

PRINCIPESCO

Principesco is a label offered to us by the Cantina di Montalcino, a cooperative winery consisting of ninety growers. It is the only cooperative winery operating in the Brunello di Montalcino DOCG zone, and between all of the growers, they control over 100 hectares of vineyards. While the winery was founded in 1975, the acquisition by Cantina Leonardo da Vinci in 1990 brought on many significant improvements (for more information on the Cantina Leonardo da Vinci, see our page on Sovrano Chianti). Most importantly, growers began receiving greater rewards for the quality of grapes rather than the quantity. The new ownership brought in the same philosophies of quality wine production that they had been employing at their Chianti facility, and also came with expert advisors to assist the growers both in the vineyards and in the winery. "Principesco" is Italian for "princely", and it is certainly an appropriate name, given the design of new state of the art winery is currently under construction. Lying low in the rolling hills of the area, it is a paradigm of efficiency, with an architectural design that gives nods both to the past and future.

The winery is located in the district of Val di Cava, just slightly to the northeast of the ancient and picturesque hilltop town of Montalcino, in the same area as many of the top Brunello estates in the market today. The future looks very bright for these wines. They are of prestigious origin, very well made, and come to the consumer at below average prices.



Above: Wooden casks are used for the aging of both the Rosso and the Brunello di Montalcino of the Cantina

Below: The Cantina di Montalcino follows a viticulture that is extremely environment-friendly. Only natural fertilizers are used, and pesticides or fungicides are cautiously used only when absolutely necessary.

