



SAN FELICE
AGRICOLA

A LONG HISTORY OF INNOVATION



San Felice: “the Borgo” (hamlet)





SAN FELICE
AGRICOLA

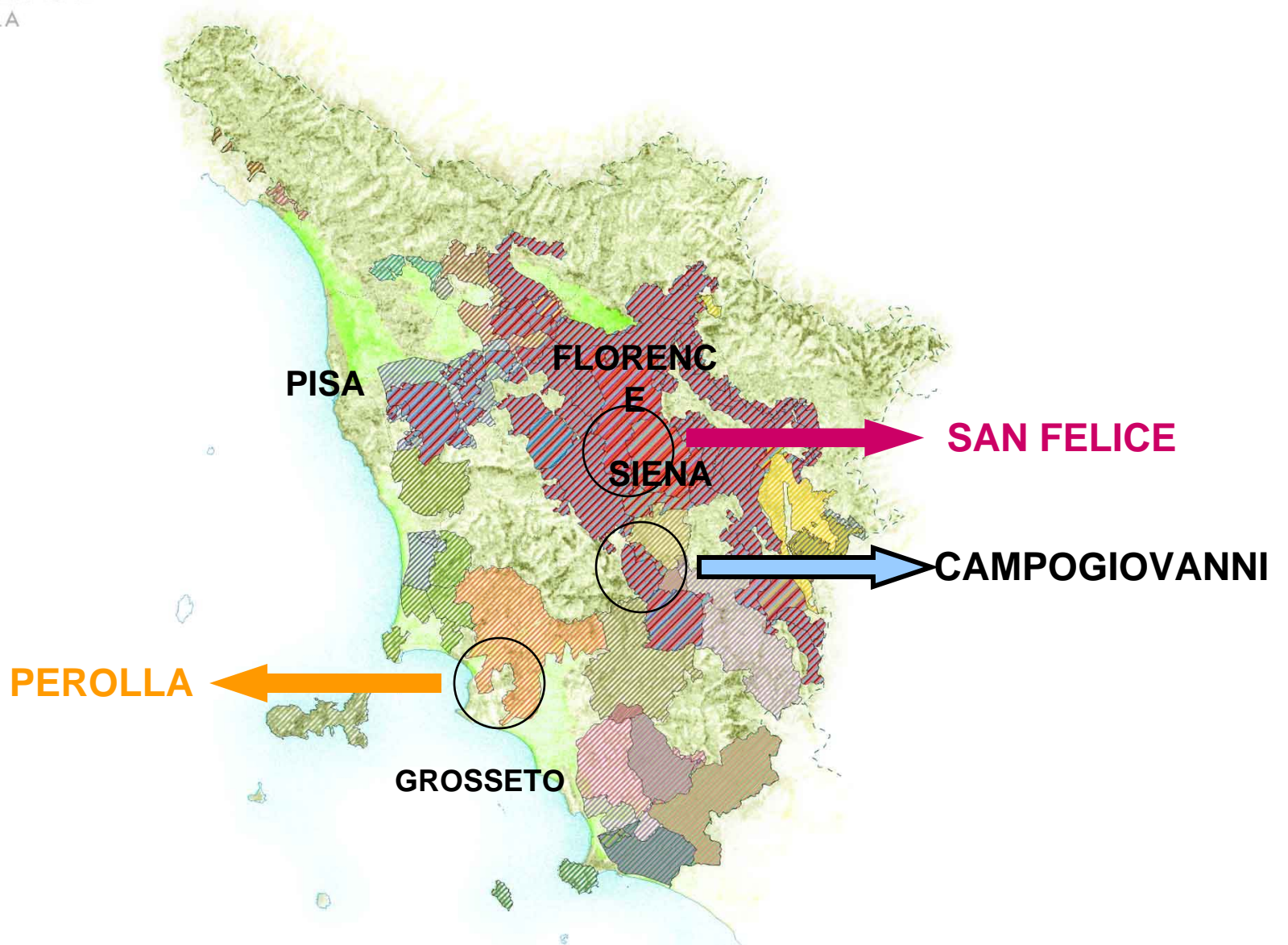
Agricola San Felice: aerial view



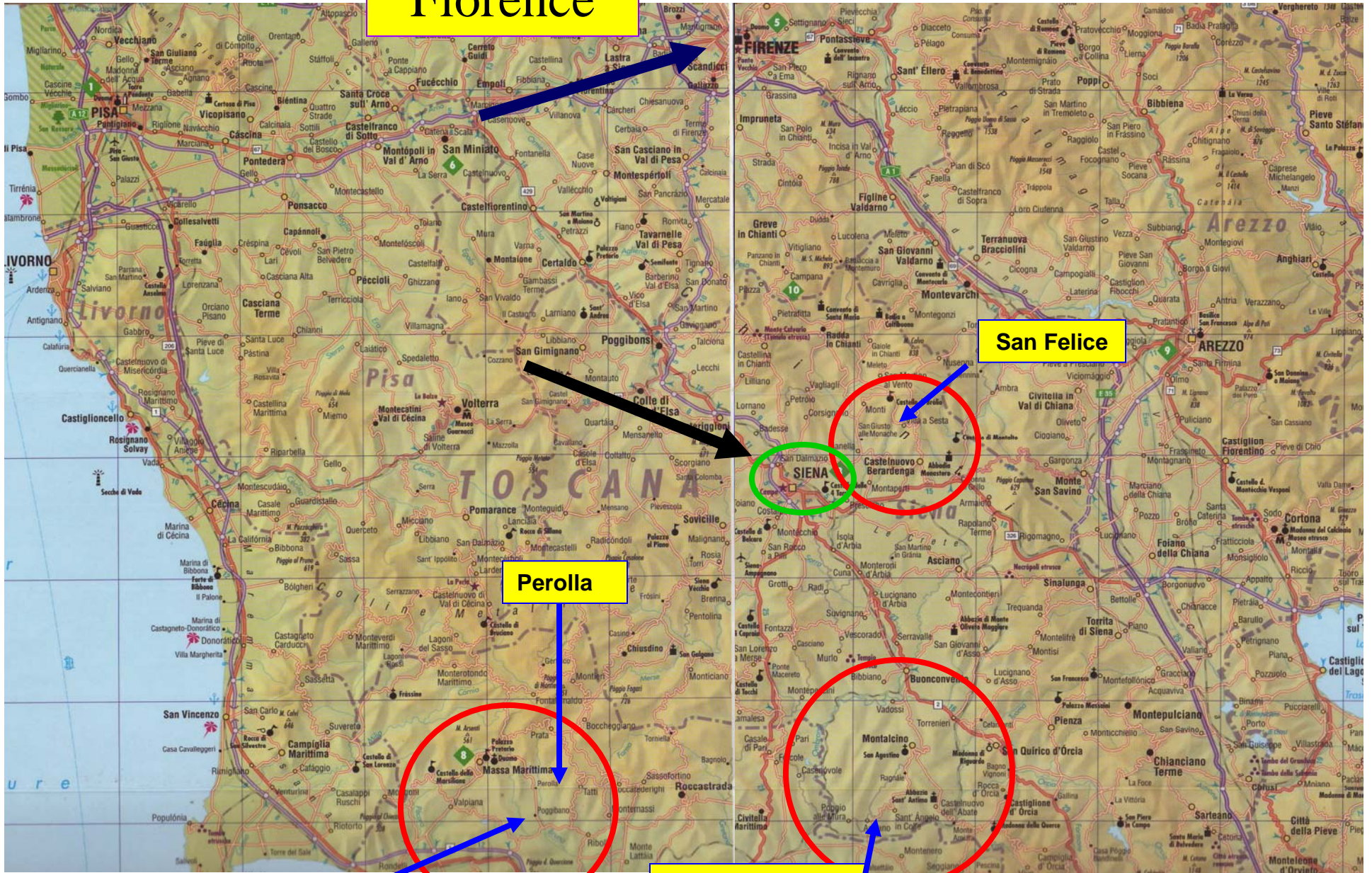


TUSCANY

San Felice: production areas



Florence



San Felice

Perolla

Poggibano

Campogiovanni

San Felice: “the Borgo” (hamlet)



San Felice: the aging cellar





San Felice: a producer of excellence





San Felice: the modern history

1978

AGRICOLA SAN FELICE

San Felice is acquired by **RAS (today ALLIANZ)** which started the restructuring of the vineyards and the building of a new cellar, allowing the winery to develop ultra-premium viticulture.

1984

CAMPOGIOVANNI

San Felice acquires Tenuta Campogiovanni in Montalcino, extending its line to include a prestigious Brunello.

1990

BORGO SAN FELICE

A section of the hamlet of San Felice is re-structured as a hotel.

Its sober, elegant style wins it quick inclusion in the prestigious *Relais & Chateaux*’ guide.

