



# **Rocca delle Macie**

*Hand Crafted Wines From Five Distinct Estates*

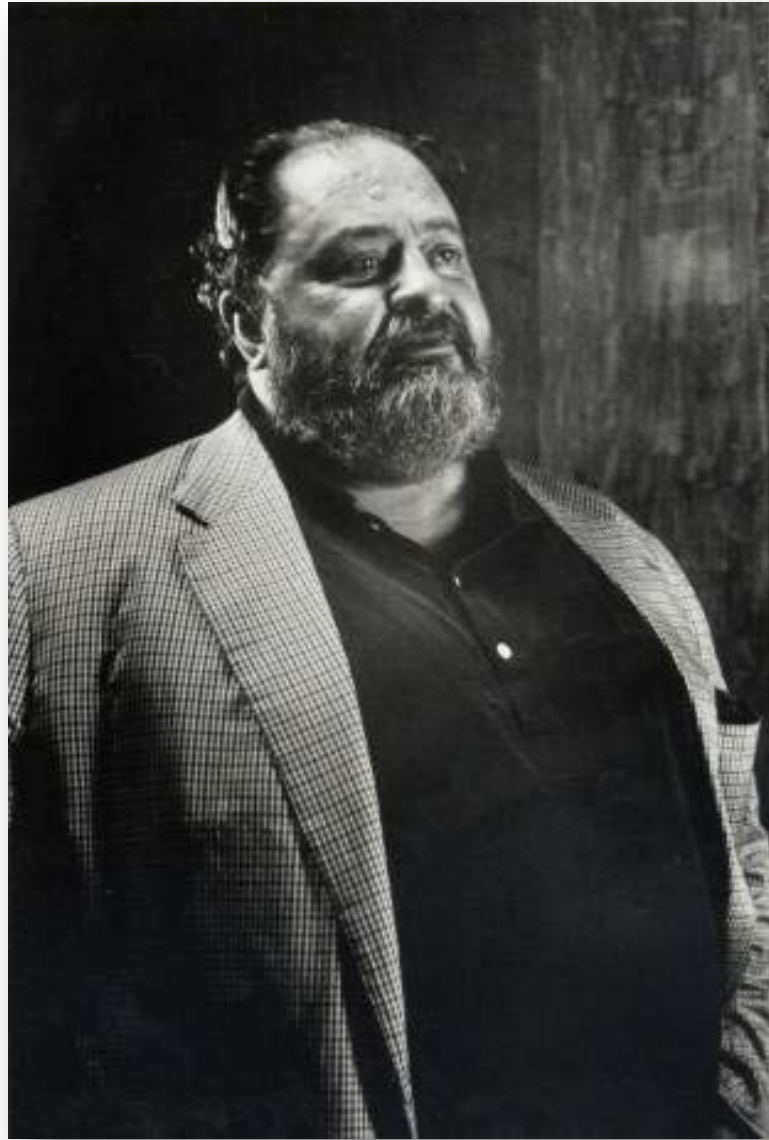


THE ZINGARELLI SOLAR FAMILY.  
OUR WINE. OUR UNIVERSE. OUR PASSION. THE SECRET TO OUR HARMONY.



# The Beginning

- In 1973, Italo Zingarelli realized a life-long dream by purchasing the “Le Maciè” estate in the heart of the Chianti Classico zone.
- Italo was known for many things: generosity, love of life, great intuition and vision – in short, a noble example of the self-made man.
- In 1985, Sergio, Italo’s youngest son, became responsible for global distribution and soon rose to become company president.
- Today, Rocca delle Maciè is a dynamic winery, run by the Zingarelli family, covering 1,500 acres with five distinct estates.



Rocca delle Maciè:  
A dream come true.

*“It was certainly not intended to be  
a hobby...it was a vocation, a desire  
to return to the soil.”*

Italo Zingarelli, Founder



**Rocca delle Maciè**  
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# ROCCA DELLE MACIÈ: THEN AND NOW

1973



2012



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# The Present

- For 30 years, the Zingarelli family has dedicated itself to the vineyards, with meticulous attention to the cellar and winery.
- In 2002, Sergio began construction of a new cellar for ageing select red wines. This cutting-edge maturation area on the Le Tavolelle estate can hold nearly 1,000 barriques.
- Renowned oenologist, Lorenzo Landi, serves as consulting winemaker, and Luca Francioni as head resident winemaker.
- The aim is to produce wines of great elegance, always expressive of terroir.



# Progress through the Years

**FROM 1990 THROUGH TODAY, CONSTANT PLANTING AND REPLANTING OF VINEYARDS IS ALWAYS IN PROGRESS.**



Vineyard planted in 1974



Preparation of the vineyard in 2003  
(Castellina in Chianti)



New vineyard planted in 2004  
(Castellina in Chianti)



Preparation of the  
vineyard in 2000  
(Campomaccione,  
Maremma)



New vineyard in  
2002  
(Campomaccione,  
Maremma)

