

We try to be different in the quality inside the bottle. Our characteristic is the authenticity and the link with the territory. Our company style is well known and recognized, as well as our oenological precision.

Which adjective defines you?

A country man.

Can you tell me a story of your winery or family life?

The episode I remember the most is this: in 1989, after the terrible frost that hit Tuscany few years before, my father and I planted the first vine of Cabernet Sauvignon. We decided to cut down the olive trees there and we planted the vineyards of La Gavina in Castellina in Chianti. From a calamity, we put the roots of a production whose wines are well known in the world nowadays.

Future challenges?

Our challenge is to give life to all our wineries, that means opening them to the public. Today wine is linked to hospitality. We want to host our guests in our territory. We don't want to be an Italian winery, but one of the three most important Tuscan wineries.

COMPANY PROFILE

Cecchi is an historic wine company founded in the Chianti Classico region and today run by brothers Cesare and Andrea Cecchi, who also own Villa Cerna, Castello Montauto, Val delle Rose, and Tenuta Alzatura. Four well known wineries located in some of the most famous wine producing country in Italy: Chianti Classico, San Gimignano, Maremma and Umbria. With over thirty million euros in sales; Cecchi produces 7.6 million bottles annually, half of which are exported to over fifty international wine markets.