



Guido Berlucchi

BERLUCCHI
FRANCIACORTA

**FRANCIACORTA,
IN A GLASS.**



Guido Berlucchi

BERLUCCHI
FRANCIACORTA

OVERVIEW



Our history

Sustainability

Our Franciacorta wines

Berlucchi Brand

Latest Projects

THE FORTUNATE ENCOUNTER

THAT CHANGED THE DESTINY OF A TERRITORY

1955



The daring question:

The young oenologist Franco Ziliani meets, at Palazzo Lana, the gentleman Guido Berlucchi:
«And if we were to make a French method sparkling wine too?»



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AFTER THAT ENCOUNTER,
AFTER 6 YEARS OF EFFORTS AND NON-STOP WORKING IN THE
VINEYARDS AND IN THE WINERY, THE HISTORY OF FRANCIACORTA
WILL NO LONGER BE THE SAME

The dream came true.
Berlucchi created and signed
the first bottle of
Franciacorta.



THE '60s, '70s, '80s DECADES OF NON STOP GROWING

1962: Berlucchi launches Max Rosé, Italy's first Rosé Metodo Classico

1967: Franciacorta received the DOC appellation

1979: Berlucchi produces over 1 million bottles

The '80s: Berlucchi Cuvée Imperiale becomes Italy's n° 1 Metodo Classico

1995: Franciacorta receives the DOCG appellation (the first sparkling wine to receive DOCG)

2000: The company governance passes on to the second generation, marking the transition to a new corporate vision. The whole production process is improved to reach the highest quality: replanting vineyards, new pressing and vinification department, new products portfolio, new market strategy focus on HO.RE.CA to repositioning the brand

Ziliani Family

Arturo Ziliani - CEO and Winemaker

Paolo Ziliani - President and Export Director

Cristina Ziliani - Responsible for Communication and External Relations





Viticulture &
Winemaking



Quality
Control



Cellar



Hospitality




Logistics

GUIDO BERLUCCHI

Our Team



Marketing



Sales




HR



IT



Purchase



Finance



Export

Franciacorta today

Total surface 25.000 hectares (61000 acres)

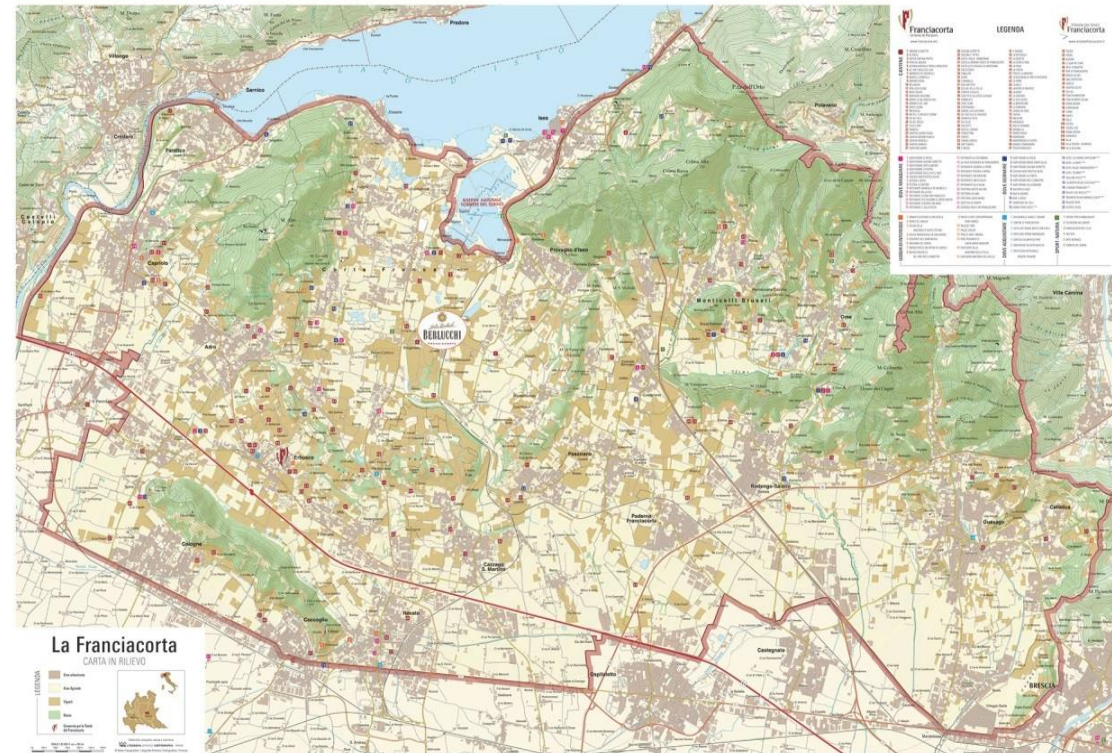
19 villages

2.900 ha (7166 acres) of vineyards:

