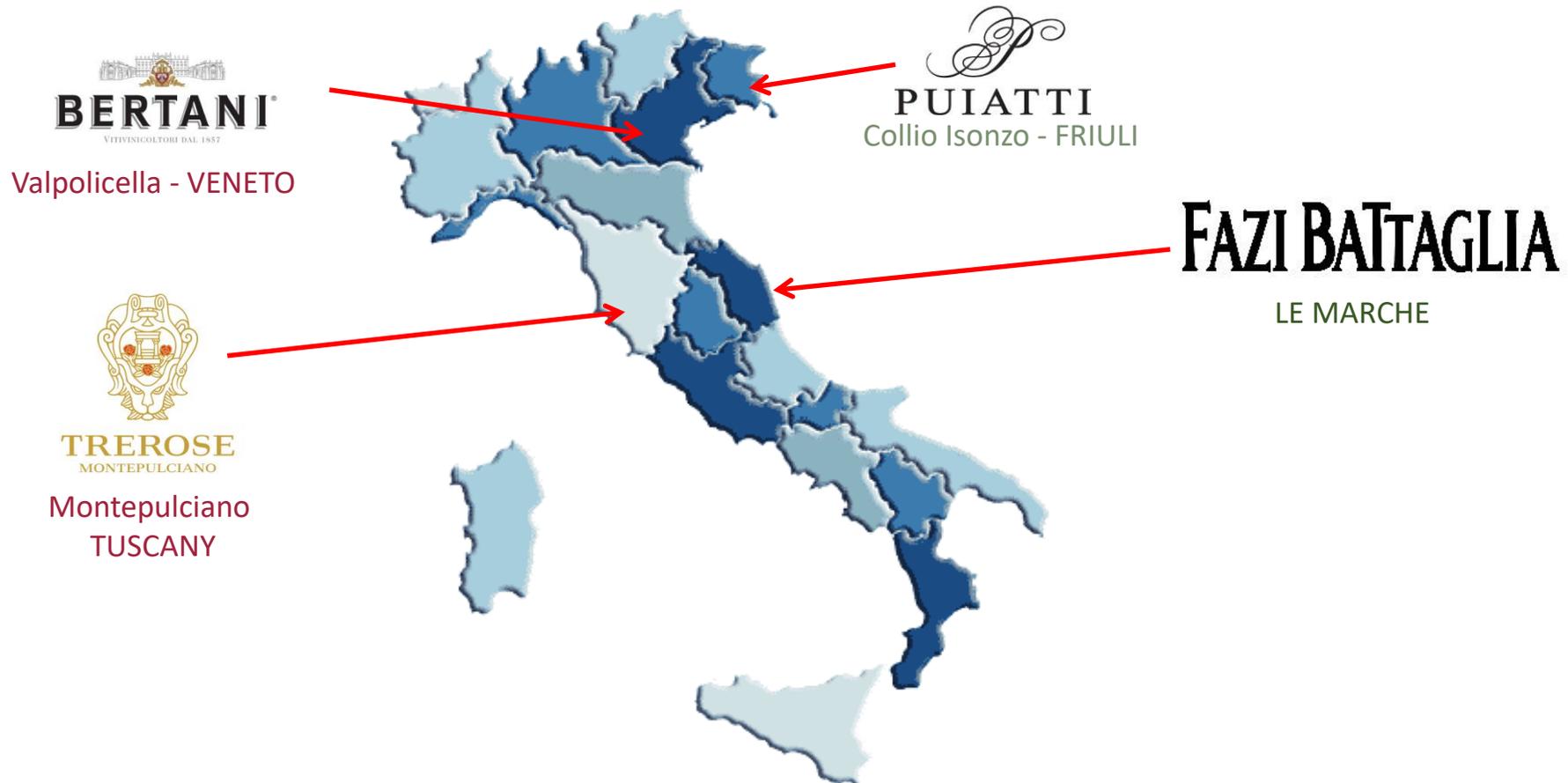


FAZI BATTAGLIA

(BERTANI DOMAINS)