1993

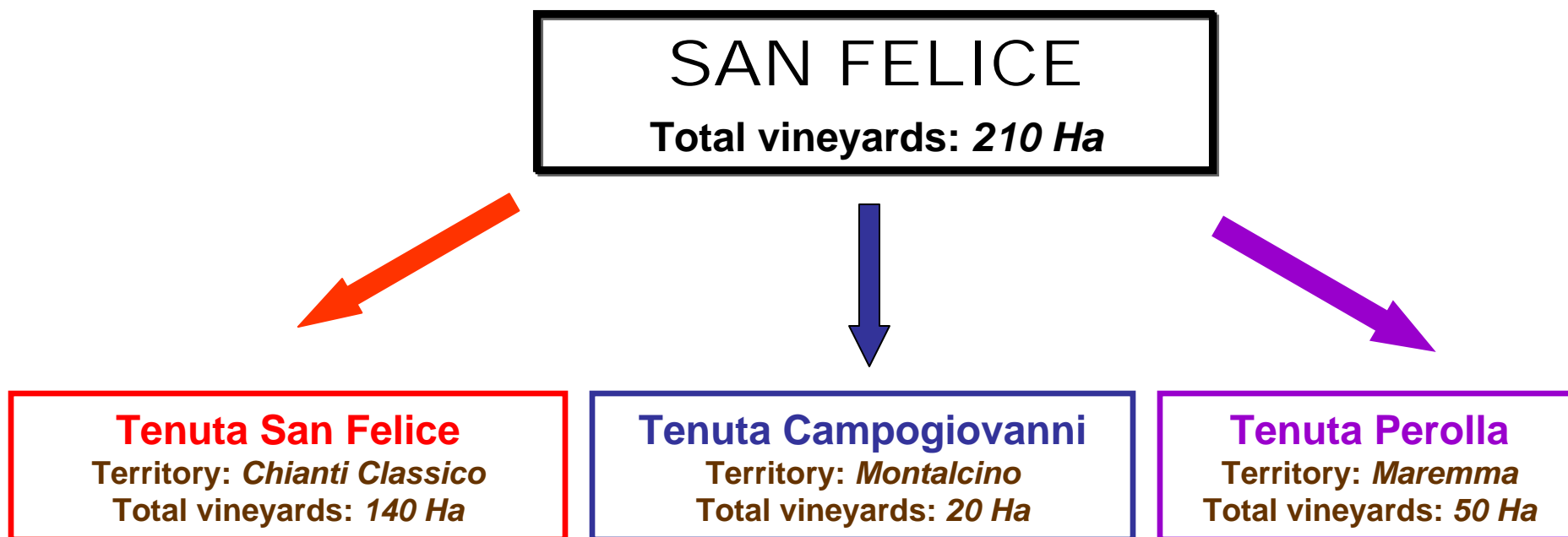
PEROLLA

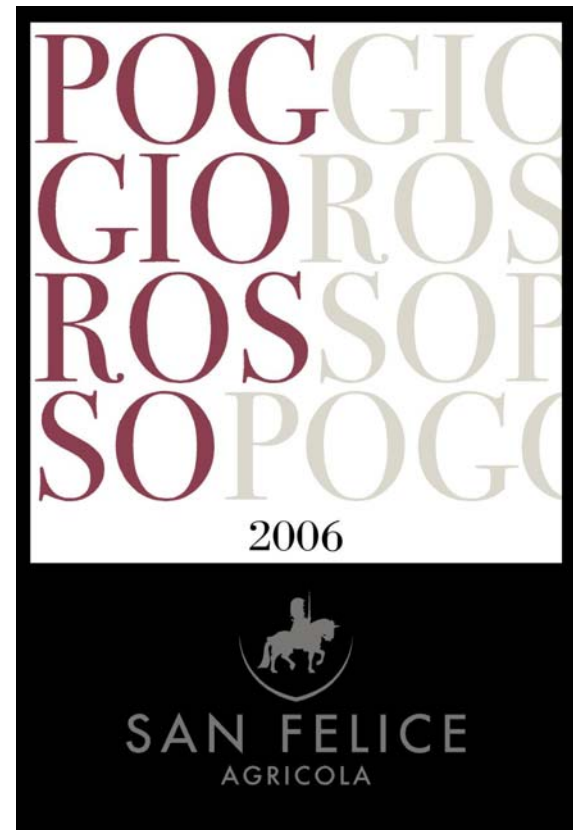
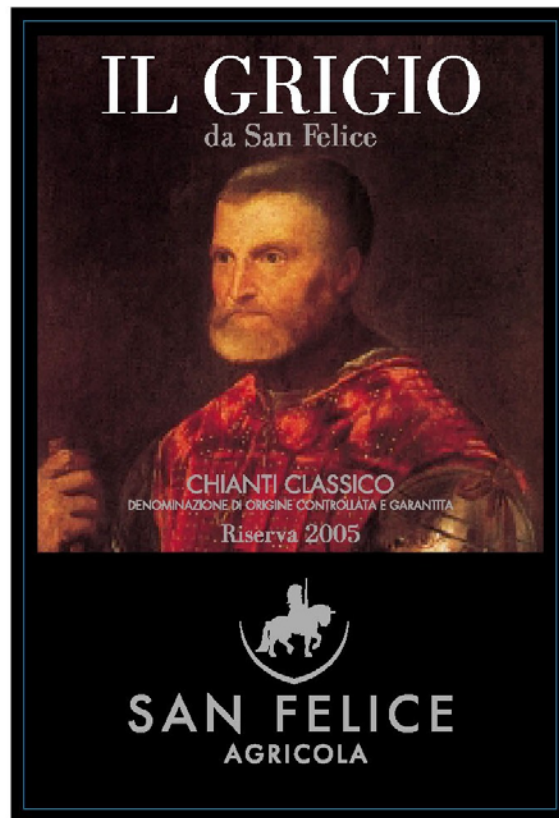
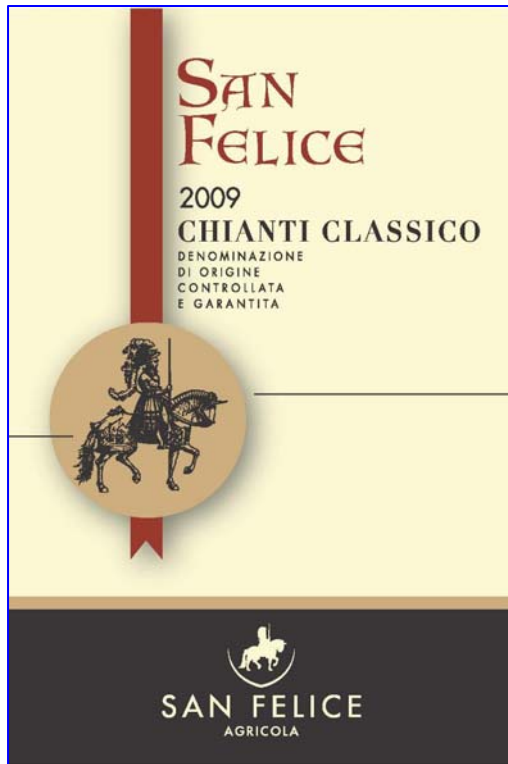
San Felice starts a new wine project at Tenuta Perolla in Maremma.

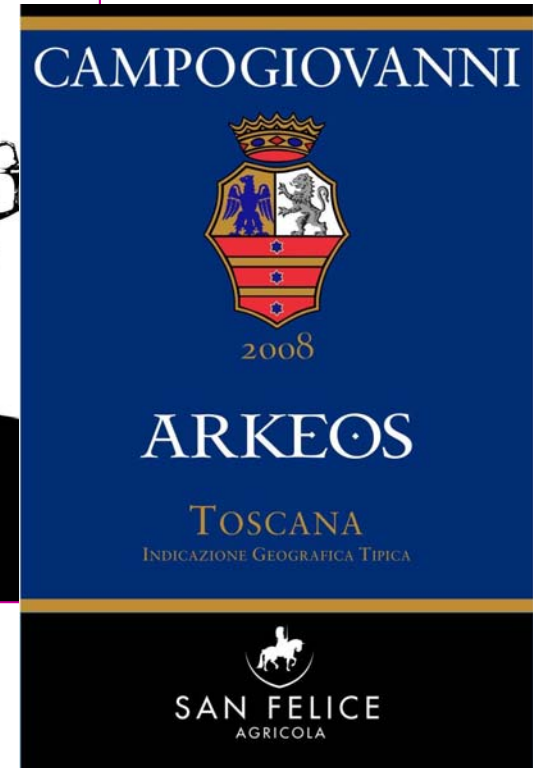


San Felice: today

San Felice is today making wine in the following areas







CAMPOGIOVANNI



2005

BRUNELLO
DI MONTALCINO

DENOMINAZIONE DI ORIGINE CONTROLLATA E GARANTITA



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AGRICOLA

CAMPOGIOVANNI



2007

ROSSO
DI MONTALCINO

DENOMINAZIONE DI ORIGINE CONTROLLATA



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AGRICOLA

CAMPOGIOVANNI



IL QUERCIONE

BRUNELLO DI MONTALCINO

DENOMINAZIONE DI ORIGINE CONTROLLATA E GARANTITA

RISERVA 2003



SAN FELICE
AGRICOLA

ROSATO

*Prodotto nella Tenuta
Perolla in prossimità
della costa Toscana,
questo Rosato è ottenuto da*



*uve Sangiovese
Sauvignon,
una breve pe
del mosto.*

MAREMMA TOSCANA
INDICAZIONE GEOGRAFICA TIPICA

VENDEMMIA 2011