- 81% Chardonnay
- 15% Pinot Noir
- 3% Pinot Bianco
- 1% Erbammat

127 Wineries

In 2021, **20,3 millions bottles** sold,
(10,3% foreign markets).



Berlucchi is located in the heart of this area and it collects its grapes from over 550 ha (1359 acres) of vineyards, 110 ha (272 acres) estate properties

The Franciacorta appellation is the **most severe appellation** in the world

Classic method wine	Grape varieties	Maximum yield of grapes (quintals per ha)	Maximum yield of wine (%)	Irrigation	Minimum maturation period (months)	Number of bottles per ha
FRANCIACORTA	Chardonnay Pinot Nero Pinot Bianco (max 50%)	100 quintals	65%	Only in case of need	18 months Satèn/Rosé: 24 months Vintage: 30 months Riserva: 60 months	8.600
CHAMPAGNE	Pinot Nero Pinot Meunier Chardonnay	Btw 140/144 quintals	65%	absent	15 months Vintage: 36 months	10.400
TRENTO	Chardonnay Pinot Bianco Pinot Nero Pinot Meunier	150 quintals	70%	Only in case of need	15 months Vintage: 24 months Riserva: 36 months	12.000
Charmat Method: PROSECCO	85%: Glera 15%: Verdiso, Bianchetta trevigiana, Perera, Glera lunga, Chardonnay, Pinot bianco, Pinot grigio e Pinot nero	180 quintals	70%	Only in case of need	30 days Vintage: 60 days	16.800

OUR VALUES

SUSTAINABILITY AND BIODIVERSITY

Always looking for agricultural methods that avoid waste. Today all the owned vineyards and almost all those of the suppliers are certified Bio.

HERITAGE AND INNOVATION

Proud to be the keepers of the pioneering spirit of Franciacorta founder,
Open to innovation in order to constantly improve our cultivation and production techniques while always respecting the company's heritage.

PASSION FOR QUALITY

Our goal is always to get an excellent product from every harvest that will meet the high expectations of our customers.

TERRITORY AMBASSADORS

We care about educating our consumers not only regarding our products but also Franciacorta production method and the characteristics of the territory itself.



WHAT WE DO



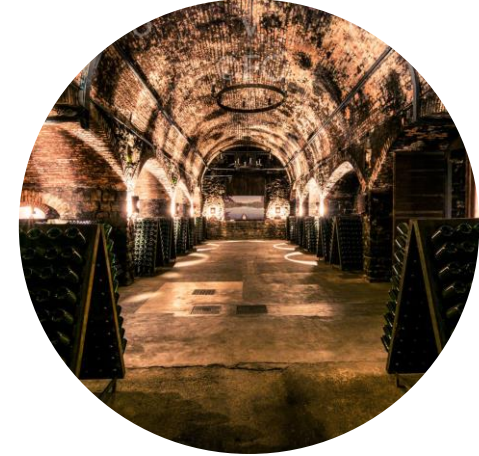
CULTIVATION

A particular attention is dedicated in managing our vineyards with care, respecting the biodiversity, using low-impact products, favouring those that safeguard useful insects and reducing water volumes to a minimum.



WINEMAKING

The core business of the company remains the production of Traditional method sparkling wines. Today Berlucchi produces 11 SKUs divided into 4 distinct product lines, each with dedicated features, targets and occasion of use.



HOSPITALITY

The BERLUCCHI winery opens its doors with guided tours of the historic cellars, tastings, customized visits, special openings of the exclusive Palazzo Lana for more than 20.00 people every year



BERLUCCHI
FRANCIACORTA

OVERVIEW



Sustainability

Sustainability

Sustainability has been a priority for Berlucchi for more than 20 years.

As matter of fact we have published the Sustainability Report for the year 2021: a document that encapsulates the company's strong commitment to environmental protection and social and economic responsibility. The 2021 report is the third document that "seals" the company's commitment to sustainability.