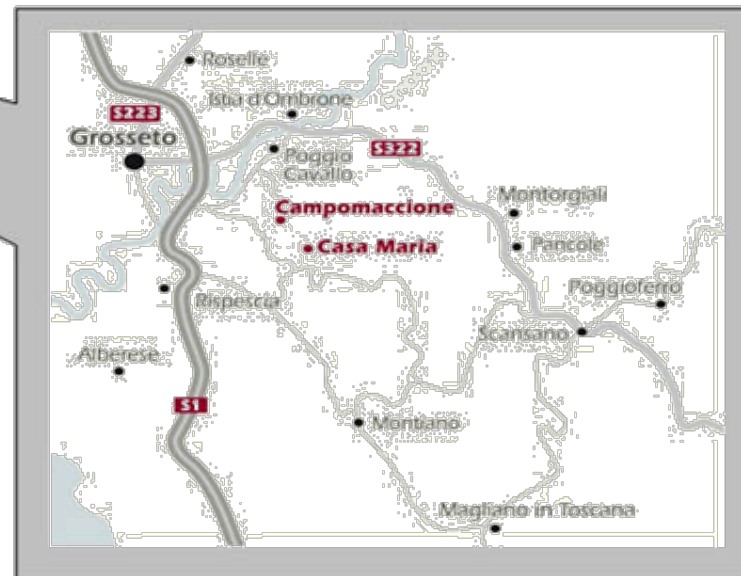
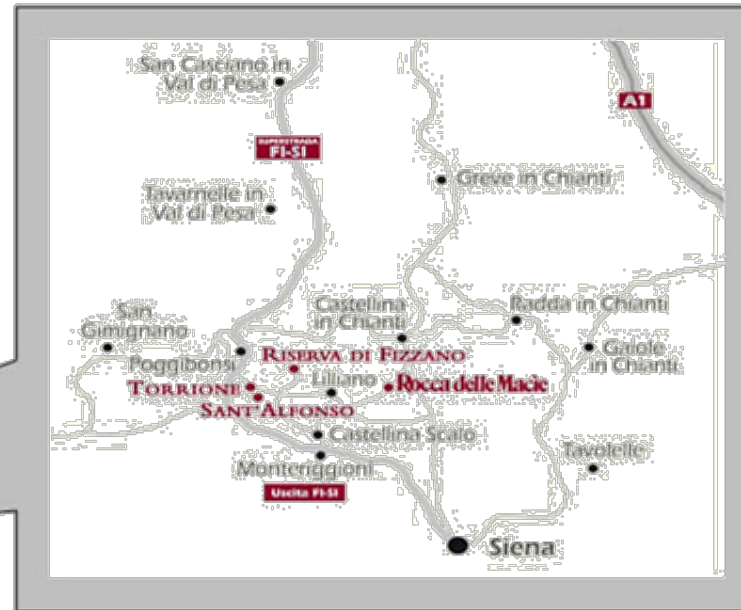
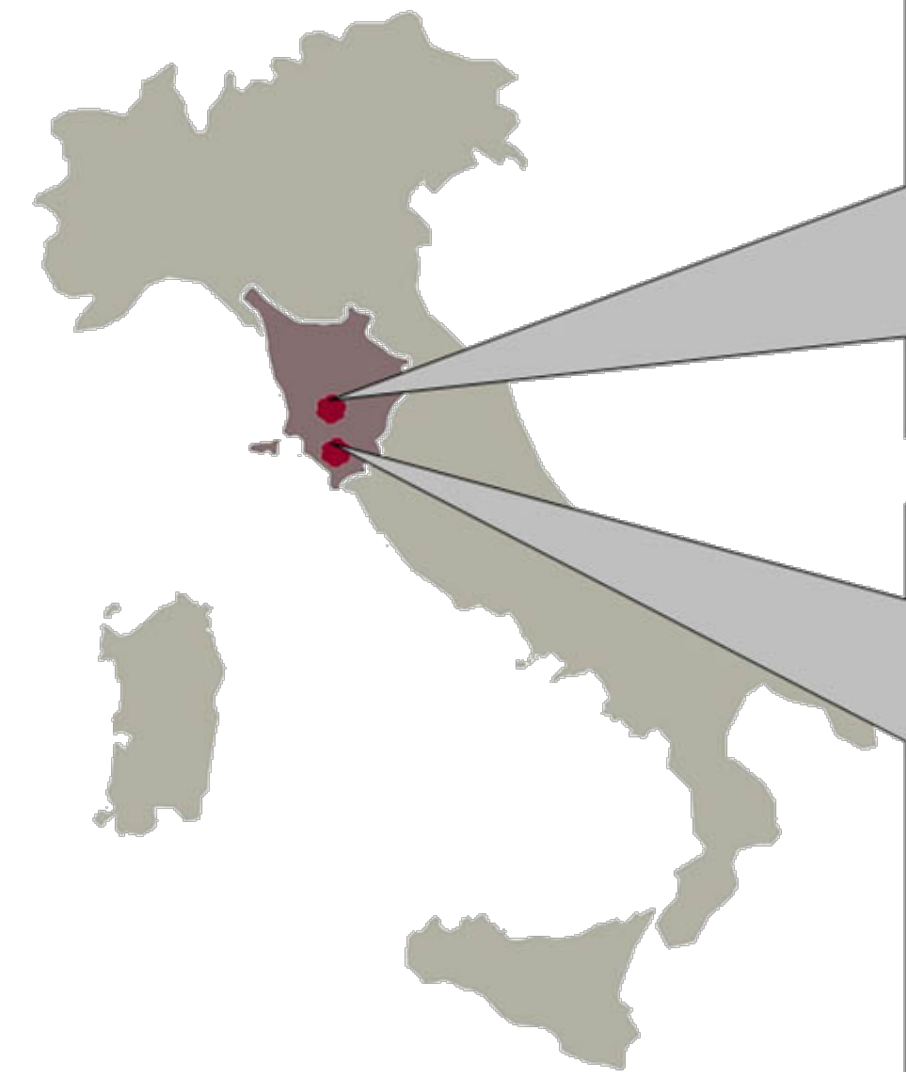


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# The Property

Today



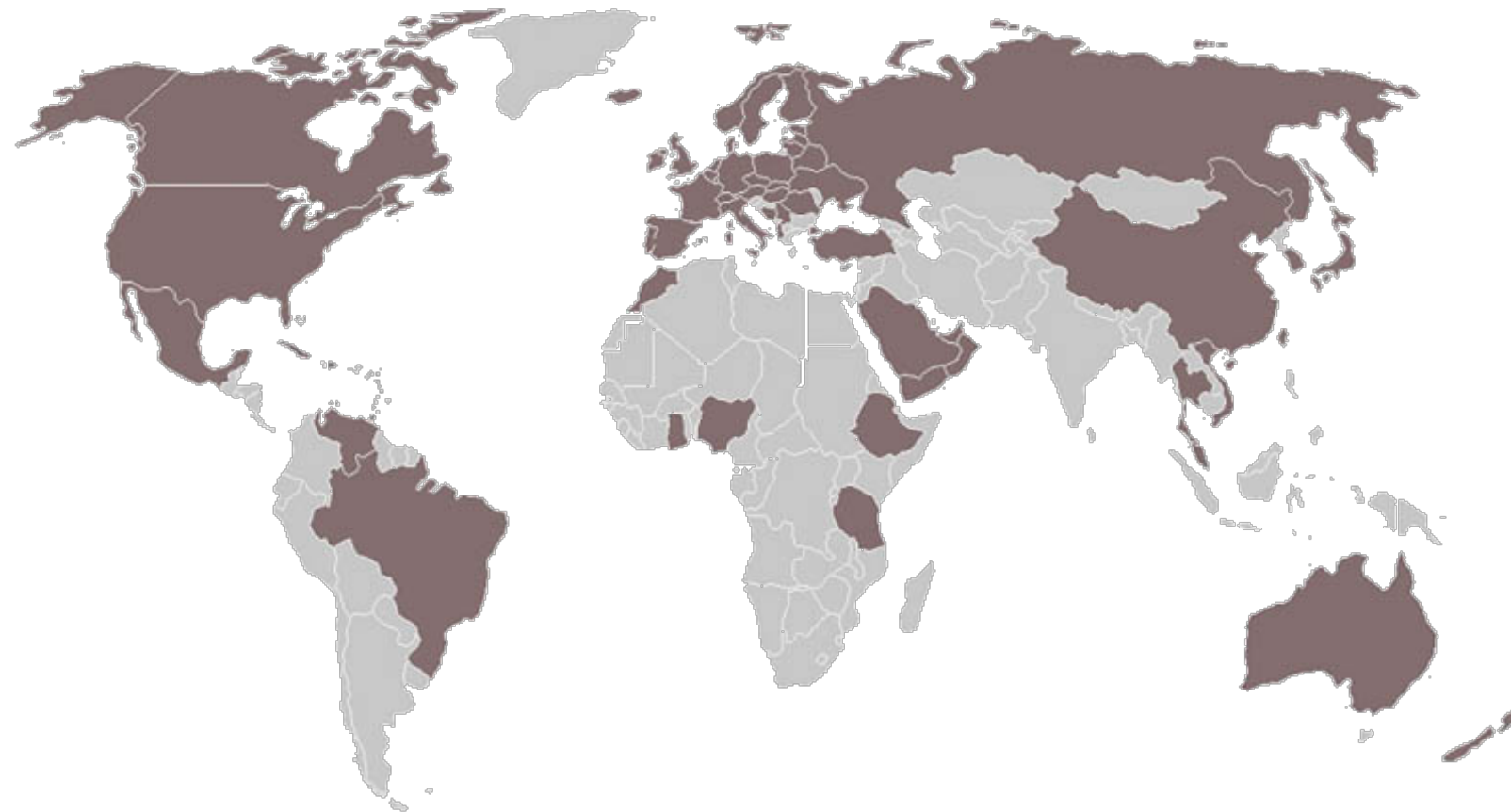
**The company is comprised of 600 ha. (1,500 acres) in total with approximately 210 ha. of vineyards divided between 5 estates, 3 in Chianti Classico and 2 in Maremma.**