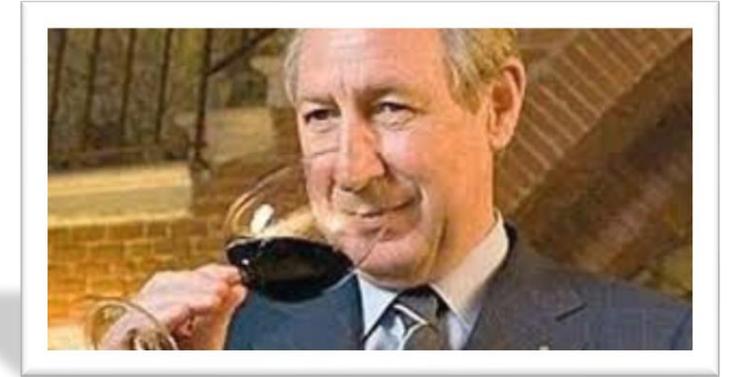
The Bertani Domains portfolio is an important long-term partner of Taub Family Companies

Under Bertani Domains' leadership, **Fazi Battaglia** wants to regain its position as a global ambassador for the Marche region *and* for Verdicchio wines.



(BERTANI DOMAINS)

Team Bertani Domains is led by wine industry visionary, Dr. Emilio Pedron



Andrea Lonardi
Operations Director



Stefano Mangiarotti
Sales Director, USA, Italy, Japan

The Bertani Domains Mission:

Wines that champion:

- Terroir
- Indigenous Italian varietals
- Innovative wine styles
- Integrity, honesty and transparency
- Research and innovation while respecting tradition

1949

Fazi Battaglia was founded by the union of two families, Fazi and Battaglia, in the town of Cupramontana in Le Marche

1950s

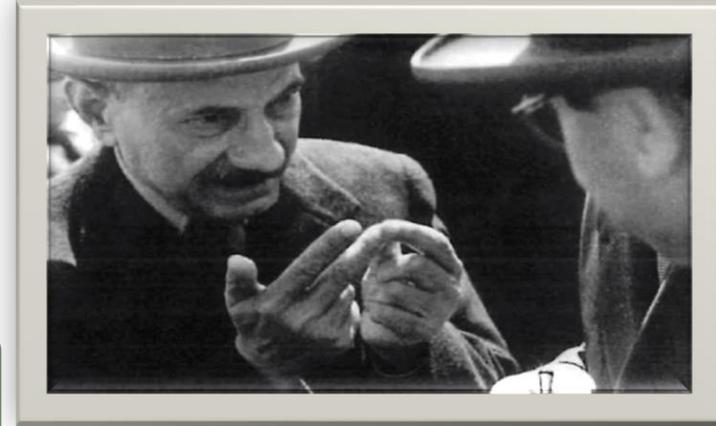
The Angelini family (current owners of Bertani Domains) invest heavily in the business and champion high quality production of Verdicchio

60s -
Present

Fazi Battaglia builds global distribution and the brand becomes synonymous with the concept of 'made in Italy' quality

Now

Clean, fresh, Italian wines in innovative heritage packaging represent an opportunity for relaunch in the US market.



FAZI BATTAGLIA

AMPHORA BOTTLE



In 1953, the winery created the unmistakable amphora-shaped bottle that has become an iconic symbol of Fazi Battaglia.