SAN FELICE
AGRICOLA

VERMENTINO

*Nella Tenuta di Perolla in
prossimità della costa
Toscana il Vermentino
matura alla perfezione.*



*Una piccola aggiunta
di Sauvignon Blanc
conferisce al vino una
piacevole nota minerale.*

MAREMMA TOSCANA
INDICAZIONE GEOGRAFICA TIPICA

VENDEMMIA 2011

SA

PEROLLA

*Prodotto nella propria
Tenuta di Perolla in
prossimità della costa
Toscana. Da uve Merlot,*



*Ciliegiolo, Cabernet
Sauvignon e una
aggiunta di Sangiovese
in minor misura.*

MAREMMA TOSCANA
INDICAZIONE GEOGRAFICA TIPICA

VENDEMMIA 2010



SAN FELICE
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POGGIBANO

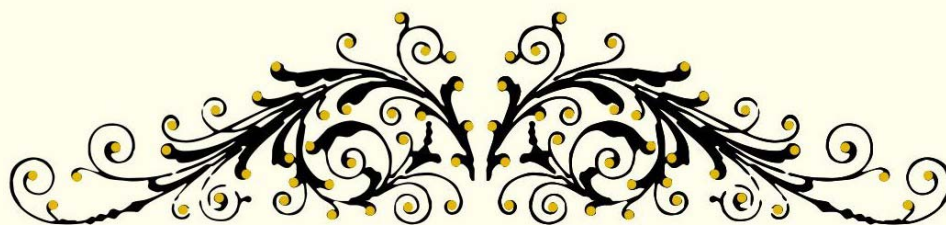
MAREMMA TOSCANA
INDICAZIONE GEOGRAFICA TIPICA



*Prodotto nella tenuta di Perolla in prossimità
della costa toscana. È frutto della selezione delle migliori uve
di Cabernet Sauvignon e Merlot dell'omonimo vigneto.*



SAN FELICE
AGRICOLA



CONTRADA

di San Felice

2010

TOSCANA

Indicazione Geografica Tipica

SAN FELICE

Imbottigliato all'origine da Società Agricola San Felice S.p.A.