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# ROCCA DELLE MACIÈ AROUND THE WORLD



- Currently 70 importers & distributors on 5 continents in 50 countries
- 100 representatives nationwide with sales



# The Evolving Labels of Chianti Classico



1973

1977

1988

1995

1998

2007

2011



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# The Future

- Rocca delle Macie is in the hands of the next generation, Andrea and Giulia Zingarelli

Italo's and Sergio's tenets of success:

- A great passion for the Tuscan soil and art of making wine
- Carrying on the never-ending story between people and wine
- The tireless determination that turns vision into reality
- The knowledge that growth comes only by pro-activity and perseverance



**Sergio & Daniella Zingarelli with their  
children, Andrea & Giulia, and Vito Candela,  
VP Sales North America with Sergio**



**Rocca delle Macie**  
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# Olive Garden & Rocca delle Macie – Great Exposure!

- OG now has nearly 800 restaurants in the US
- Over 4 million guest each week
- Rocca delle Macie has 4 of the 27 wines on the OG wine list program including
  - Rubizzo
  - Sasyr
  - Chianti Classico Riserva
  - Straccali Chianti
- Multiple promotional periods each year
- Rocca delle Macie is a host of the CIT program where OG chefs train each winter



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# The Wines



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OUR WINE. OUR UNIVERSE. OUR PASSION. THE SECRET TO OUR HARMONY.



## THE BEGINNING

In 1973, Italo Zingarelli realized a life-long passion by purchasing the "Le Macie" estate, 140 hectares, 2 hectares under vine, a dream and a vision in the heart of the Chianti Classico Zone. Italo was known for many things: generosity, love of life, great intuition and farsightedness – in short, a noble example of the self-made man. In 1985, Sergio, Italo's youngest son, became personally responsible for worldwide distribution. In 1989, with his wife Daniela at his side, Sergio rose to company president. Today, Rocca delle Macie is a dynamic winery, run with passion by the Zingarelli family, covering 1,500 acres, with 550 acres under vine, and 5 distinct estates.

## THE PRESENT

For nearly 40 years, the Zingarelli family have dedicated their life to the vineyards, devoting meticulous attention to the cellar and winery. In 2002, Sergio commissioned the construction of a new cellar, solely for the ageing of a special selection of red wines. This cutting-edge maturation area, located on the Le Tavolelle estate, can hold nearly 1,000 barriques. Sergio has welcomed renowned oenologist Lorenzo Landi as wine consultant, and Luca Francioni as head winemaker. The aim is to produce wines of great elegance, always expressive of terroir.

## THE FUTURE

The future of Rocca delle Macie is in the hands of the next generation, Andrea and Giulia Zingarelli. They will follow the pillars of success begun with Sergio and Italo:

- A great passion for the Tuscan soil, and art of making wine;
- The desire to continue the never-ending story between people and wine;
- The understanding that by tireless determination, vision becomes reality;
- And the knowledge that growth comes only by proactivity and perseverance in pursuit of their goals.

## NEXT STEPS

Launching a fresh and impactful marketing campaign that communicates the beginning, present and future

- Andrea and Giulia are the next generation, whose mission is to bring each estate to life, focusing on their individual merits

Separating each estate in all our POS, marketing and ads

- Highlighting the production of each estate with a clear focus on elegant wines and terroir
- Requiring that all distributors separate each sku by the 5 estates in their beverage media and/or pricing median
- Goal setting by estate




## THE ESTATES AND THEIR WINES

THE ESTATES	WINES PRODUCED	CLASSIFICATION
Rocca delle Macie	Chianti Classico Famiglia Zingarelli Chianti Classico Reserva Zingarelli Rubizzo Orvieto Vernaccia di San Gimignano	Chianti Classico DOCG Chianti Classico Reserva DOCG IGT Orvieto DOC Vernaccia di San Gimignano DOCG
Riserva di Fizzano	Fizzano Ser Gioveto Roccato	Chianti Classico Reserva di Fizzano DOCG Super Tuscan Super Tuscan
Sant'Alfonso	Sant'Alfonso	Chianti Classico DOCG
Campomaccione	Morellino di Scansano Sasyr	Morellino di Scansano DOCG Super Tuscan
Casa Maria	Vermentino	Vermentino IGT



DISTRIBUTION CHANNEL STRATEGY			
 <b>Rocca delle Macie</b>	ON SALE TARGET	OFF SALE TARGET	FINE WINE SHOPS
<b>Rocca delle Macie</b>			
Chianti Classico Famiglia Zingarelli	60%	40%	Yes
Chianti Classico Riserva Zingarelli	60%	40%	Yes
Rubizzo	40%	60%	
Orvieto	40%	60%	Yes
Vernaccia di San Gimignano	60%	40%	
<b>Riserva di Fizzano</b>			
Fizzano	70%	30%	Yes
Ser Gioveto	70%	30%	Yes
Roccato	70%	30%	Yes
<b>Sant'Alfonso</b>			
Sant'Alfonso	80%	20%	Yes
<b>Campomaccione</b>			
Morellino di Scansano	60%	40%	Yes
Sasyr	50%	50%	
<b>Casa Maria</b>			
Vermentino	70%	30%	Yes