Sustainability for us is an holistic approach that considers not only the environmental sustainability but also social and economic ones.



Guido Berlucchi

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SUSTAINABLE AGRICULTURE

MILLE1VIGNA
PROJECT
(FRANCIACORTA
ZONATION – year
2000s)



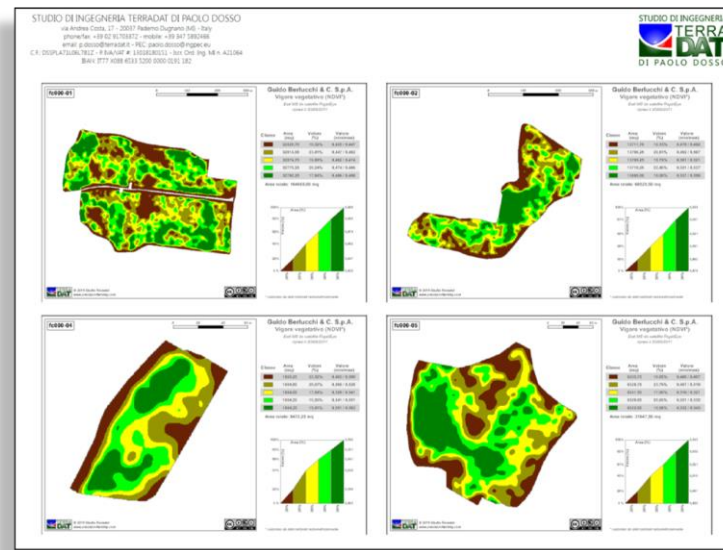
VEGETATION VIGOUR MAPS

- Convey information about the nutritional status of the soil and physiological activity of the vine



PRECISION FARMING

- Optimisation of product and machinery use
- Reduction in greenhouse emission and soil compactation
- Benefits for soil biodiversity and vitality



LOW IMPACT AGRICULTURE

ORGANIC FERTILIZATION (Use of manure, compost and vine shoots from winter pruning)

- Increases organic matter in the soil

COVER CROPPING

- Positively impacts vineyard biodiversity
- Increases soil oxygenation
- Limits the spread of harmful plant species
- Encourages the repopulation of species that are key for the ecosystem (i.e. bees)

GREEN MANURING (ploughing of specific plants into the ground)

- Natural and ancient practice that maintains and increases soil fertility
- Some of the species used: vetch, garden pea, field pea, fava, rye, white mustard, barley...





INTEGRATED PEST MANAGEMENT

SEXUAL CONFUSION Against the grapevine moth (*lobesia botrana*)

- Feromones are released throughout the vineyards to confuse males and prevent them from locating females, without using any insecticide

VINEYARDS MONITORING

- To identify and quantify insect populations

BEEES ADOPTION

- Berlucchi adopted 50 beehives in 2021
- Bees are pollinators insects. With a key role in the ecosystem



At the end of June 2021, we adopted 50 beehives, each hosting 30,000 bees, and placed them in our Brolo vineyard, beneath the row of mulberry trees.

The species, *Apis mellifera ligustica*, also known as the ape italiana since it is widespread in this area, is particularly hardworking and non-aggressive.

Their presence enriches the vineyard ecosystem and biodiversity, in addition, of course, to providing us with a delicious honey-which we in turn provide for you in our wine shop in Franciacorta!



Guido Berlucci

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SUSTAINABLE WINEMAKING



- 20% of electricity is supplied via our own photovoltaic power plant -> 470t CO2 avoided thanks to solar energy
- In addition to renewable energy, we rely on practices that allow us to optimise electricity consumption and save on the energy we use daily.
- With the installation of the last PV plant modules we'll cover the 90% of our electrical energy consumptions, becoming almost self-sufficient

OVERVIEW



Our Franciacorta wines

OUR FRANCIACORTA

Product Lines



La Riserva - Palazzo Lana

The timeless elegance of Palazzo Lana Berlucchi finds its perfect reflection in this Riserva made exclusively from free-run must; rare in both quality and quantity, it is produced only in the greatest growing years..



I Millesimati - Berlucchi '61 Nature

The Franciacorta in all its purity enclosed in the line of Millesimati Berlucchi. All without the addition of dosage syrup, in the recognizable Nature style.



