Diadema’s CANDEGLI Rosso in anfora 2022

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Diadema Candegli Diadema is an estate nestled on a hill in one of the most captivating locations in the province of Florence, a jewel that shines with a unique light, as one can only appreciate in certain parts of Italy.

The peculiarity of this estate is its ability to combine ancient taste with modernity and the distinct style of those who find added value in the appreciation for things well-made. This hill within the municipality of Impruneta was once called “Candegli,” like the wine tasted today, which has deep historical roots, represented already by the beautiful packaging that distinguishes it.

Indeed, Impruneta, famous for its artisanal terracotta craftsmanship, inspired the Giannotti Family’s idea to honor

this history, which has been certified in historical documents for over 700 years.

Candegli is a wine produced from Sangiovese grapes and a small percentage of Cabernet Sauvignon, aged in 5 terracotta *Giare* (jars) of 6 hectoliters each, located within the noble setting of Villa l'Olmo, the family's historic residence.

The color is a vibrant ruby, and its olfactory breadth is accompanied by a pleasant mineral hint, which we then find harmoniously on the palate. But it is its elegance that surprises, with a tannic softness that closes with a long, balanced, and very persistent aftertaste.

The spicy notes denote a wine of structure and elegance, suitable for modern dishes where the quality of the raw materials shines through—from game meats and beyond—leading to an end-of-meal toast with a glass raised to the history and culture of this fascinating territory.

Company Profile

Diadema was born in the heart of the Florentine hills, at Villa L'Olmo, a 16th-century estate purchased by the current owner's family in 1787. Surrounded by vineyards and olive groves, it is the cradle of a project that blends agricultural tradition with creative vision.

In 2004, Alberto Giannotti, drawing on his background in the luxury and fashion industries, founded the Diadema brand: fine wines adorned with Swarovski® crystal labels, soon followed by extra virgin olive oil, Champagne, Gin, and Grappa.

In 2021, *Villa L'Olmo* was launched, a flagship wine aged in the historic Filtrating Gallery of Impruneta – a 19th-century underground quarry offering ideal conditions for bottle aging.

Now distributed in leading international markets and awarded

scores up to 97/99, Diadema is today led by Alberto’s daughters, Giulia and Livia, who continue to express Tuscan identity through style, innovation, and quality.

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