Brand Placement Standards and Competitive Set												
Brand Standards:		On Sale:		Off Sale:		Placement Objectives for Rocca delle Macie Brands:						
 <b>Rocca delle Macie</b>		INDEPENDENT PRESTIGE	INDEPENDENT	CHAIN	HOTEL	1. The right product in the right accounts 2. Continuous improvement of the quality of distribution.  General Rule: We do not want to be the higher priced product with any of our high end products in their respective categories in an account. We should always be in the company of comparable or higher priced wines, within our competitive set.						
Rocca delle Macie						COMPETITIVE BRANDS:						
Chianti Classico Famiglia Zingarelli		✓	✓	✓	✓	✓	✓	✓	Monsanto, Fontodi, Frescobaldi, Antinori, Carpineto, Berardenga, Castello d'Albola			
Chianti Classico Riserva Zingarelli		✓	✓	✓	✓	✓	✓	✓	Monsanto, Fontodi, Frescobaldi, Antinori, Carpineto, Berardenga, Castello d'Albola			
Rubizzo			✓	✓	✓		✓	✓	Santa Cristina (Antinori)			
Orvieto			✓	✓	✓	✓	✓	✓	Antinori			
Vernaccia		✓	✓	✓	✓	✓	✓	✓	Falchini, Cesani, Fontaleoni			
Riserva di Fizzano												
Fizzano		✓	✓		✓	✓	✓		Ruffino Gold Label, Marchese Antinori			
Ser Giovetto		✓	✓		✓	✓	✓		Tignanello, Sassicaia, Ornellaia			
Roccato		✓	✓		✓	✓	✓		Tignanello, Sassicaia, Ornellaia			
Sant'Alfonso												
Sant'Alfonso		✓	✓		✓	✓	✓		Monsanto, Fontodi, Frescobaldi, Antinori, Carpineto, Berardenga, Castello d'Albola			
Campomaccione												
Morellino di Scansano		✓	✓	✓	✓	✓	✓	✓	Moris Farm, Le Pupille			
Sasyr		✓	✓	✓	✓	✓	✓	✓	Comparable or higher priced Italian red blends			
Casa Maria												
Vermentino		✓	✓	✓	✓	✓	✓	✓	Guado Al Tasso			





# Estate Reds

Wines	Grapes	Vineyard	Vinification	Aging	Notes
<b>Riserva Di Fizzano Chianti Classico DOCG</b>	85% Sangiovese, 10% Cabernet Sauvignon, 5% Merlot	Exclusively sourced from the Fizzano vineyard	Carefully selected-hand picked grapes; aged in French Oak	Over 2 years in barrel, 1 year in bottle	Possibly the best estate in Chianti. Spearheading the new direction taken by the vinery
<b>Tenuta Sant'Alfonso Chianti Classico DOCG</b>	100% Sangiovese	Sourced from single Tenuta Sant' Alfonso vineyard situated in an area that comprises portions of two bordering communes in Chianti and Chianti Classico	Traditional fermentation and aged in French oak	12 months in barrel, 12 months in bottle	Limited production wine. The only Chianti Classico composed from 100% Sangiovese
<b>Morellino di Scansano DOC</b>	90% Sangiovese, 5% Cabernet Sauvignon, 5% Merlot	Sourced from the RDM Campomaccione estate in Tuscany's Grosseto province	Select grapes are harvested at the peak of their ripeness	stainless steel	Considered a mini Super Tuscan, one of hottest new appellations from Italy



# Super Tuscans

Wines	Grapes	Vineyard	Vinification	Aging	Notes
Ser Gioveto	75 % Sangiovese Grosso, 15% Merlot, 10% Cabernet Sauvignon	Sourced from estate vineyards, Le Macie & Sant'Alfonso	Aged in small French oak barrels	6-12 months in barrel; 9 months in bottle	Named after Sergio and Sangiovese (Sangiovese)
Roccato	50% Sangiovese Grosso, 50% Cabernet Sauvignon	Sourced from Rocca delle Macie Fizzano Estate in Castellina within the Chianti Classico district	Traditional maceration for 15 days	12 months in barriques; 12 months in bottle	Only produced in outstanding vintages each varietal is aged separately then blended together
PrimoVolo	A blend of a third of Sangiovese, Barbera, Merlot	Each of the three grapes, Sangiovese from Rocca delle Macie in Tuscany; Barbera from Villa Giada in Piedmont; Merlot from La Montecchia in the Veneto is vinified in its respective place of origin in the style of its producer	Each batch is aged separately in small French oak barrels then blended and refined in bottle	12 months in barrels and in bottle	Collaborative effort between three wine producers, Rocca delle Macie, Villa Giada and La Montecchia
Sasyr	A blend of 60% Sangiovese, 40% Syrah	From Rocca delle Macie vineyards in the Maremma coastal district of southeastern Tuscany.	Hand harvesting followed but separate fermentation of 2	15% of Sangiovese aged in barriques for 6	A modern wine with a modern name & look



# Chianti Classico

## The Estates of Rocca delle Macie

### Le Macie Estate

Purchased in 1973, this estate remains the heart of the company. It is composed of 85 hectares, 42 of which are planted to vineyards (Sangiovese, Cabernet Sauvignon, Merlot) and 13 to olives. Major replanting operations have been carried out with a particular focus on analyzing the soil and achieving the right balance to reach the best possible quality without compromising the environment.

### Chianti Classico

**Production Area:** Produced with grapes from estates situated in the heart of the historical zone of Chianti Classico.

**Grape Varieties:** 95% Sangiovese, 5% Merlot

**Vinification:** Vinification is obtained through maceration of the must (with the skins) for 8-10 days with short and frequent “pumping over” to extract color. On completion of the alcoholic and malolactic fermentation the wine undergoes maturation in Slavonian oak barrels for at least 12 months.

**Color:** Bright ruby red

**Bouquet:** Intense, mature fruit aromas

**Taste:** Rich, well structured, berry fruit flavors

**Serving Suggestions:** Serve at room temperature, not less than 64°F. This wine is particularly well suited to meat and first courses.





**Rocca delle Macie**  
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# CHIANTI CLASSICO

## 2009 VINTAGE

# 88 POINTS

“Youthful and bright, this shows the lean, bright side of the Famiglia Zingarelli line.

You can really taste those Sangiovese characteristics thanks to lively tones of wild berry, raspberry, blue flower, wild mushroom and subtle spice. That zesty acidity makes the wine perfect for cheesy pasta or lasagna.”

 **WINEENTHUSIAST**  
MAGAZINE  
October 2012

“A burst of cherry and plum flavors highlights this red, whose firm structure and earth and mineral elements keep it solidly in a traditional style.”

**Wine Spectator**  
www.winespectator.com  
October 31, 2012

  
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# CHIANTI CLASSICO

## 2010 VINTAGE

# 89 POINTS

“The 2010 Chianti Classico is juicy, fleshy and delicious. Succulent red cherries, licorice, tobacco and leather are some of the notes that flow from this rich, deep Chianti Classico. This is a terrific effort from Rocca delle Macie, and a great value as well.”



October 2012



# Chianti Classico Riserva



## The Estates of Rocca delle Macie

### Le Macie Estate

Purchased in 1973, this estate remains the heart of the company. It is composed of 85 hectares, 42 of which are planted to vineyards (Sangiovese, Cabernet Sauvignon, Merlot) and 13 to olives. Major replanting operations have been carried out with a particular focus on analyzing the soil and achieving the right balance to reach the best possible quality without compromising the environment.

### Chianti Classico Riserva

**Production Area:** This wine comes from the farms of Rocca delle Macie situated in the most prestigious area of Chianti Classico in the commune of Castellina in Chianti.