Berlucchi '61. Numero Primo

The history of the area took an abrupt turn in 1961, when Berlucchi created the very first Franciacorta, a status that Berlucchi '61 celebrates in its name.

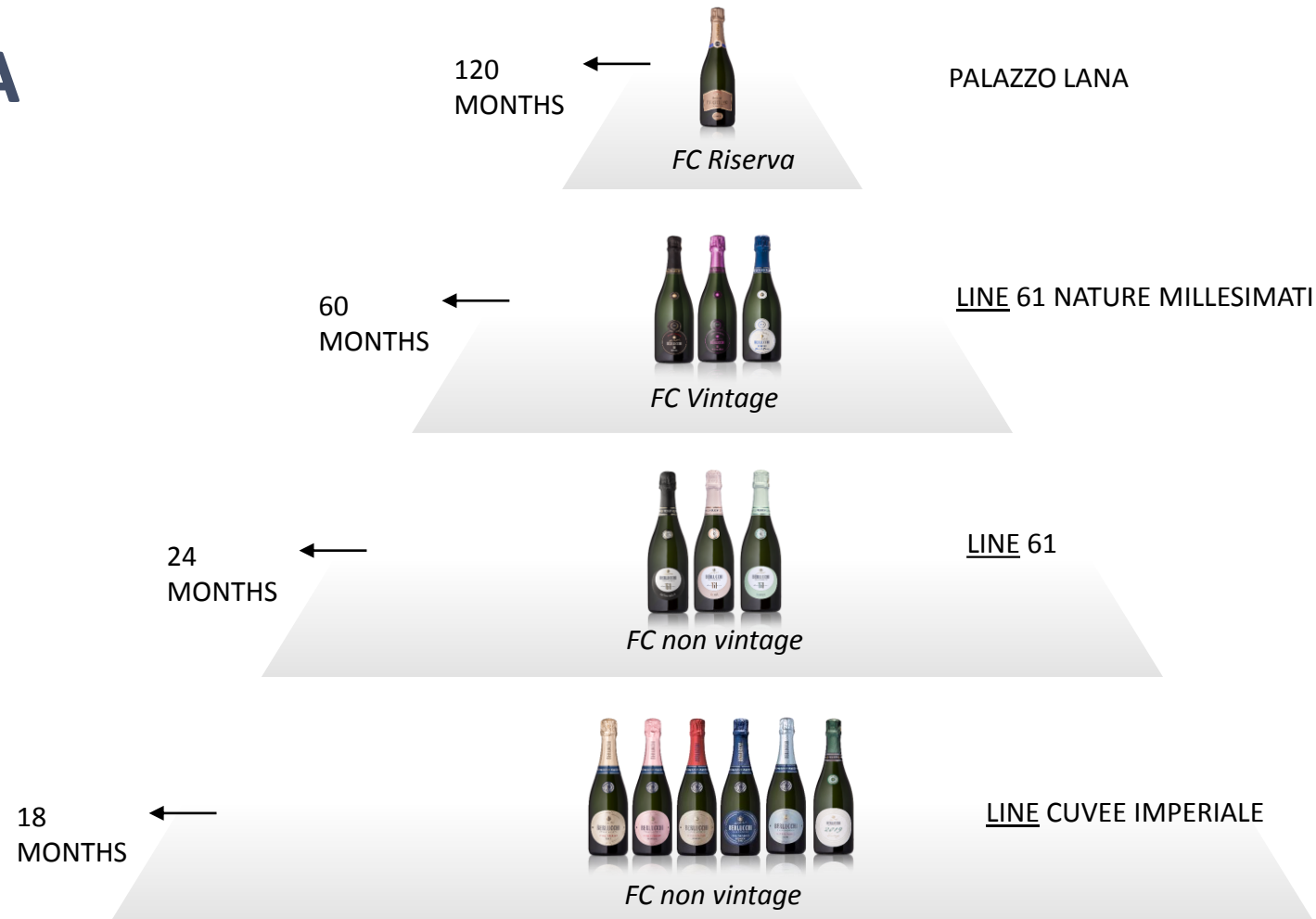


I Classici - Cuvée Imperiale

Conveying the joy of convivial sharing and the spirit of celebration, for over 50 years now it has been an icon of the stile di vita italiano.

OUR FRANCIACORTA

Product Pyramid



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Line Cuvée Imperiale



For over half a century, Cuvée Imperiale has been synonymous with festiveness, joy, and raising a toast, and its consistently fine taste has made it the Italians' favourite Metodo Classico .

