

## INTERVIEW WITH ANTONIO SANTARELLI, CEO OF CASALE DEL GIGLIO

*1-Who were the people, companies or associations that were involved in the founding and development of your company?*

Casale del Giglio is the realization of a family dream. It was my father, Dino Santarelli, with his foresight, who sensed the potential of our territory: the Agro Pontino in the province of Latina. The meeting and collaboration with some of the leading experts in the field was decisive in the launching of the research and experimentation project that enabled us to identify those grape varieties which interacted best with this territory. The year 1985 marked the beginning of the research, conducted by a team of experts including Prof. Attilio Scienza, from the Institute of Arboreal Cultivation at the University of Milan, Dr. Mario Piracci, Prof. Francesco Spagnoli, and Prof. Angelo Costacurta, from the Experimental Institute for Viticulture of Conegliano. But it was the oenologist from Trentino, Paolo Tiefenthaler, who, when he joined the team as a full member, became the main interpreter of the project; he remains the cornerstone of our winery today and oversees all the agronomic aspects of the company.

*2-Who are the stakeholders you work or collaborate with today and how do they influence your business? (individuals, institutions, magazines)?*

We have always had an excellent relationship with Sommelier Associations such as AIS or FIS, welcoming their requests to include our wines in their training courses and for visits to the winery; this is the best way of introducing people to our reality while at the same time contributing to the training of young people who are approaching a career in the world of wine, catering and hospitality.

We also we take real pleasure in presenting our wines to the trade press, who often, and we are truly grateful for this, tell the real story of Casale del Giglio and give due credit to the quality of our production. This is also true of guides and magazines in the sector, such as "Vini d'Italia" by Gambero Rosso, "Vitae" by AIS, "Doctor Wine - Guida Essenziale ai Vini d'Italia" by Daniele Cernilli, "I Vini di Veronelli – Guida Oro" or "I Migliori Vini Italiani" by Luca Maroni; these publications are invaluable communication tools where we see our commitment recognized, and illustrated to the world at large.

*3-Who would you like to collaborate with in the future?*

While we count on fostering and keeping our current relationships alive and well, we aim to weave increasingly solid and lasting relationships first and foremost with our territory, and then to broaden our reach to the whole of Italy and the rest of the world. Our true desire is to see the quality of Lazio wines increasingly recognized on the global stage. Just this year in fact we were surprised, delighted and proud to see our Anthium Bellone 2023 cited among the 50 best wines in the world by the prestigious, and rigorous, British magazine Decanter: we hope that in the years to come, more and more such recognition will capture the attention of the consumer.

*4-Which of your wines do you think best embodies your philosophy and your company history?*

Our production derives from almost 20 international grape varieties selected from the 57 originally planted for our studies, alongside the native vines that we have rediscovered and revived in neighboring areas; these include Biancolella di Ponza, Bellone di Anzio, Cesanese di Affile and Olevano Romano, as well as Pecorino di Amatrice and Accumoli. Our production is therefore very varied, testimony to the immense work of research and experimentation that has led to the success of Casale del Giglio. We believe that precisely this wide range of proposals is the true representation of our company's history. Among the many however, I would like to

single out the Anthium Bellone, a true excellence, produced with grapes from an ungrafted vineyard - that is one that does not depend on rootsrock. Satrico too, without a doubt, is one of our best known and most representative white wines; appreciated for its aroma, freshness and minerality, it is the ideal wine with which to approach Casale del Giglio, and the world of wine in general. What we could call the "twin" of our Satrico, but from red grapes, is our Shiraz, an ideal wine for everyday moments of pleasure. Finally, I must mention Mater Matuta, our flagship wine; a blend of Syrah and Petit Verdot, it is the ultimate expression of our territory's potential.

*5-Given your commitment to local identity, do you focus on collaboration with companies in the Agro Pontino when sourcing your production materials \*(MOCA)?*

The grapes come from the vineyards on our own estate and from the plots already mentioned in the areas adjacent to the Agro Pontino where we have worked to revitalize Lazio's native vines. For packaging materials we rely on suppliers throughout Italy and we can confirm that our bottle suppliers are all MOCA certified. Closer to home, our workforce - cellar workers, vineyard workers and office staff - is all locally sourced.

*6-Do you have a dedicated communications manager on your team?*

We do. Over time we have sought to raise our quality standards across **all** departments by gradually reinforcing our workforce with specialized professional figures; we see communication as crucial, both inside and outside the company.

*7-Over time, have you made radical changes in your approach to communication?*

I wouldn't say the change has been radical but we have adapted to accommodate the new communication tools now available to everyone; in so doing however we have never abandoned our sober, classic and elegant style which we see as fundamental to our identity.

*8- Who are your target audiences in terms of communication?*

As we are fortunate in being able to count on a wide and varied portfolio, we can satisfy the demands of consumers who are approaching the world of wine for the first time and those who are the most experienced and demanding. We adapt our communication strategy accordingly, tailoring the message for these and other audiences.

*9-Do you plan to adopt new communication strategies to expand your media visibility?*

Evaluating new strategies is essential for any company that has an interest in growing and evolving; so yes, we will certainly continue to explore, as we have done to date, the most effective ways of communicating our values, our history and our products.

*10- Where do you plan to invest in the future?*

Research and experimentation are part of our DNA, so we will continue to invest in our product and in our organization. Every year we draw up an investment plan focused on improving our production techniques -

whether through construction work, modernizing facilities or purchasing new equipment for the winery - all clearly necessary to guarantee an ever increasing rise in quality. Last winter we launched a reforestation plan along the perimeter of our estate by planting around 70 native trees, including ash, willow, alder and oak. All this reflects our commitment to sustainability, a topic very close to our hearts in all its forms, economic, environmental and social. This is why we decided to pursue Equalitas Certification which fully embodies the values we believe in. Going forward we will certainly strive to ensure that all our consumers become ever more aware of these issues.

MOCA Certification - Materials and Objects intended to come into contact with food.