Castelnuovo Berardenga - Italia

Product of Italy



VINSANTO
DEL CHIANTI
CLASSICO

DENOMINAZIONE DI ORIGINE CONTROLLATA

2003



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SAN FELICE
AGRICOLA



www.agricolasanfelice.it



CHIANTI CLASSICO AREA

**140 HECTARES (*350 acres*)
OF VINEYARDS**

**OF WHICH 80% PLANTED AT
SANGIOVESE**



the hamlet



one of the ageing cellars





MONTALCINO AREA

**20 HECTARES (*50 acres*)
OF VINEYARDS**

OF WHICH 14 (*35*) AT BRUNELLO



MAREMMA AREA

**50 HECTARES (*124 acres*)
OF VINEYARDS**

**PLANTED WITH NATIVE AND
INTERNATIONAL GRAPES**

(over a property of 1000 ha = 2470 acres)

Perolla: the Chianina breeding



PEROLLA: breeding Chianina beef cattle



“Possente”, this is his name, weighs 2,100 lbs and is 8’ tall



SAN FELICE is a producer with a very innovative approach that, through research and experimentation, has always anticipated the trends of the wine market, yet at the same time has maintained a strong link with the tradition and enhanced the value of region/*terroir*.

This status is proved by our history:



San Felice's original strong focus on the study and the improvement of **Sangiovese** for the production of very typical Chianti Classicos (until now only pure Sangiovese).



1968 San Felice produces **Vigorello**; the first Supertuscan, 3 years earlier than Antinori (Tignanello) and 10 years earlier than the beginning of Supertuscans mode.



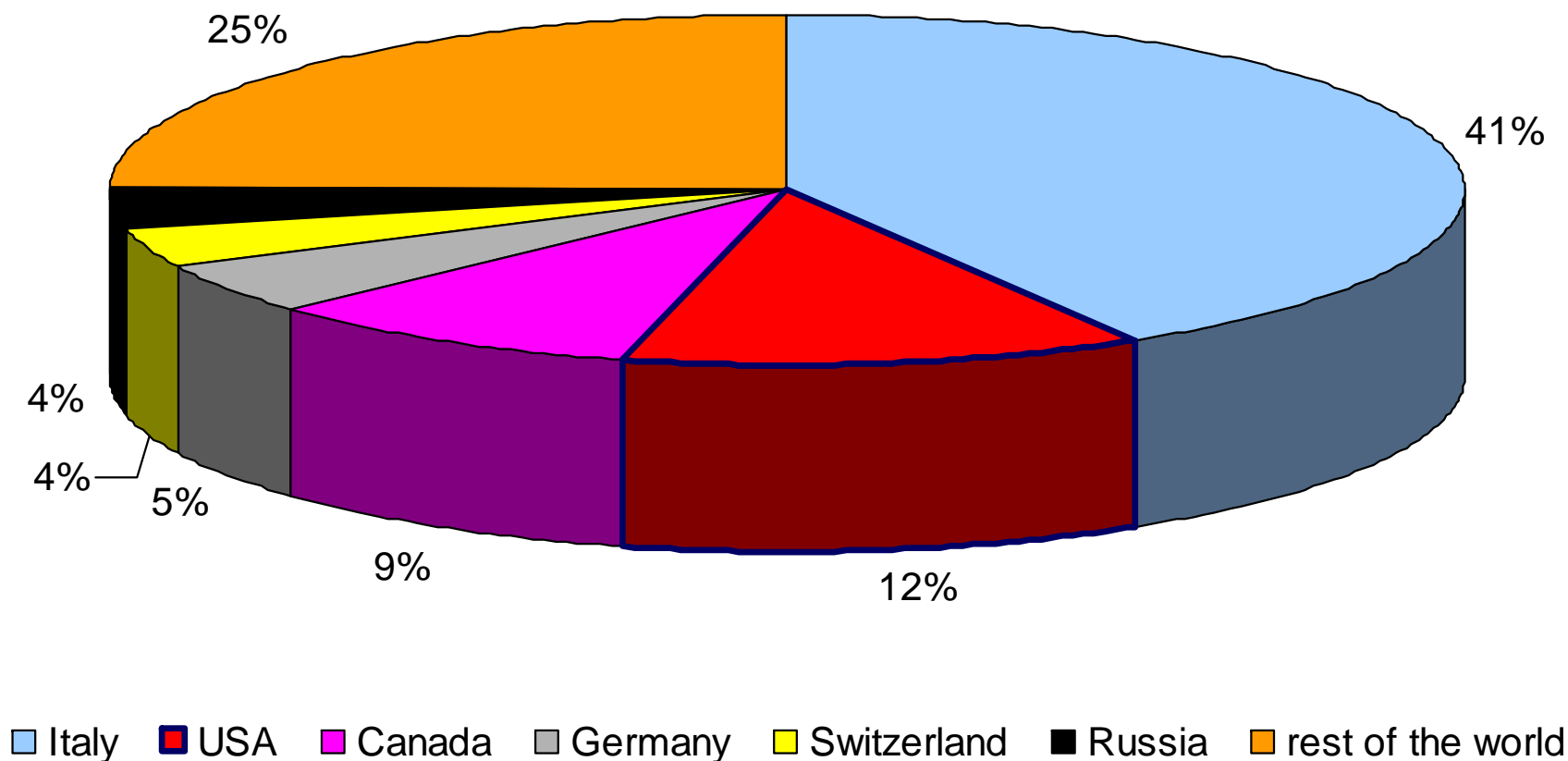
1978 San Felice produces the first vintage of **Poggio Rosso**, at that time a rare example of “crû” of Chianti Classico, confirming its strong engagement on this appellation.

→ **1984** San Felice starts the research activity on the **native grape varieties** in collaboration with the Universities of Florence and Pisa, totally in contrast with the other producers focusing more on international varieties.