Distribution Channel:

*OFF Trade(Supermarkets)
(n. 1 in the off TradeMarket in Italy–both Brut
and Rosé)*

Product description:

Franciacorta wine representative of a territory, the first born in the Berlucchi cellar, aged at least 18 months sur lat, obtained from a skilful blend of Chardonnay and Pinot Nero also from reserve wines. The 6 different qualities make it an excellent choice as an aperitif, with dinner, and for sweet moments.

OUR FRANCIACORTA

Line 61. Numero Primo



These refined versions evoke the elegant and easygoing mood of the fabulous Sixties, when the first Franciacorta was created in the Berlucchi cellars. A line dedicated to those looking for something extra, without foregoing the lightness of the good times together. It is ideal for aperitifs, but also for lunches and dinners where nothing must be left to chance.

Moreover, Satèn is considered as a hallmark and a worldwine exclusive production of Franciacorta.

Distribution Channel:

On Trade - Ho. Re. Ca and specialized Off Trade (wine shop)

Product description:

Celebrative line of the birth year of the first Franciacorta, of the winery and of the territory, aged at least 24 months sur lat, Brut and Extrad Brut dosage

OUR FRANCIACORTA

Line 61. Numero Primo – the concept behind the restyling



1961 is a date of fundamental importance in the history of our winery and in the birth of Franciacorta wines, but 1961 is also the date—and a time period—of an extraordinary era of cultural renewal for Italy, an era that witnessed the birth in many fields of a “modernity” that won us the admiration and envy of the world—as it still does today.

We decided, then, to recover and reaffirm those founding values of our history, but in a contemporary key, to apply them concretely and to share them now with new generations of appreciative consumers.

Thus the debut of Berlucchi '61, Numero Primo. *The power of an idea, the beauty of nature, the painstaking craftsmanship of expertise.*

It is both an ode to our birth year, '61, and an intriguing use of a prime number.

A **numero primo**, or prime number, is an indivisible number, and as such it represents a “**power**” greater than that of other numbers, a kind of innate primacy. The very same is true of our winery, which, thanks to the **power and inseparability** of our two founding fathers, not only made a dream come real but launched a growing area renowned today throughout the wine world.

OUR FRANCIACORTA

Line 61 Nature



The latest addition to the Berlucchi family.

A vintage dated Franciacorta produced exclusively with grapes sourced from estate vineyards.

5 years of maturation on lies and no added sugar to express the real character of the Berlucchi vineyards.

Produced in small quantities, a very elegant, sophisticated and long lasting Franciacorta.

Distribution Channel:

On Trade - Ho. Re. Ca

Product description:

Line of vintage wines pas dosé, aged 5 years sur lat, obtained only from the best grapes from the company owned vineyards

OUR FRANCIACORTA

Palazzo Lana Riserva



The timeless elegance of Palazzo Lana Berlucchi, the handsome mansion that inspired the very first Franciacorta, is beautifully reflected in the Riserva made exclusively from free run must.

Made exclusively from estate grown Pinot Noir grapes, it matures 10 years sur lie. Rare in both quality and quantity, it is intended for those who can appreciate the quintessential expression of Franciacorta. It is produced only in the greatest growing years.

Distribution Channel:

On Trade - Ho. Re. Ca

Product description:

Precious Reserve created with the free-run must, born only in the best vintages, aged 10 years sur lat, 100% Pinot Nero, Extra Brut



FRANCIACORTA RISERVA CUVÉE FRANCO ZILIANI

*"I wanted to create a wine with
bubbles that would bring delight
right from the first sip."*

– Franco Ziliani

Cristina, Arturo e Paolo dedicated Franciacorta Franco Ziliani Riserva 2008 to their father, and the father of Franciacorta. This very name, in this Cuvée, now binds him and Franciacorta together, as one.

OUR FRANCIACORTA

FRANCIACORTA RISERVA CUVÉE FRANCO ZILIANI



Showcased in this Cuvée is the finest Chardonnay grown in our Arzelle vineyard from the 2008 vintage, which was then aged a full eleven years, since only a lengthy maturation will allow the absolute highest quality to emerge; it was then kept with no dosage so that the essence of Franciacorta could stand out. Produced in a limited production of only 860 magnums and 5,000 bottles, bearing a one-of-a-kind label that is an actual brass sculpture, commissioned to honour Franco Ziliani's 90th birthday.