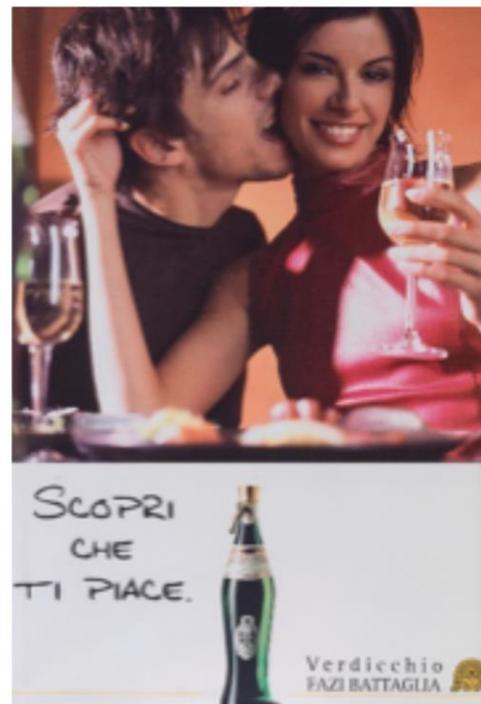
Inspired by ancient Etruscan containers, this unique shape makes the brand immediately identifiable and is linked not only to the image of the winery, but also to the Verdicchio grape variety and the Le Marche territory.

Today, each bottle comes with a scroll affixed to the neck with a straw. The scroll provides information on Fazi's history, quality and location.

FAZI BATTAGLIA

A TRUE ITALIAN ICON

For over 70 years, the name Fazi Battaglia has remained synonymous with inimitable Italian style, exceptional quality, and a way of life that has made it popular all over the world.





Wine Maker Mirco Pompili is a graduate of the A. Checchi Agricultural Technical Institute of Pesaro (PU).

Mirco joined Fazi Battaglia in 1991 after spending several years in the agricultural business in both wine and horticulture.

Since 1991, Mirco has seen the company grow and develop. Today, he proudly oversees the winery's entire technical department.

A close-up photograph of a bunch of light green grapes, likely Verdicchio, hanging from a vine. The grapes are small and round, with a slightly textured surface. The background is a soft, out-of-focus green, suggesting a vineyard setting.

FAZI BATTAGLIA, SYNONYMOUS WITH VERDICCHIO

Castelli di Jesi DOC

LE MARCHE

FAZI BATTAGLIA

LOCATION



The winery is located in the village of Cupramontana, 30 miles from the coastal town of Ancona in the heart of the Marche wine region.

With over **247 acres of estate vineyards in the heart of the Castelli di Jesi DOC**, Fazi Battaglia has the appellation's largest acreage of Verdicchio plantings.

Fazi Battaglia Verdicchio and Rosé are produced using only **estate fruit**.

Le Marche's winemaking heritage spans thousands of years and has been influenced by the Etruscans, Romans and Lombards.

Le Marche has a number of terroirs well suited to the cultivation of vines. Calcareous, clay and limestone-rich soils contribute to the region's distinctive terroir.

The finest expressions of Verdicchio are found in the **DOCG Verdicchio dei Castelli di Jesi**. These green-hued, refreshingly crisp, green-tinged white wines are characterized by lively acidity and subtle herbaceous undertones.



VERDICCHIO

For seventy years Fazi Battaglia has placed all its focus on a single variety that has found the ideal habitat for enhancing its characteristics in the picturesque Castelli di Jesi hills.

Vineyards with different soils, altitudes and exposures guarantee different expressions of one of the most eclectic Italian native varieties.



The grape has been grown for the last six centuries and produces dry, refreshing white wines with citrus, peach and almond notes.



The crisp, clean citrus flavor and mouthwatering acidity makes it a great wine to pair with a variety of foods, from appetizers to poultry and fish dishes.



MONTEPULCIANO

While Le Marche is known world-wide for its white wine, the region also makes great wines from red varieties. It's location near the Adriatic makes for crisp easy drinking rosés. Fazi Battaglia Rosé (Rosato in Italian) is made from 100% Montepulciano.

Montepulciano is Italy's second most widely planted indigenous grape variety. It is a planted in 20 of Italy's 95 provinces. The grape requires a long growing season to ripen fully, so the sunny climates of the central and southern parts of the country suit it best.



Red Plum



Red Cherry

This grape variety typically shows freshness and acidity with primary fruit flavors like plum and cherry. Medium-bodied and elegantly fruit forward – making it perfect to be utilized for rosé.



Enjoy this rosé with a wide variety of foods, from soft cheeses and seafood, to salads and chicken.