**Grape Varieties:** 90% Sangiovese, 5% Cabernet Sauvignon, 5% Merlot

**Vinification:** After careful selection, the grapes from Rocca delle Macie estates are vinified in the traditional method of Chianti Classico. Once the fermentation is complete, the wine is matured in French allier oak barrels for 24 months, then bottled. It remains in the bottle for about 6 months to mature before being released.

**Color:** Ruby red tending towards garnet

**Bouquet:** Rich, intense, and complex

**Taste:** Dry, soft, gently tannic with good structure

**Serving Suggestions:** Uncork at least an hour beforehand, then decant shortly before serving. Serve at a temperature of 64°-68°F. This wine is particularly well suited to dishes of red meat, roasts and game.



# CHIANTI CLASSICO RISERVA 2008 VINTAGE 92 POINTS

“Lots of rich and ripe fruit here, with fresh plum that turns to prune with chocolate undertones.  
Full and velvety.”

**JAMES SUCKLING.COM** 

August 2011



# CHIANTI CLASSICO RISERVA

## 92 POINTS

### 2008 VINTAGE

“... a fresh, balanced wine, with aromas of red fruit and savory spice. The mouthfeel is soft and rich with good structure and fullness”

### 2009 VINTAGE

“... deep layers of spice, chocolate, wild berry, cherry, licorice and black pepper.

The mouthfeel is smooth, long and fresh.”



# Orvieto Classico

## The Estates of Rocca delle Macie

### Le Macie Estate

Purchased in 1973, this estate remains the heart of the company. It is composed of 85 hectares, 42 of which are planted to vineyards (Sangiovese, Cabernet Sauvignon, Merlot) and 13 to olives. Major replanting operations have been carried out with a particular focus on analyzing the soil and achieving the right balance to reach the best possible quality without compromising the environment.

### Orvieto Classico

**Production Area:** The grapes come from the heart of the Orvieto Classico area.

**Grape Varieties:** 50% Trebbiano Toscano, 20% Verdello, 20% Grechetto and Drupeggio, 10% Malvasia Toscana

**Vinification:** Vinified using the most refined techniques for the production of quality white wine (soft pressing and temperature-controlled fermentation). The wine is then bottled after microfiltration in the cellar of Rocca delle Macie before the end of the year.

**Color:** Pale straw with green reflections

**Bouquet:** Intense, fruity, very elegant

**Taste:** Dry and fresh, with a slight hint of almonds in the aftertaste

**Serving Suggestions:** Serve at a temperature of 50°-54°F. Well suited to fish and white meat dishes.





# ORVIETO CLASSICO

## 2010 VINTAGE

# BEST BUY

“A great value wine to pair with deviled eggs, stuffed mushrooms or fried shrimp. This Orvieto ... opens with crisp green apple, dried hay and stone fruit.



March 2012



# Rubizzo



## The Estates of Rocca delle Macie

### Le Macie Estate

Purchased in 1973, this estate remains the heart of the company. It is composed of 85 hectares, 42 of which are planted to vineyards (Sangiovese, Cabernet Sauvignon, Merlot) and 13 to olives. Major replanting operations have been carried out with a particular focus on analyzing the soil and achieving the right balance to reach the best possible quality without compromising the environment.

### Rubizzo

**Production Area:** The grapes come exclusively from the estates of Rocca delle Macie.

**Grape Varieties:** 95% Sangiovese, 5% Merlot

**Vinification:** Selected ripe grapes are vinified and the most technologically advanced fermentation and temperature control procedures are used. The wine is ready for bottling in the springtime following the vintage.

**Color:** Ruby red, brilliant with violet reflections

**Bouquet:** Intense, ripe berry fruits

**Taste:** Rich, smooth, with good structure

**Serving Suggestions:** Serve at a temperature of 60°F or lower. A wine for all dishes and a great partner with slightly spicy food.



# RUBIZZO

## 2011 VINTAGE

# 87 POINTS

“A blend of Sangiovese and a tiny percent of Merlot, this opens with concentrated fruit and warm climate aromas of blackberry jam and cherry preserves.”



October 2012



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# Vernaccia di San Gimignano



## The Estates of Rocca delle Macie

### Le Macie Estate

Purchased in 1973, this estate remains the heart of the company. It is composed of 85 hectares, 42 of which are planted to vineyards (Sangiovese, Cabernet Sauvignon, Merlot) and 13 to olives. Major replanting operations have been carried out with a particular focus on analyzing the soil and achieving the right balance to reach the best possible quality without compromising the environment.

### Vernaccia di San Gimignano

**Production Area:** Produced with carefully selected grapes from the restricted zone of cultivation for Vernaccia vineyards, in the area of San Gimignano, province of Siena.

**Grape Varieties:** 100% Vernaccia

**Vinification:** Fermentation and vinification occur in cellars in the production area using the most up-to-date techniques. Fermentation takes place at low, controlled temperatures and the wine is then bottled after a microfiltration in the Rocca delle Macie cellar.

**Color:** Pale with characteristics gold reflections

**Bouquet:** Persistent, fruity and rich

**Taste:** Dry, fresh, with a persistent aftertaste

**Serving Suggestions:** At its best with fish and light meat dishes; excellent on its own and as an aperitif. Serve slightly chilled.



# VERNACCIA DI SAN GIMIGNANO

## 2011 VINTAGE

# BEST BUY

“This is the kind of easy Italian white that would taste delicious at an outdoor barbecue or on a hot afternoon. The wine is light, lean and loaded with fresh citrus flavors.”



October 2012



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# Riserva di Fizzano Chianti Classico



## The Estates in Chianti Classico

### Riserva di Fizzano

Locally renowned for the excellent exposure of its vineyards, Fizzano Farm, purchased in 1984, is constituted by a borgo (historic district) dating from the 11th century, and by about 61 hectares of plots, of which 46 are planted to vineyards (Sangiovese, Cabernet Sauvignon, Merlot) and 10 to olive groves. The borgo also plays host to the company's oil mill, into which all of the olives from the various properties are funneled to produce a high-quality extra-virgin olive oil. The buildings of the borgo have been converted to a delightful Relais where guests may visit.

### Riserva di Fizzano Chianti Classico

**Production Area:** Produced with grapes exclusively from the Fizzano vineyard, the property of Rocca delle Macie.

**Grape Varieties:** 85% Sangiovese, 10% Cabernet Sauvignon, 5% Merlot

**Vinification:** The grapes destined for the Riserva di Fizzano are carefully selected at the optimum moment of the vintage and the vinification of this riserva only happens in exceptional years. After the traditional fermentation the wine is matured in French oak barrels for over two years, then bottled and refined for almost a year before being released.

**Color:** Ruby red tending towards garnet

**Bouquet:** Intense but delicate, moderately spicy with great finesse

**Taste:** Full bodied with rich berry fruit flavors and a backbone of tannin

**Serving Suggestions:** Serve at a temperature of 65°-68°F. This bottle should be opened in advance and allowed to breathe, or preferably, decanted.



