

## **FEUDI DI SAN GREGORIO UNVEILS PIONEERING WINEMAKING FACILITY AND HOSPITALITY CENTER**



In less than two decades, the Feudi di San Gregorio wine estate in southern Italy's Campania region has positioned itself at the forefront of a successful and radical revitalization of this historic winemaking area. The winery, widely regarded as one of Italy's most advanced and innovative estates, has placed a thoroughly modern spin on wines made from ancient, indigenous grape varieties. Now, with the 2004 inauguration of a spectacular new \$25-million winemaking facility and hospitality center, the Ercolino and Capaldo families, owners, have taken their commitment to the next level, creating an integrated experience that weaves Campania's multifaceted culture and history with the captivating wines native to this region. A stunning aging cellar, gourmet restaurant, tasting room, wine shop, landscaped gardens and even an outdoor amphitheater are set to make Feudi di San Gregorio a leading travel destination for the growing number of visitors starting to discover this beautiful and fascinating region of Italy.

From the outset, president Enzo Ercolino's grand vision soared far beyond a simple high-tech winery. Through strategic partnerships with leading design talents who share his dream of uniting aesthetics, advanced technology and a deep love for Campania, Ercolino has seamlessly translated his vision into reality...to awe-inspiring effect.



Located in the tiny village of Sorbo Serpico in Campania's Irpinia region, Feudi di San Gregorio's sleek, ultra-modern new structure is a striking sight perfectly positioned atop the crown of one of Irpinia's trademark rolling hills. Cutting-edge Japanese architect Hikaru Mori conceived the Asian-inspired, minimalist design. At just 40 years of age, Milan-based Mori has already established a name for herself as a talent in this field.

Each interior element, from major furnishings right down to silverware and chef's attire in the on-site restaurant, was envisioned by internationally esteemed New York-based design team Massimo and Lella Vignelli and implemented by the finest craftspeople available. Modular and linear in design, the effect is polished, stylish and infinitely functional. The Vignellis have earned global renown for their avant-garde concepts on behalf of an impressive client roster that includes American Airlines, BMW, Benetton and IBM.

The collaboration of talents such as Mori and the Vignellis, fueled by Ercolino's relentless energy and forward-thinking mindset, is certain to redefine the traditional boundaries of a wine estate. This state-of-the-art winemaking, gastronomic and cultural hub is unrivaled in Italy, offering facets to delight each of the senses while projecting a fresh view of Campania's abundant treasures. Among the noteworthy features are:

### **THE BARRIQUE CELLAR**



Over 650 feet in length, this phenomenal cellar houses an impressive 6,000 French oak barriques for aging red wines, along with several large Austrian oak vats reserved for refining select whites. In the center of the cellar is a glass-encased room containing a fully equipped tasting area and a wood-hinged table that adjusts to create the perfect intimate dining space for special parties of 12 or 20. Visitors can steal breathtaking views of the Irpinia Valley from a vast window at the far end. A sophisticated sound system fills the cellar with 16<sup>th</sup> century madrigals by the infamously eccentric, Irpinia-



born Carlo Gesualdo, one of the most chromatically complex composers of the late Renaissance and stylistically centuries ahead of his time.

## MARENNA RESTAURANT: THE ULTIMATE EXPERIENCE IN IRPINIAN GASTRONOMY

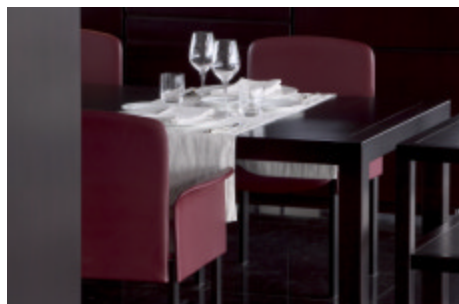
No visit would be complete without a meal at Marennà restaurant. Taking its name from a local word meaning a simple snack enjoyed by farmers in the field, Marennà sits at the very top of the new winery, offering stunning panoramic views of the surrounding vineyard-dotted hills. Renowned chef Heinz Beck of Rome's highly acclaimed La Pergola restaurant consulted throughout the conception and personally trained Marennà's head chef, Donato Episcopo. Formerly lead chef under Beck at La Pergola, Episcopo, 31, is an accredited sommelier and regarded as a rising star among young Mediterranean chefs. *"I spend a great deal of time experimenting with different ways to reawaken old Italian flavors and bring new life to the traditional recipes that have been passed through generations. Only when a dish reaches perfection is it integrated into Marennà's menu,"* Episcopo explains.