Distribution Channel:

On Trade - Ho. Re. Ca

Product description:

Precious Reserve created with the free-run must, born only in the best vintages, aged 10 years sur lat, 100% Pinot Nero, Extra Brut

OVERVIEW



Berlucchi Brand

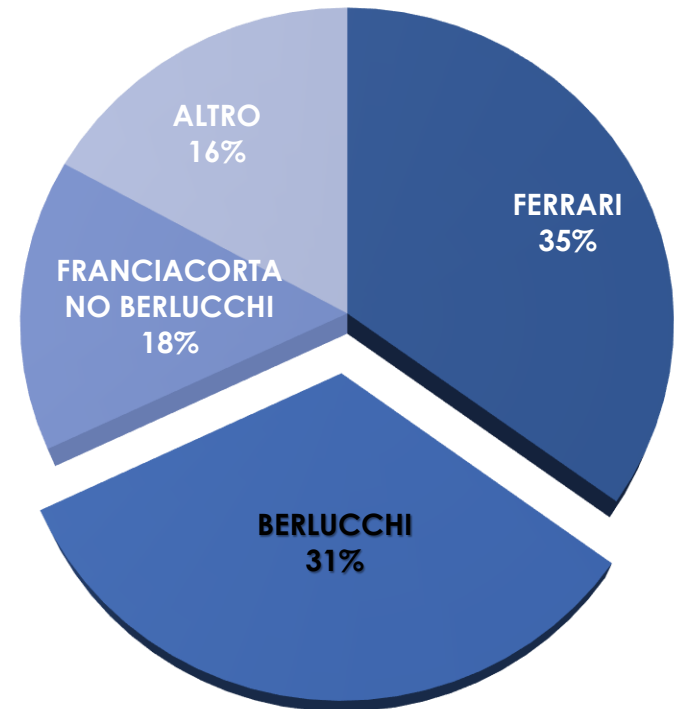
POSITIONING

METODO CLASSICO ITALIANO MARKET:

In recent years the strategy has aimed to increase value, even if it occurred a slight reduction in volumes in the OFF TRADE sector. At the same time, we pursued the objective of increasing the volumes of premium line Franciacorta wines, dedicated solely to the ON TRADE channel.

METODO CLASSICO ITALIA

BERLUCCHI, together with FERRARI, shows its *co-leadership* of Metodo Classico Italiano reference Market (in terms of volumes).





CURRENT TARGET MARKET

WHO BUYS OUR PRODUCTS

Thanks to the wide range of our products, we are able to reach different targets: the corporate heritage allows to hit a more adult target bonded to the historicity of the brand; the new lines, with a more modern style, were instead born to capture a younger target.

According to research, Berlucchi is one of the top of mind brand among the target consumers and Linea '61 has a wide awareness among them.

In addition, the Brand is considered among the best in term of brand value.

*Studio Winsight - 2022 Winelivery Srl



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FRANCIACORTA

VISION AND MISSION

In the national territory and in the world, we want to be **reference point** for the culture and excellence of the Italian Classic Method market. An innovative company that offers high quality products and that becomes a leader in the luxury segment of the market.

To do this we aim to always look at innovation, adopting an eco-sustainable approach to protect the biodiversity of the territory and increasingly care about avoiding waste. We want also to always refer to our company heritage, synonymous of technique and quality.

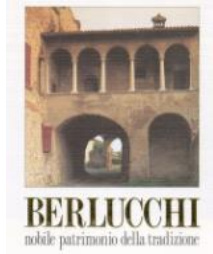


Guido Berlucchi

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BERLUCCHI BRAND

LOGO EVOLUTION



1998

Starting logo



2010

Creation of an emblem,
cleaning the logo,
addition of the signature



2011

Simplification and
modernization of the
emblem and addition of
the territory
denomination