# RISERVA DI FIZZANO CHIANTI CLASSICO 2007 VINTAGE 91 POINTS

“The wine delivers freshness, with tart berry notes and a bright, streamlined feel. Medallions of veal, grilled sausage or roast chicken would all pair nicely with this Sangiovese-based wine (with small percentages of Cabernet Sauvignon and Merlot).”



February 2012





# Ser Gioveto



## The Estates in Chianti Classico

### Riserva di Fizzano

Locally renowned for the excellent exposure of its vineyards, Fizzano Farm, purchased in 1984, is constituted by a borgo (historic district) dating from the 11th century, and by about 61 hectares of plots, of which 46 are planted to vineyards (Sangiovese, Cabernet Sauvignon, Merlot) and 10 to olive groves. The borgo also plays host to the company's oil mill, into which all of the olives from the various properties are funneled to produce a high-quality extra-virgin olive oil. The buildings of the borgo have been converted to a delightful Relais where guests may visit.

### Ser Gioveto

**Production Area:** Grapes come exclusively from the estates of Rocca delle Macie, specifically the Le Macie and Sant'Alfonso vineyards. The soil is calcareous limestone.

**Grape Varieties:** 80% Sangiovese, 10% Cabernet Sauvignon, 10% Merlot

**Vinification:** Following destemming, the berries are softly pressed and fermentation is completed on the skins at 75°-79°F. Malolactic fermentation occurs in spring. The wine is aged 9-14 months in barriques, small 225L barrels made of French oak, and further matures in the bottle for approximately nine months prior to release.

**Color:** Ruby red with garnet reflections

**Bouquet:** Rich and persistent with a balanced amount of oak from the barrels

**Taste:** Dry, refined with lingering flavors

**Serving Suggestions:** Serve at a temperature of 66°F or lower. It complements red meat and game very well.



# SER GIOVETO 2008 VINTAGE 91 POINTS

“Ser Gioveto is 80% Sangiovese with small additions of Cabernet Sauvignon and Merlot.

It has a deeply saturated ruby color and compelling aromas of ripe fruit, strawberry, rum cake and soft spice. There’s a jammy accent in the bouquet that gives momentum to its rich, velvety mouthfeel.”



October 2012

“Black currant and plum flavors are intense and vibrant, yet the oak is assertive now. With air this gains suppleness and definition, showing a firm, spicy impression on the finish.”



October 15, 2011



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# Roccato



## The Estates in Chianti Classico

### Riserva di Fizzano

Locally renowned for the excellent exposure of its vineyards, Fizzano Farm, purchased in 1984, is constituted by a borgo (historic district) dating from the 11th century, and by about 61 hectares of plots, of which 46 are planted to vineyards (Sangiovese, Cabernet Sauvignon, Merlot) and 10 to olive groves. The borgo also plays host to the company's oil mill, into which all of the olives from the various properties are funneled to produce a high-quality extra-virgin olive oil. The buildings of the borgo have been converted to a delightful Relais where guests may visit.

### Roccato

**Production Area:** Produced with grapes coming exclusively from the Fizzano vineyards in Castellina in Chianti

**Grape Varieties:** 50% Sangiovese Grosso, 50% Cabernet Sauvignon

**Vinification:** The vinification of the grapes for production of Roccato (only done in the best vintages) consists of a traditional maceration of the must for 15 days at 86°F. The wine is then matured for 12 months in oak barriques, small 225L barrels made of French oak, and for about a year in the bottle.

**Color:** Very intense ruby red, tending towards garnet

**Bouquet:** Full, persistent, with an amount of toasty oak from the barrique aging

**Taste:** Dry, elegant with a good structure

**Serving Suggestions:** Serve at a temperature of 64°F. A good accompaniment to meat and game dishes, perfect with hard cheese.



# ROCCATO

## 2006 VINTAGE

# 90 POINTS

“Offers tar and blackberry aromas, with hints of herbs. Full-bodied, with velvety tannins and a chewy texture. Very ripe and flavorful. A powerful wine.”

**Wine Spectator**  
www.winespectator.com

October 31, 2009



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# Tenuta Sant'Alfonso Chianti Classico



## The Estates in Chianti Classico

### Tenuta Sant'Alfonso Estate

Acquired in the same year as Le Macie, this estate is composed of 125 hectares, of which 50 are planted to vineyards (Sangiovese) and 15 to olives. On this estate, Sangiovese plays a leading role. The composition of the soil (richer in clay and with less gravel than others) together with the specific clones of Sangiovese used, favor the optimum maturation of the bunches, with a higher concentration of polyphenols and aromatics. These grapes produce one of the winery's prestigious Sangiovese single vineyard wines.

### Tenuta Sant'Alfonso Chianti Classico

**Production Area:** This limited production wine is sourced from Rocca delle Macie's single vineyard, situated in an area that comprises portions of two bordering communes: Castellina (Chianti Classico) and Poggibonsi (Chianti).

**Grape Varieties:** 100% Sangiovese

**Vinification:** After careful selection, grapes are gently pressed and the must undergoes traditional vinification. Once fermentation is complete, the wine is aged in French oak barrels for at least 12 months and further refined in the bottle for a year prior to release.

**Color:** Intense ruby red with garnet reflections

**Bouquet:** Persistent aromas of ripe red berries and plums

**Taste:** Well-balanced with forward fruit, smooth tannins and a lengthy finish

**Serving Suggestions:** Enjoy with red meat entrees, hearty stews and game



# TENUTA SANT'ALFONSO

## CHIANTI CLASSICO

### 2009 VINTAGE

# 90 POINTS

“Black currant, violet, black cherry and licorice aromas and flavors take on a salty tang as this red develops on the palate. Ripe and rich, with dense tannins on the long aftertaste.”

**Wine Spectator**  
www.winespectator.com

October 31, 2011



**Rocca delle Macie**  
*Hand Crafted Wines From Five Distinct Estates*



# Campomaccione Morellino di Scansano



## The Estates in Maremma

### Campomaccione Estate

In 1998, the Zingarelli family, driven by their forward-looking entrepreneurial approach, decided to explore an area where the winemaking tradition has ancient roots – the Maremma. The dry, hilly soils – together with the area’s warm, drought-prone climate – favor the excellent ripening of the grapes, while the sea air is essential for the development of the specific aromatic characteristics that the grapes bring to the wine. This estate gives its name to Morellino di Scansano Campomaccione, Rocca delle Macie’s first wine to come out of the province of Grosseto.

### Campomaccione Morellino di Scansano

**Production Area:** From the prestigious Campomaccione estate in Tuscany’s Grosseto province.

**Grape Varieties:** 90% Sangiovese, 5% Cabernet Sauvignon, 5% Merlot

**Vinification:** Selected grapes are harvested at the peak of their ripeness and then vinified employing the most advanced technology available. The wine is ready for bottling in the spring immediately following the vintage. Because of the maturity of the grapes, this is an especially smooth wine that retains its depth of fruit over an extended period of time.

