



TINAZZI

**Tinazzi opens its Campopian estate to the public:
wine tastings in the Valpolicella zone with a view over Lake
Garda**

At last, after a nine-year wait, the farmhouse we bought in 2014 in the heart of the Valpolicella Classico zone will open to the public as a new wine tourism destination. The old building itself, the vineyards overlooking Lake Garda and the freshly restructured spaces of the estate lay the bases for a new experience in which visitors will be able to discover three local wines produced in limited editions: Valpolicella DOP, Valpolicella Superiore Ripasso DOP and Amarone della Valpolicella DOCG.

Sant'Ambrogio di Valpolicella, xx July 2023_ A chance to take a stroll among the vine rows at an altitude of more than 700 metres in terraced vineyards caressed by the breeze from the lake; to taste wines that narrate the identity of the local area; to meet producers and discover how they create the bottles that bear the **Poderi Campopian** label, a minor jewel in the **Tinazzi** crown. This is the **latest offering** from the brand that in Sant'Ambrogio di Valpolicella is giving life to a new model of wine tourism and hospitality.

We hereby invite the public to come to this magical setting to taste three of maison Campopian's gems, all representative of the local area: Reguso Valpolicella DOP, Lunante Valpolicella Superiore Ripasso DOP and Marziale Amarone della Valpolicella DOCG.

Everything began in 2014 with the purchase of an estate complete with an 18th-century farmhouse, woodland and five hectares of vineyards. It is here, in the heart of the Valpolicella Classico zone, that Tinazzi has now launched the production of **prestige wines** in limited quantities.

Restructuring work on the sprawling farmhouse, which will be converted into a B&B, has now been virtually completed and it will soon be possible to stay here and enjoy an all-embracing wine tourism experience.

In the meantime, as of this summer it is possible to book special **experiences** for small groups of two to eight people, featuring a tour of the vineyards overlooking Lake Garda, the barrel room, the bottle storage room and, of course, a tasting in the special tasting room. All spaces converted from the old barns with traditional Lessinia stone vaults that add to the property's timeless



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charm. Campopian will thus become one of the places that relay the identity of Tinazzi, a brand that was born right here on the shores of Lake Garda in the late 1990s.

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In the old Veronese wine-making tradition, *tinazzi* were barrel-like containers in which pressed grapes were left to ferment, meaning that the Tinazzi family's connection with wine can be traced to the very origin of their name. What better way to begin the Tinazzi story than with this curious anecdote! It was in the late 1960s that the winery came into being at Cavaion Veronese near Verona, the fruit of the commitment and passion of founder Eugenio Tinazzi. Eugenio's son Gian Andrea Tinazzi, only 18 at the time, soon took over the reins at the head of the business and progressively widened its productive and market horizons. Lively, enterprising and proactive, over the years he has transformed the family winery from being a local concern selling DOC Veneto wines to small shops and restaurants on Lake Garda to its present-day status as a major Group embracing Veneto and, since 2001, Puglia, a region of great character with huge quality potential. With him at the wheel, the group produces high-quality wines, which it sells in 55 countries round the world. Thanks to his insight, it has become one of Italy's most important wineries with more than 100 hectares of vineyards, not to mention a leading player in the rural events and hospitality sectors. The major international accolades received from magazines such as *Wine Spectator*, *Wine Enthusiast* and *Decanter* and excellent ratings from critics Luca Maroni and James Suckling are but the latest chapter in the story of Tinazzi's wines.

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