2015

Emphasis on the
denomination that is
placed on top and
colors cleaning



2021

Emphasis on the
BRAND, cleaning the
logo of unnecessary
details, new main color

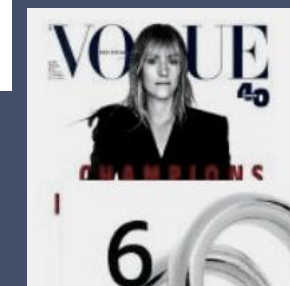
A MODERN APPROACH TO MARKETING AND COMMUNICATION



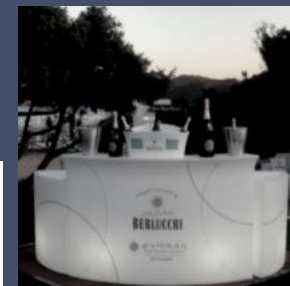
HOSPITALITY



SOCIAL NETWORK SYSTEM & ADV



PRESS & PR



TRADE MARKETING



EVENTS & SPONSORSHIPS



CORPORATE EVENT

HOSPITALITY



More than 20.00 wine lovers welcomed every year to live a unique experience



SOCIAL NETWORK SYSTEM & ADV

Branding, events and hospitality sponsorship



Branding, positioning, target follower increase,



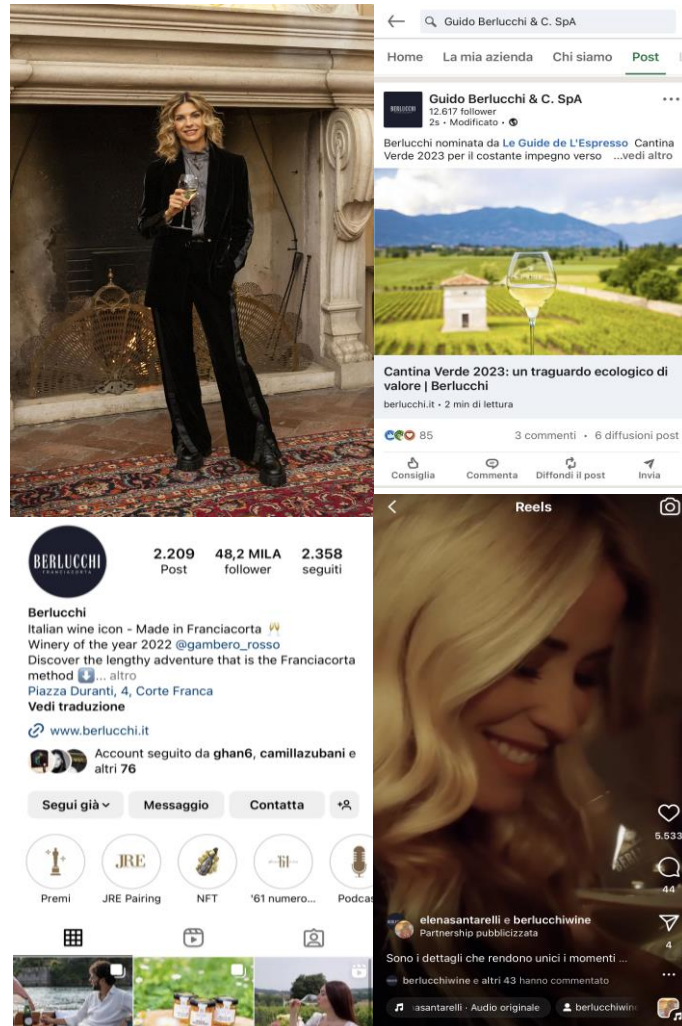
Institutional branding



Branding, useful for indexing



Sharing Institutional content



Used as a corporate video database, useful for indexing



PODCAST ACADEMIA; Spreakre, Amazon, Spotify, Apple



Playlists dedicated to every occasion of consumption



Monitoring



NEWSLETTER

COMMUNICATION & PR



A full coverage on the key Wine and Lifestyle magazines newspapers



EVENTS AND SPONSORSHIP



Partnership and sponsorship with fashion, design and luxury brands

CORPORATE
PROJECTS
focus



ACADEMIA BERLUCCHI

2019, 2020, 2021, 2023 editions

A modern Agorà where brilliant and well-known personalities - coming from different fields - confront each other to stimulate and share thoughts and proposals on issues related to Sustainability, Care of the Territory and Innovation, for a vision of a more sensitive and resilient future.