**Color:** Brilliant ruby red

**Bouquet:** Intense aromas of ripe red fruits

**Taste:** Smooth, full-bodied with a long lasting finish

**Serving Suggestions:** This versatile red wine is a splendid companion for spicier dishes, all types of grilled, roasted and barbequed red meats and hearty stews.



# CAMPOMACCIONE MORELLINO DI SCANSANO DOCG 2011 VINTAGE

## 89 POINTS

“A bright, fruit-driven style, exhibiting cherry and boysenberry flavors tinged with spice. Medium-bodied, with a hint of bitter almond on the finish.”

**Wine Spectator**  
www.winespectator.com

2012 (online)

  
**Rocca delle Macie**  
Hand Crafted Wines From Five Distinct Estates



# Sasyr



## The Estates in Maremma

### Campomaccione Estate

In 1998, the Zingarelli family, driven by their forward-looking entrepreneurial approach, decided to explore an area where the winemaking tradition has ancient roots – the Maremma. The dry, hilly soils – together with the area’s warm, drought-prone climate – favor the excellent ripening of the grapes, while the sea air is essential for the development of the specific aromatic characteristics that the grapes bring to the wine. This estate gives its name to Morellino di Scansano Campomaccione, Rocca delle Macie’s first wine to come out of the province of Grosseto.

### Sasyr

**Production Area:** From Rocca delle Macie vineyards in the Maremma coastal district of southeastern Tuscany.

**Grape Varieties:** 60% Sangiovese, 40% Syrah

**Vinification:** Carefully selected ripe grapes, hand harvested. Both grape varieties are separately fermented at carefully controlled temperatures to preserve color and freshness of fruit flavors and aromatics. 15% of the Sangiovese is aged in French oak barriques for 6 months. The varieties are then blended and bottled.

**Color:** Brilliant ruby red

**Bouquet:** Intense red fruit aromas of ripe cherry, blackberry and raspberry

**Taste:** A succulent, supple well-structured palate with a silky smooth finish

**Serving Suggestions:** Versatile complement to red meat, robust vegetarian dishes, pastas and flavorful risottos. Serve cellar temperature.



# SASYR

## 2009 VINTAGE

# 89 POINTS

“As the name SASYR suggests, this wine represents a successful blend of Sangiovese (60%) and Syrah that is sensual, spicy, savory and perfect for hearty meat dishes. This vintage shows great quality with ripe fruit tones, leather, tobacco, black olive and a plush, velvety mouthfeel.”



February 2012



**Rocca delle Macie**  
Hand Crafted Wines From Five Distinct Estates



# Occhio a Vento Vermentino



## The Estates in Maremma

### Casamaria Estate

In 2003, the winery acquired Casamaria Farm to have a vineyard in the Scansano zone. This 67-hectare farm already had 15 hectares under vine, and was chosen for the planting of the winery's first Vermentino, to create the second wine produced in this area: Occhio a Vento. This sun-drenched, sea-kissed land has and will reward Rocca delle Macie with fine results, as the company strives to enhance the quality of its products while respecting the gifts of its vineyards.

### Occhio a Vento Vermentino

**Production Area:** Grapes come exclusively from Rocca delle Macie's 15-hectare Casamaria estate in Tuscany's coastal Maremma region.

**Grape Varieties:** 100% Vermentino

**Vinification:** Select ripe grapes undergo cold fermentation in stainless steel tanks, followed by malolactic fermentation. The wine is left to rest on its lees for 2-3 months before bottling to enhance aromatic complexity.

**Color:** Pale straw gold with light green reflections

**Bouquet:** Aromatic and refreshing, with notes of fresh citrus fruit and wild herbs

**Taste:** Flavors of ripe peach and lemon sorbet are accented by intriguing notes of wild herbs, concluding in a lingering finish

**Serving Suggestions:** Perfect as an aperitif or partnered with vegetarian dishes, white meats, seafood and sushi.



# OCCHIO A VENTO VERMENTINO

## 2011 VINTAGE

### 87 POINTS

“Occhio a Vento, which means “eye to the wind,” is an affordable, easy-drinking Vermentino that shows very crisp aromas of cut grass, kiwi, citrus, green apple and peach. There’s a nice touch of mineral dryness on the finish.”



October 2012



**Rocca delle Macie**  
Hand Crafted Wines From Five Distinct Estates



# Marketing & Promotional Materials



THE ZINGARELLI SOLAR FAMILY.  
OUR WINE. OUR UNIVERSE. OUR PASSION. THE SECRET TO OUR HARMONY.

# Great Scores!

 **PALM BAY**  
INTERNATIONAL

 A CAMPAIGN FINANCED ACCORDING  
TO EC REGULATIONS N. 1234/07 

  
**Rocca delle Macie**

palmbay.com RDM12ST1 © 2012 Palm Bay International, Boca Raton, FL

**89**  
POINTS

*... juicy, fleshy and delicious.  
Succulent red cherries, licorice, tobacco  
and leather notes."*

-Wine Advocate, June 2012

**CHIANTI CLASSICO**  
*Denominazione di Origine Controllata e Garantita*

FAMIGLIA ZINGARELLI

 **PALM BAY**  
INTERNATIONAL

 A CAMPAIGN FINANCED ACCORDING  
TO EC REGULATIONS N. 1234/07 

  
**Rocca delle Macie**

palmbay.com RDM12ST2 © 2012 Palm Bay International, Boca Raton, FL

**92**  
POINTS

*"Lots of rich and ripe fruit ... fresh plum  
that turns to prune with chocolate  
undertones. Full and velvety."*

- JamesSuckling.com, August 2011

**CHIANTI CLASSICO**  
*Denominazione di Origine Controllata e Garantita*

RISERVA

FAMIGLIA ZINGARELLI

 **PALM BAY**  
INTERNATIONAL

 A CAMPAIGN FINANCED ACCORDING  
TO EC REGULATIONS N. 1234/07 

  
**Rocca delle Macie**

palmbay.com RDM12ST3 © 2012 Palm Bay International, Boca Raton, FL

**91**  
POINTS

**SASYR.**  
SANGIOVESE & SYRAH  
**blend**

*"A wine with sweet cherries and chocolate  
character. Full body, round and fresh...  
Why wait?"*

- JamesSuckling.com, November 26, 2012

 **PALM BAY**  
INTERNATIONAL

 A CAMPAIGN FINANCED ACCORDING  
TO EC REGULATIONS N. 1234/07 

  
**Rocca delle Macie**

palmbay.com RDM12ST4 © 2012 Palm Bay International, Boca Raton, FL

**RUBIZZO.**

*"A bright red with cherry and raspberry  
flavors, this is focused on the fruit.  
Light tannins hold the finish."*

**88**  
POINTS

-WineSpectator.com 2012



 **PALM BAY**  
INTERNATIONAL

 A CAMPAIGN FINANCED ACCORDING  
TO EC REGULATIONS N. 1234/07 

  
**Rocca delle Macie**

palmbay.com RDM12ST6 © 2012 Palm Bay International, Boca Raton, FL

**89**  
POINTS

*"Bright, fruit-driven; cherry and  
boysenberry tinged with spice.  
Medium-bodied, a hint of bitter  
almond on the finish."*