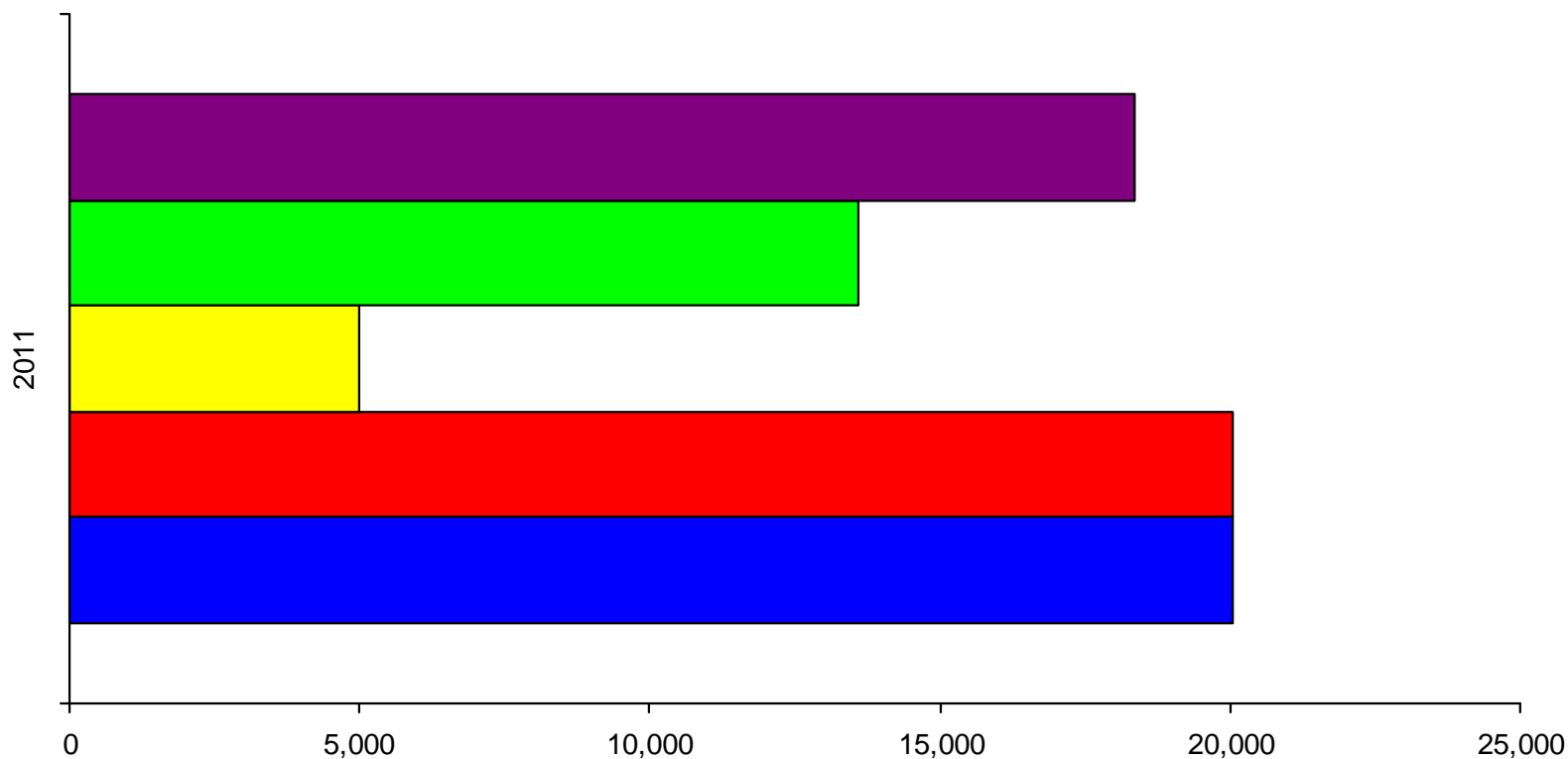
→ **2006** San Felice releases **Pugnitello**, the first wine made with one of the native varieties rediscovered and studied together with the two Universities; the first concrete result of 20 years of research.

2011 sales breakdown by area

San Felice exports in 32 countries



Sales breakdown per product (std cases) 2011



■ Chianti Classico

■ Poggio Rosso/Vigorello/Pugnitello

■ Perolla (Rosso/Vermentino/Rosato/Poggibano)

■ Il Grigio

■ Rosso/Brunello di Montalcino

International recent Awards & Ratings



IL GRIGIO 2007



Wine Spectator, USA (2009)
90/100



**POGGIO ROSSO
2006**



Vinum, Germania (2010)
17.5/20



Wine Advocate, USA (2010)
92/100



Wine Spectator, USA (2010)
93/100



**VIGORELLO
2006**



Wine Advocate, USA (2010)
92/100



Wine Spectator, USA (2010)
94/100



Falstaff, Austria (2011)
94/100



**PUGNITELLO
2007**



Vini d'Italia, Gambero Rosso (2010)
Tre Bicchieri



Wine Advocate, USA (2010)
93/100



Wine Spectator, USA (2009)
90/100

International recent Awards & Ratings

NOVEMBER 21, 2011

Wine Spectator



OUR ANNUAL ROUNDUP OF
THE YEAR'S MOST EXCITING WINES

4

Campogiovanni Brunello di Montalcino 2006

96 points / \$50
7,000 cases made
Tuscany, Italy

The 50-acre Campogiovanni estate in Montalcino was acquired in the early 1980s by Chianti producer Agricola San Felice. About 30 acres of vines, the oldest of them planted in the mid-1960s, are used for its Brunello. Winemaker Leonardo Bellaccini replanted other parcels in 1982, 1988 and 1997, using both selection and clones. This red, aged three years in large, Slavonian oak barrels and one year in bottle, benefited from the excellent 2006 vintage.