CORPORATE
PROJECTS
focus

SUSTAINABILITY:

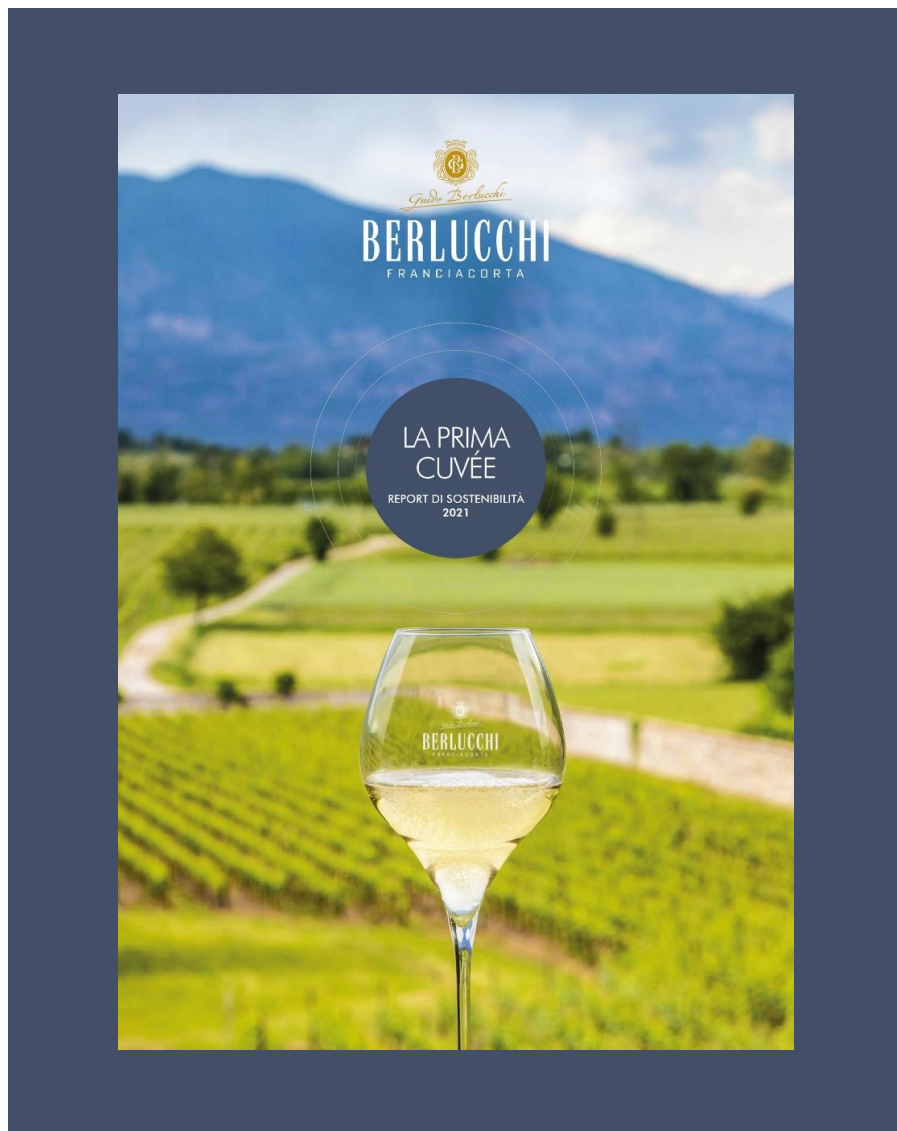
Our new manifesto

2022

Third edition of Sustainability

Report

https://www.youtube.com/watch?v=_CWLkMVpGi4



OVERVIEW



Latest Projects

1961-2021: OUR 60th ANNIVERSARY

SUSTAINABILITY: *our new manifesto*



NEW LOGO



NEW WEBSITE



RESTYLING OF THE CORE LINE



NPD



2021

Wine Spectator, during the Thanksgiving week, released its annual list of TOP 100 WINES: Guido Berlucchi Brut Rosé Franciacorta '61 NV is that prestigious list's sole Italian Classic Method sparkler.



1961-2022: OUR 61th ANNIVERSARY

PALAZZO LANA EXTREME BECOMES NFT



3RD EDITION OF SUSTAINABILITY REPORT



AWARDED WINERY OF THE YEAR
2022



RESTYLING OF THE '61 LINE



1961-2023: PERSUING EXCELLENCE

On July 5th 2023 the *Berlucchi Sparkling Bar* was inaugurated in the newly renewed Food Court of Terminal 1 of Rome Fiumicino Airport.

A place where travelers can taste the selection of our Franciacorta and Caccia al Piano references, accompanied by traditional Italian dishes and the signature menu created by the Michelin starred chef Gennaro Esposito.



THANK YOU



Guido Berlucchi

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