-WineSpectator.com 2012


  
**CAMPO  
MACCIONE**  
MORELLINO  
DI SCANSANO





**Rocca delle Macie**  
Hand Crafted Wines From Five Distinct Estates



# More Great Scores

 **PALM BAY**  
INTERNATIONAL


 A CAMPAIGN FINANCED ACCORDING  
TO EC REGULATIONS N. 1234/07 

palmbay.com © 2012 Palm Bay International, Boca Raton, FL


**91**  
POINTS


"... always impressive ... aromas of bright  
cherry, soft spice, chocolate, pipe tobacco ...  
would pair well with pork." - **WINE ENTHUSIAST**  
October 2012



**RISERVA  
DI FIZZANO.**



**CHIANTI CLASSICO**  
DENOMINAZIONE DI ORIGINE CONTROLLATA  
E GARANTITA  
RISERVA

 **Rocca delle Macie**

 **PALM BAY**  
INTERNATIONAL


 A CAMPAIGN FINANCED ACCORDING  
TO EC REGULATIONS N. 1234/07 

palmbay.com © 2012 Palm Bay International, Boca Raton, FL


**91**  
POINTS


"Saturated ruby color and compelling  
aromas of ripe fruit, strawberry, rum cake  
and soft spice ... rich, velvety mouthfeel." - **WINE ENTHUSIAST**  
October 2012



**SER GIOVETO®**  
TOSCANA



ESTATE BOTTLED

 **Rocca delle Macie**

 **PALM BAY**  
INTERNATIONAL


 A CAMPAIGN FINANCED ACCORDING  
TO EC REGULATIONS N. 1234/07 

palmbay.com © 2012 Palm Bay International, Boca Raton, FL


**90**  
POINTS

"Black currant, violet, black cherry and  
licorice aromas and flavors take on a salty  
tang. Ripe and rich, with dense tannins  
on the long aftertaste." - **Wine Spectator**  
October 31, 2011

**TENUTA  
SANT'ALFONSO.**



**CHIANTI CLASSICO**  
DENOMINAZIONE DI ORIGINE CONTROLLATA  
E GARANTITA

 **Rocca delle Macie**

 **PALM BAY**  
INTERNATIONAL

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palmbay.com © 2012 Palm Bay International, Boca Raton, FL

"Easy Italian white ... delicious at an outdoor barbeque ...  
light, lean and loaded with fresh citrus flavors."


**BESTBUY - WINE ENTHUSIAST**  
October 2012





**VERNACCIA  
DI SAN GIMIGNANO**

*Denominazione di Origine Controllata e Garantita*

 **Rocca delle Macie**

 **PALM BAY**  
INTERNATIONAL


 A CAMPAIGN FINANCED ACCORDING  
TO EC REGULATIONS N. 1234/07 

palmbay.com © 2012 Palm Bay International, Boca Raton, FL

**88**  
POINTS

"Youthful and bright ... zesty acidity ... perfect  
for cheesy pasta or lasagna." - **WINE ENTHUSIAST**  
October 2012

"A burst of cherry and plum ... firm structure ...  
earth and mineral elements ... traditional style." - **Wine Spectator**  
October 31, 2012



**Rocca delle Macie**

**CHIANTI CLASSICO**  
*Denominazione di Origine Controllata e Garantita*

**FAMIGLIA ZINGARELLI**

 **PALM BAY**  
INTERNATIONAL

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**ITALY'S MOST  
PRESTIGIOUS WINE AWARD**



**Rocca delle Macie**

**CHIANTI CLASSICO**  
*Denominazione di Origine Controllata e Garantita*

**RISERVA**

**FAMIGLIA ZINGARELLI**

 **PALM BAY**  
INTERNATIONAL

 A CAMPAIGN FINANCED ACCORDING  
TO EC REGULATIONS N. 1234/07 


palmbay.com © 2012 Palm Bay International, Boca Raton, FL



**91**  
POINTS

"A fun blend of Barbera, Merlot  
and Sangiovese. Full and very fruity.  
Round and velvety. So delicious!" - **James Suckling.com**  
December 2011



**PrimoVolo**


 **PALM BAY**  
INTERNATIONAL

 A CAMPAIGN FINANCED ACCORDING  
TO EC REGULATIONS N. 1234/07 


palmbay.com © 2012 Palm Bay International, Boca Raton, FL

**90**  
POINTS

"Tar and blackberry aromas, with hints  
of herbs. Full-bodied, velvety tannins and  
a chewy texture. Very ripe and flavorful." - **Wine Spectator**  
October 31, 2009



**ROCCATO®**

 **Rocca delle Macie**

# New Print Advertising



**SASYR**  
SANGIOVESE & SYRAH  
TOSCANA

THE DISCOVERY  
OF ANOTHER WORLD

"... ALWAYS SEARCHING OUT  
NEW CONNECTIONS"

*Sergio Zingarelli*  
SERGIO ZINGARELLI

**Rocca delle Macie**  
Hand Crafted Wines From Five Distinct Estates

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CAMPAGNA FINANZIATA AI SENSI DEL REGOLAMENTO CE N. 1234/07  
A CAMPAGNA FINANZIATA ACCORDANDO LE REGOLE DI N. 1234/07

WWW.PALMBAY.COM/ROCCA



**CHIANTI CLASSICO  
RISERVA**

It takes vision.  
It takes quality.  
It takes determination.  
*But most of all, it takes you to Italy.*

*Sergio Zingarelli*  
SERGIO ZINGARELLI

**Rocca delle Macie**  
Hand Crafted Wines From Five Distinct Estates

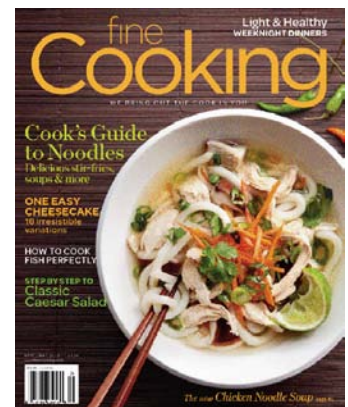
92 RATING  
JAMES SUCKLING

90 RATING  
WINE ADVOCATE, AUGUST 31, 2010

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CAMPAGNA FINANZIATA AI SENSI DEL REGOLAMENTO CE N. 1234/07  
A CAMPAGNA FINANZIATA ACCORDANDO LE REGOLE DI N. 1234/07

WWW.PALMBAY.COM/ROCCA



**Rocca delle Macie**  
Hand Crafted Wines From Five Distinct Estates



# Marketing Materials



## Premium Fleece Pullover

- Quarter zip with fashion zipper pull
- Ribbed collar and cuffs
- Nylon lined pockets

## Case Cards

## Logo'd stainless steel crumber



## Brochure

## RdM Wine Bag

- Telescopic handle
- Durable nylon
- Holds 12 bottles



**Rocca delle Macie**  
Hand Crafted Wines From Five Distinct Estates