The menu, which changes daily, is a modern interpretation of classic Campanian cuisine, prepared with fresh, seasonal ingredients sourced from trusted local purveyors or from the winery's own grounds. *"We've sought to capture the flavors of our grandfathers and bring them to the modern table,"* says Ercolino. Regional wines from Feudi di San Gregorio and neighboring producers are offered by the glass or bottle, and special food and wine tasting menus are available. Eventually the winery – in conjunction with Slow Food's International University of Gastronomic Sciences of Pollenzo – will offer onsite cooking courses and seminars.

*"Marennà Restaurant elevates the food traditions of Campania into the most refined yet delicious dining experience you're likely to find anywhere in the south of Italy. Its awesomeness is matched only by the architecture of the new Feudi di San Gregorio winery. Both are about to make the tiny town of Sorbo Serpico the top gastronomic destination of the region."*  
**Arthur Schwartz, host of "Food Talk," WOR Radio 710AM (NY, NJ, CT)**

In step with the overall design philosophy, Marennà's tables and furnishings are crafted from dark chestnut, a wood indigenous to Irpinia. Aside from woven linen runners, the tabletops are left exposed; silverware and candlesticks have a hammered finish to reflect the light. Red leather chairs add a splash of color that is simultaneously chic and comfortable. Diners can keep an eye on the action in the glass-encased kitchen, equipped with traditional wood-burning ovens to create an authentic Irpinian taste.



## THE GROUNDS: A RETREAT FOR THE SENSES



Feudi di San Gregorio's grounds are adorned with a spectacular array of aromatic flowers, old vines, ancient rose varieties and century-old olive trees. Gardens planted with seasonal vegetables and wild herbs supply the on-site Marennà restaurant, and a small community of livestock, including ducks, chickens, pigs, cattle and rabbits, is maintained and raised according to Slow Food standards. (Slow Food, [www.slowfood.com](http://www.slowfood.com), and Feudi di San Gregorio share a philosophy of respect for nature and the "slow" lifestyle. Both organizations enjoy a close personal and working relationship,

highly visible throughout the estate's fundamental operations.)

Just steps from the winery's main entrance, an outdoor amphitheater serves as a forum for performing arts and special events. The interior, equipped with the finest acoustics, is fashioned from the oak staves of barriques retired from the winemaking process.

\* \* \*

Well worth a trip entirely on its own merit, Feudi di San Gregorio is located in convenient proximity to such popular travel destinations as Naples, the Amalfi coast, Pompeii and Herculaneum. To arrange a visit, please contact: Jane Kettlewell (ext. 505) or Bethany Scherline (ext. 586) Tel. 800-872-5622, [jkettlewell@palmbayimports.com](mailto:jkettlewell@palmbayimports.com) or [bscherline@palmbayimports.com](mailto:bscherline@palmbayimports.com)



### The Artists

*Architect:* Hikaru Mori

*Interior Design Concept:* Massimo and Lella Vignelli – [www.vignelli.com](http://www.vignelli.com)

*Wood Design:* Pierluigi Ghianda

*Silverware:* Calegari – [www.calegari.it](http://www.calegari.it)

*Chairs and Sofas:* Poltrona Frau -- <http://www.poltronafrau.it/>

*Photography courtesy of:* Luca Vignelli

The wines of Feudi di San Gregorio are imported by Palm Bay Imports, Syosset, NY.  
[www.palmbayimports.com](http://www.palmbayimports.com)