CELLAR ART

Beautiful hand-painted barriques can be found in the Fazi Battaglia cellar by famed Italian painter Bruno d'Arcevia.

A native of Castelli di Jesi, Bruno d'Arcevia is considered one of the greatest Italian artists of the twentieth century and creator of "New Italian Mannerism" – a style of art that pays homage to mannerism and the traditional painting techniques of the Renaissance era.

Gifted to Fazi Battaglia on special anniversaries and events at the winery, Bruno d'Arcevia painted barriques with the Bacchus, the Archangel Gabriel descending to earth, and a self-portrait – all of which can be seen with a glass of Verdicchio in hand.





FAZI BATTAGLIA

THE WINES

VERDICCHIO

Verdicchio dei Castelli di Jesi
D.O.C. CLASSICO

Grape Variety: 100% Verdicchio

Production Area: Produced in the Classico area of Verdicchio dei Castelli di Jesi. Made exclusively from Verdicchio grapes grown on the beautiful hillside vineyards owned by the winery.

Vinification: The grapes are hand picked. Cold maceration in the press. Soft pressing. Fermentation takes place in stainless steel tanks at 14-16°C. Aged for 4 months on the lees to add crispness.

Tasting Notes: Aromas of apple, pear, and aniseed. The palate is rich with a touch of minerality and almond notes.

Food Pairing: A great aperitif wine served alongside marcona almonds, Prosciutto, savory tarts, potato-cheese puff pastries, quiche and savory soufflés.

Alc/Vol: 12.5%



FAZI BATTAGLIA

ROSATO

MARCHE

Indicazione Geografica Tipica

- Grape Variety:** 100% Montepulciano
- Production Area:** Grown on hillside vineyards owned by the winery in Cupramontana.
- Vinification:** Soft pressing of the grapes after a few hours of contact in the press. Fermented at a low temperature (14-16°C) to preserve the primary aromatic components of the grape. Aged for 4 months on the lees to add crispness.
- Tasting Notes:** Aromas of acacia flowers, pomegranate and hints of cherry. Soft and round on the palate with a touch of minerality.
- Food Pairings:** Enjoy with light salads, light pasta, seafood, grilled fish and goat cheese.
- Alc/Vol:** 12%



COMPETITIVE SET- CASTELLI DI JESI APPELLATION

Large co-op



Moncaro

Family owned/estate grown - like Fazi



Umani Ronchi



Garofoli



Santa Barbara

Boutique/small production



Tavnignano



Sartarelli



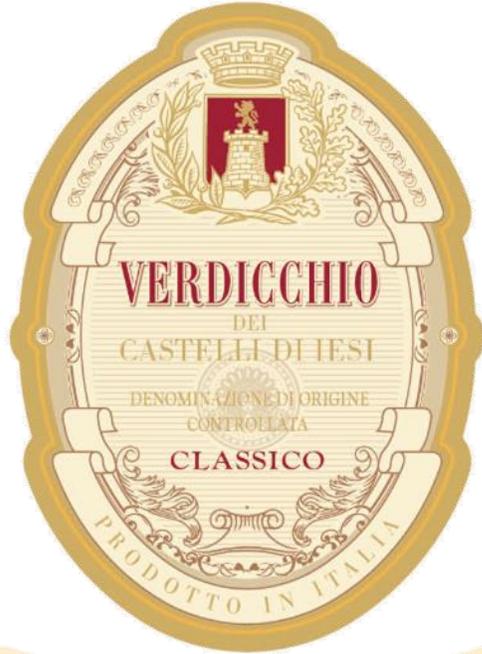
Bucci

These competitors may be found piecemeal region-by-region. The 'category' is not well established. We are targeting the broader opportunity of fresh easy drinking Italian wines in a memorable stand-out package

KEY SELLING POINTS



LABELS



VERDICCHIO

UPC:086785-87002-1

SCC: 10086785-87002-8



ROSÉ

UPC:086785-87001-4

SCC: 10086785-87001-1



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