3

NEW RELEASES

1

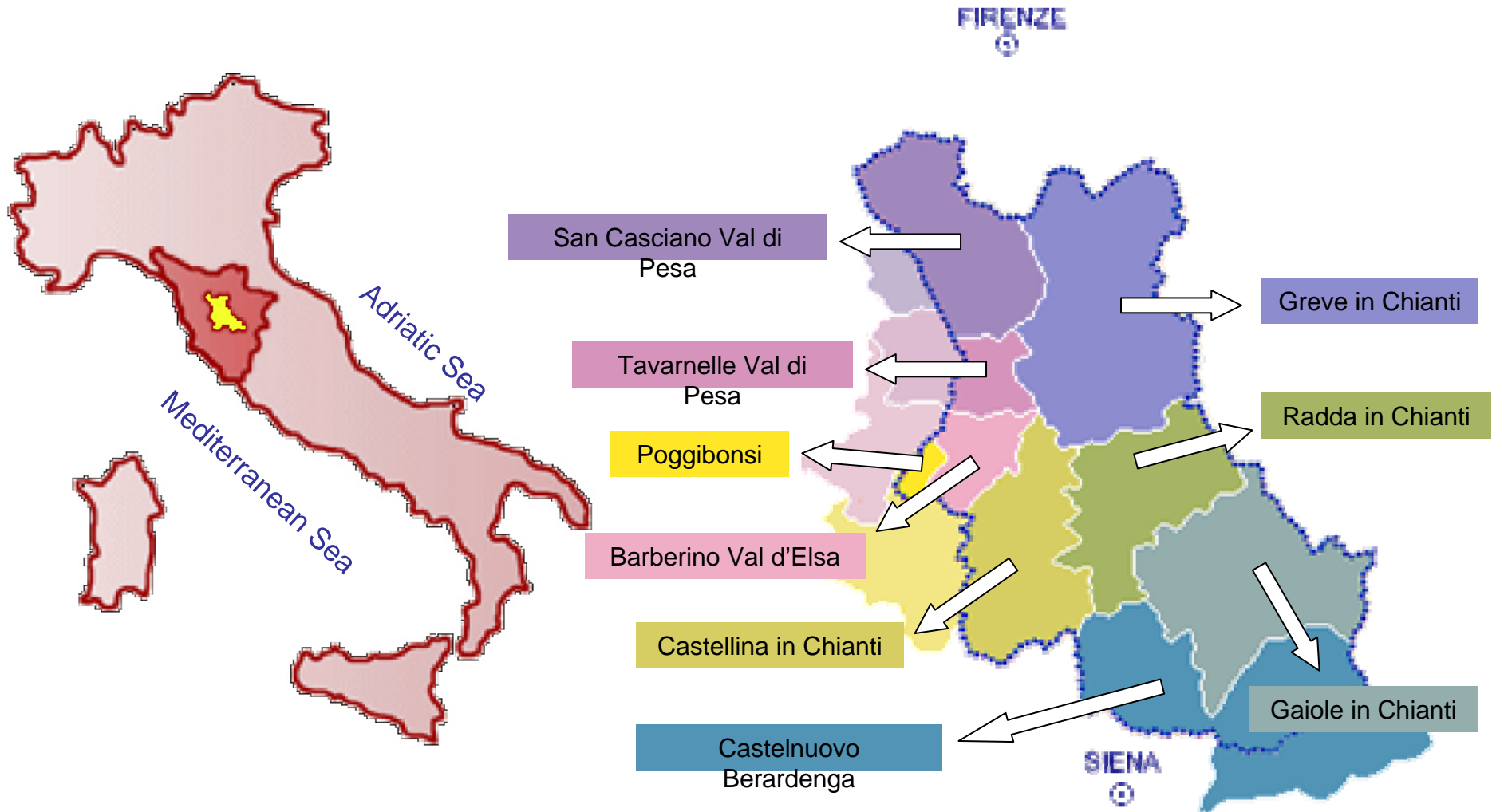
SINGLE PROJECT

1

**“OUR HEART IS IN THE
PAST**

**OUR MIND IS IN THE
FUTURE”**

Tuscany and the Chianti Classico area



Chianti Classico facts & numbers

- **PRODUCTION AREA:** 7,200 ha (*17,800 acres*)
- **AVERAGE YEARLY PRODUCTION:** 265.000 hl
(*3 million std cases*)
- **NUMBER OF PRODUCER:** MORE THAN 600
- **GRAPE VARIETY:** SANGIOVESE 80%
minimum

Chianti Classico facts & numbers

- * **USA:** 27%
- * **DOMESTIC MARKET:** 24%
- * **GERMANY:** 12%
- * **CANADA:** 8%
- * **OTHER COUNTRIES:** 29%



Chianti Classico facts

PLUSES

- name linked to one of the **most attractive region** (Tuscany) and life style in the world
- among the Italian appellations Chianti Classico is the most **representative as far as history** and popularity are concerned
- consumers and wine critics are today more oriented towards wines with **specific identity**
- “classic” appellation, not a fashion, and therefore **timeless**

Chianti Classico facts

MINUSES

- trade and consumer still seldom know the **difference** between “Chianti” and “Chianti Classico”
- the **most reputed** wines of the region (Supertuscans) **do not belong to Chianti Classico** appellation
- consumption of Chianti Classico has moved up from “daily” to “occasionally” drinking wine
- **loss of identity and authenticity** with the introduction of international grape varieties in the blend

Two directions have distinguished these 40 years of modern history of San Felice

1. COMMITMENT ON SANGIOVESE

- **1968** Vigorello was born - 100% Sangiovese
- **1970** Sangiovese clonal selection for Poggio Rosso vineyard
- 15 years long replanting plan of our vineyards with selected clones of Sangiovese, higher density plantation and new training systems. Today 80% of the vineyards are planted at Sangiovese
- participation to the “Chianti Classico 2000” project carried out by the Consorzio

OBJECTIVE: upgrading our Sangiovese and have a widespread high quality from all our vineyards

2. RESEARCH ACTIVITY ON NATIVE VARIETIES

- **1980** start of the collaboration with the University
- **1990** focus on Pugnitello and beginning of experimentation
- **1995** decision of grafting Pugnitello on a larger scale
- **2003** we succeeded in having Pugnitello readmitted, by the Tuscan Regional Commission, in the official register of varieties approved for wine production throughout the region

OBJECTIVE: produce a wine from a native variety (Pugnitello) and use native varieties in the blend of Chianti Classico

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**THESE TWO DIRECTIONS
HAVE BEEN UNDERTAKEN
WITH THE AIM OF
PRODUCING A CHIANTI
CLASSICO WITH STRIKING
CHARACTERISTICS OF
TYPICITY**

IMPLEMENTATION & CONCLUSION OF THE PROJECTS

- the replanting program of our vineyards and the research project has been completed by 2005. Today we have 140 ha (350 acres) with an average density of 2,630 vines per acre and 10 selected clones of Sangiovese
 - of the 300 acres at DOCG:
 - 262 are at Sangiovese
 - 25 at Pugnitello
 - 13 at Colorino
 - first use of Pugnitello in a Chianti Classico blend is with **Poggio Rosso 2004**
- ... but the principal objective was the application of these activities on a much larger scale

2012



SAN FELICE CHIANTI CLASSICO 2009

NEW BLEND, NEW PACKAGING, NEW STYLE

BLEND

Sangiovese 80% Colorino 10% Pugnitello 10%

> more richness, fruit, pleasure, without losing in terms of authenticity

NAME

“SAN FELICE” CHIANTI CLASSICO

Chianti Classico is branded with the Estate’s name

LABEL

> higher brand visibility - less generic
the new packaging shows authority, class, history

> added value to the product

IN THE GLASS a unique personality, intense fruit, immediate pleasure



THE NEW SAN FELICE CHIANTI CLASSICO

- it is an innovative product
- is the **first Chianti Classico** with **Pugnitello** in its blend
- we feel that it will become the **benchmark** for any Chianti Classico
- is in line with the taste of today's consumer more and more oriented towards original, yet authentic wines



TARGETS

increase volumes of “SAN FELICE” Chianti Classico

In the future the brand “**SAN FELICE**” should prevail on the appellation

SAN FELICE = Chianti Classico DOCG



AVERAGE YEARLY PRODUCTION

25,000 std cases

2011 current sales

2012 target

	20,000	25,500
domestic	6,000	6,500
export	14,000	19,000
USA	3,500	5,000
Canada	3,300	4,500
others	7,200	9,500



SAN FELICE SUPPORT

- extra sampling (with 1st order)
- strong program of activities with our PR agency including “vis-à-vis” meetings with top wine writers for heavy press coverage
- incentive program with distributors
- frequent presence of FN & LB in the field

DISTRIBUTOR SUPPORT

- appropriate presentation to the sales force
- organize special events (tastings / winemaker’s dinner) with the trade during the visit of SF executives
- focus on Chianti Classico 2009 in their in-house tastings
- suggest a list of some serious wine writers to be invited at San Felice



