



SAN FELICE  
AGRICOLA

# AGRICOLA SAN FELICE

Total vineyards: 210 Ha

## TENUTA SAN FELICE

1968

Territory: Chianti Classico

Total vineyards: 140 Ha

## TENUTA CAMPOGIOVANNI

1984

Territory: Montalcino

Total vineyards: 20 Ha

## TENUTA PEROLLA

1993

Territory: Maremma

Total vineyards: 50 Ha

## SAN FELICE

The land occupied today by Agricola San Felice was once part of the holdings of the very ancient church of San Felice in Avane, whose ownership was in dispute between the bishops of Arezzo and Siena beginning in 714.

In the 15<sup>th</sup> century, the church's lands were granted to the powerful Cerretani family, and the following century saw them pass into the hands of the Del Taja, a noble Sienese family of marquises.

During the first half of the 20<sup>th</sup> century the San Felice operation achieved significant financial and promotional success, not least because of critical acclaim accorded its main products, wine and olive oil, at prestigious Italian and international trade shows and competitions.

In the late 1960s, after a long period of severe difficulties, the Grisaldi Del Taja sold the entire property, which needed new investments and a more forward-looking management. The new owner provided Enzo Morganti the restructuring that would allow the winery to develop ultra-premium viticulture. Slow, balanced growth made San Felice, in just a few years, one of the most up-to-date and highly respected entities in the Tuscan wine world.

A notably innovative project, involving research and experimentation, as well as anticipation of market trends, carried out with the fullest respect for local winemaking traditions and for qualities unique to the local terroir.

## VARIETALS

Sangiovese predominates, with 70% of the total vineyard area, followed in decreasing order by Pugnitello, Merlot, Cabernet Sauvignon, Colorino, Petit Verdot, Chardonnay, Sauvignon Blanc, Trebbiano, *and Malvasia del Chianti*. The vineyards are planted to densities ranging from 6,000 to 8,500 vines per hectare.

## DATES OF INNOVATION

### 1968

Vigorello, the first Super Tuscan of Chianti Classico, is introduced

### 1974

the nucleus of what is destined to become the *Vitiarium*, a systematic collection of autochthonous Tuscan varieties, is established

### 1978

the first vintage of Poggio Rosso, a *cru* of Sangiovese and Colorino born of a mass-clonal selection, the propagation of the estate's best vines

### 2003

the first vintage of Pugnello, a wine born of San Felice's study of lost varieties

## RESEARCH

The "Metodo San Felice" applied to research is a system based, on the one hand, on a thorough understanding of the local territory, and on the other, on a scientific protocol developed in conjunction with the University. The research follows three paths:

- To bring out the best from Sangiovese, the region's finest variety.
- To identify, among the lesser varieties traditionally grown by Tuscan farmers, those worth recovering.
- To study the International varieties in the context of viticulture in Chianti.

The most complex expression of San Felice's research program is the *Vitiarium* (whose first elements emerged in 1974), an experimental vineyard where the genetic heritage of Tuscan viticulture (the germplasm) has been gathered. The subsequent research phase was the evaluation of the potential of the so-called *viziati*, the old varieties. 30 varieties worthy of further study were identified, with Pugnello standing out thanks to its personality.

## SAN FELICE AT MONTALCINO, CAMPOGIOVANNI

Purchased in 1984, Campogiovanni extends over 65 hectares beautifully positioned on the southwest flank of Montalcino's hill. Vineyards and olive groves are located at altitudes ranging between 250 and 300 metres above sea level. This unique position allows it to benefit from the gentle breezes that blow in from the sea and to enjoy an earlier ripening of the grapes compared to those located on other slopes in the area.

### VARIETALS

Just Sangiovese Grosso in the 20 hectares of vineyards, 14 of which are dedicated to the production of Brunello, 4 to the production of Rosso, and 2.5 to the production of Sant'Antimo. Planting densities range between 6,250 and 8,500 vines per hectare.

## SAN FELICE IN THE TUSCAN MAREMMA, PEROLLA

San Felice's interest in the Maremma region, which many believe to be Tuscany's "new frontier" of winemaking, goes back to 1993, when the Tenuta di Perolla decided to launch a premium viticultural programme which would complement the principle economic activity of the estate, breeding the prestigious "Chianina" beef, which is still today one of the top Chianina operations in Italy.

The composition of the terrains varies considerably within the estate, whereas the climate, which is strongly influenced by the nearness of the sea, is more uniform.

### VARIETALS

Within the 50 hectares of vineyards are Sangiovese, Ciliegiolo, Vermentino, Cabernet Sauvignon, Merlot, Syrah, and Pugnello.

## RELAIS BORGO SAN FELICE

In 1990 San Felice transformed part of the hamlet from which the estate draws its name into a charming hotel, the Relais Borgo San Felice, which immediately became a part of the **Relais & Châteaux** chain. The Relais boasts 43 rooms and suites, some in the manor house built on the town square, and others in the hamlet's other houses. Guests of the Relais and passersby can enjoy the refined, creative cooking of the Ristorante Poggio Rosso. Borgo San Felice also boasts a small golf course, tennis courts, a pool, a gym, and a health centre that specialises in wine-therapy.

## **SOCIETÀ AGRICOLA SAN FELICE S.P.A.**

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