2

**“OUR HEART IS IN THE
PAST**

**OUR MIND IS IN THE
FUTURE”**

In order:

- to make use of the IGT grapes**
- to fill up a vacuum space at the entry level of San Felice range**



2012

CONTRADA
di San Felice

CONTRADA

di San Felice

- **Contrade** are the historical districts in Siena which run the Palio
- during the days before the Palio they organise rich banquets in the ancient streets
- two years ago some Contrade asked San Felice to produce a wine for them to serve at these events... **SO WAS BORN CONTRADA**



CONTRADA

di San Felice

- BLEND** Merlot 50% Sangiovese 40% Cabernet Sauvignon 10%
- NAME** **CONTRADA di San Felice** - easy to pronounce and refers immediately to Siena and Tuscany
- PACKAGING** classic label, San Felice branded, screw cap closure, personalised carton
- IN THE GLASS** young, juicy, easy drinking wine, scents of ripe cherries and violet, soft tannins combined with the fresh balanced acidity
- PRODUCTION** 20,000 std cases



3

**“30 YEARS OF
EXPERIMENTATION CAST
TOWARDS THE FUTURE”**

The story of PUGNITELLO

- ➔ **1981** a group of researcher of the University of Florence managed to trace about **300 native varieties** in the various wine production areas of Tuscany.
- ➔ **1987** **SAN FELICE** offered to plant them in an experimental vineyard in its property in order to preserve those vine types from extinction. This “conservation field” was called **VITIARIUM**.
- ➔ **1989** the first findings allowed the identification of certain vines of particular interest such as ***Pugnitello, Abrusco and Abrustine***.

The story of PUGNITELLO

- ➔ **1991** separate **micro-vinifications** of this selected variety.
Pugnitello displayed itself as being the “cream of the crop.”
- ➔ **1992** the first **1,000 vine cuttings** of Pugnitello where over-grafted.
- ➔ **1995** production of the first **600 bottles** of Pugnitello.
- ➔ **2002** Ministry of Agriculture placed Pugnitello in the “**National Registry of Vine Varieties.**”

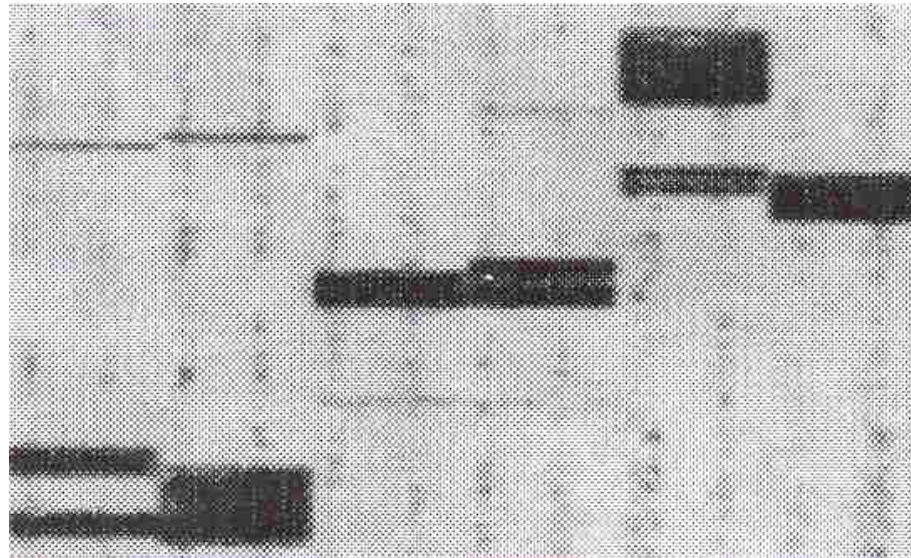


Among the different retrieved red grape varieties, ***Pugnitello*** has shown to be the most interesting. Its name seems to origin from the shape of its bunch which resembles **a fist (*pugno*)**.

- It was rescued in **1981** at Cinigiano, an area between the provinces of **Siena and Grosseto**.
- The owner of the vineyard where it was growing had **no information** regarding its provenance.
- Its name is derived from the **shape of the cluster**.
- There were **no written references** found in recent or past ampelographical works.

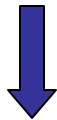


DNA analysis showed that there were
no genetically similar varieties



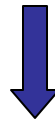
With regard to its ampelography, cultivation and wine qualities, Pignitello has immediately shown a marked personality and a great potential

in the vineyard



- **small clusters with middle size berries**
- **very thick skin with intense color**
- **very low yield per vine**

in the cellar



- **ample polyphenol and anthocyanin components, high acidity, smooth tannins elevated alcohol content**

in the bottle



- **long aging potential**

CURRENT & FUTURE SCENARIOS

- Use **Pugnitello** as a **monovarietal**.
- Find its role in the Chianti **Classico blend**.
- Use Pugnitello to **improve** also other wines of the San Felice range.



SAN FELICE
AGRICOLA

SAN FELICE UNIQUE VALUES

- **First producer** to experiment with **Pugnitello** and so far still the sole in the world to make a wine with this grape variety.
- In contrast to the Chianti-area habit of the 80's of expanding international varieties, San Felice was **the first to rehabilitate native varieties.**



- In June 2006 the first production of Pugnitello vintage **2003** was presented to the international press and released to the market.

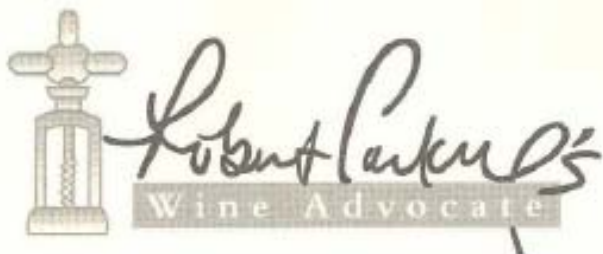
Total 9,800 bottles

- After the first release, **vintages 2004, 2006 and current 2007** followed. All of them received a great attention from the public and many awards by the international press. Vintage 2006 and 2007 have been awarded both “**3 Bicchieri**” by Gambero Rosso





Pugnitello 2007



October 2010

93

The 2007 PUGNITELLO, from an ancient variety that the estate has worked to restore, possesses striking vibrancy and freshness in its dark cherries, violets, minerals and flowers, all wrapped into a soft, textured frame of notable length. Hints of tobacco, smoke and new leather emerge over time, adding to the wine's sensual, inviting personality, leading to the beautifully expressive, radiant finish. Anticipated maturity: 2011-2022.



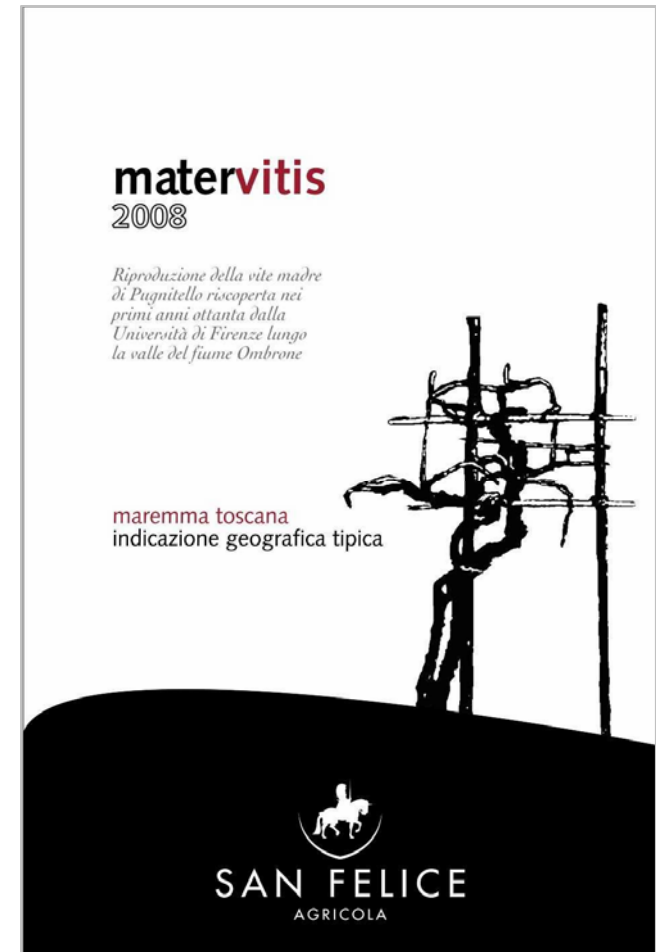
... and this is the rest of the story:

- after few years, we wanted to understand the behavior and the potential of **Pugnitello** in different “terroirs”
- in 1998 we planted this variety at **Campogiovanni in Montalcino** (0.69 acres) and in 2000 at **Perolla in Maremma** (5 acres)
- both Pugnitellos were very interesting, showing **different characters**, but with the **same consistency** of the Pugnitello grown in the Chianti Classico

- in those two areas, rather than making another mono-varietal wine, we preferred to experiment Pugnitello in a blend with a local variety
 - > at Campogiovanni with **Sangiovese**
 - > in Maremma with **Ciliegiolo**
- the results have been extremely positive so that in 2012 we decided to release the following new wines into the market

matervitis

BLEND	Pugnitello 60% Ciliegiolo 40%
VINTAGE	2008
AREA OF PRODUCTION	Perolla estate in Maremma
AGING	20 months in French oak
TOTAL PRODUCTION	3,000 bottles



ARKEOS

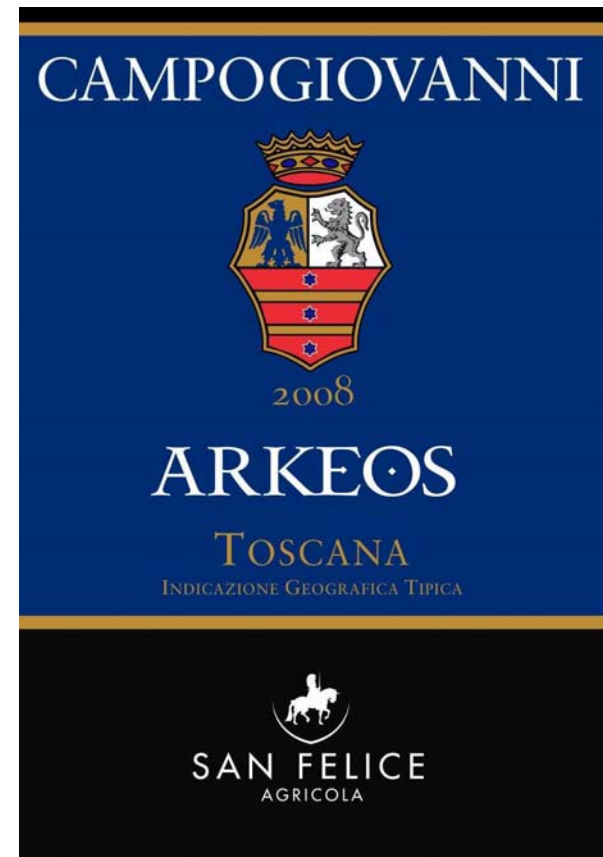
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Sangiovese 40%

VINTAGE 2008

AREA OF PRODUCTION
Campogiovanni estate in
Montalcino

AGING 20 months in French oak

TOTAL PRODUCTION
3,000 bottles





With the release of these new wines a long and serious work had been completed.

It started **30 years ago with the long visions of **Enzo Morganti** and we feel proud to have written an important page in the history of the viticulture of our region.**



A NEW EVOLUTION FOR PEROLLA RANGE

The Perolla story

- San Felice's interest in the Maremma dates back to the **mid-1990's** when the decision was made to upgrade the winemaking potential of its Tenuta di Perolla Estate
- **125 acres of vineyards** where planted between 1995 and 2000, with a mix of **international and native** (mostly Sangiovese) **varieties**, and the goal of producing trend-setting, modern-styled wines
- the initial release of **Perolla Rosso** onto the market was the **2003 vintage**, then Vermentino and Poggibano followed

The Perolla story

- over those first years, however, we noticed that **Sangiovese struggled** to reach the required levels of physical ripeness on a consistent basis. We therefore began a first series of grafting over, replacing Sangiovese with **Merlot**, as well as with **Ciliegiolo**.
- the **percentage of Merlot** in the Perolla blend increased through the 2007 and 2008 vintages. In the meantime the **Ciliegiolo** grafting were giving excellent results, so much so that we increased its representation in the vineyards

The Perolla story

- with the release of 2009 vintage the new assemblage is the following: **Merlot (50%), Ciliegiolo (20%) and Cabernet Sauvignon (20%)** while **Sangiovese** has been reduced substantially **(10%)**
- three years ago we decided a complete **review** of the original packaging. Also this second approach was reconsidered because in many markets, including Italy, was subject to objections by the trade and by the consumers. We moved, therefore, to the **today's labels.**

The Perolla story

- We have decided therefore to **change again the labels** but still maintaining the **same philosophy**:
 - **modern-style** (like the wines we produce in this area) to stand alongside the traditional ones from Chianti Classico and from Montalcino
 - > furthermore we have also decided to adopt the **screw-cap closure** for the whole range excluding Poggibano

Perolla labels

PEROLLA

*Prodotto nella propria
Tenuta di Perolla in
prossimità della costa
Toscana. Da uve Merlot,*



*Ciliegiolo, Cabernet
Sauvignon e una
aggiunta di Sangiovese
in minor misura.*

MAREMMA TOSCANA
INDICAZIONE GEOGRAFICA TIPICA

VENDEMMIA 2010



SAN FELICE
AGRICOLA

Perolla bottles

