

FE UDI

SAN
GREGORIO

*Experience an authentic rebirth
of Southern Italy. From tragedy
to triumph, from ruin to
recovery, from devastation to
greatness, cultivating the very
earth that ruptured so fiercely to
craft vintages which are
currently celebrated as the finest
wines across the entire globe.*



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HEY, DEAR READERS



More than just a winery, Feudi di San Gregorio is the beating heart of Southern Italy's viticultural renaissance. Established in 1986 in the small village of Sorbo Serpico, it was born from a partnership between the Capaldo and Ercolino families to rescue ancient, indigenous vines. Today, under the sole stewardship of the Capaldo family, it stands as Campania's largest family-owned estate and a global champion for regional grapes. Their deep commitment to sustainable farming has transformed the property into a landmark of both culture and wine. These are the very same lands and vines praised by Pliny the Elder before they were buried beneath the ash of Mount Vesuvius. Centuries later, the devastating Irpinia earthquake of 1980 once again shattered the region, leaving its ancient viticultural legacy in ruins. Yet, from the rubble of that modern tragedy came a profound rebirth, as Feudi di San Gregorio emerged to meticulously resurrect Campania's historic vineyards. They breathed new life into these ancient, nearly forgotten varietals—from the brilliant minerality of Fiano and Greco di Tufo to the vibrant Falanghina and the deeply structured, powerful Aglianico. I have toured many wineries in my life, but rarely have I encountered one with such a palpable sense of time. In every glass, you can taste centuries of history and experience the beautiful resilience of Southern Italy's ancient terroir.

Ralph Madeo, MD

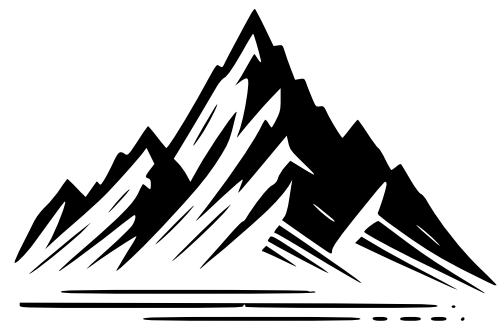
The Wine Doctor

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Nestled in the heart of Irpinia, the winery's headquarters are in the municipality of Sorbo Serpico, within the province of Avellino, Campania. This ancient landscape, often referenced by classical authors like Pliny the Elder and Columella, lies in the shadow of Mount Vesuvius, approximately half an hour from Naples' Capodichino Airport. The region's medieval villages, castles, cathedrals, and even wild wolves contribute to its untamed charm, while the vineyards coexist with woodlands, olive groves, and fruit trees in a polycultural ecosystem. Irpinia's mountainous terrain, with elevations ranging from 350 to 700 meters above sea level, provides a cooler microclimate than typical southern Italian zones, fostering wines of elegance and structure. This strategic location in the Campanian volcanic arc not only influences the terroir but also positions Feudi di San Gregorio as a guardian of a millennia-old viticultural tradition introduced by ancient Greeks.



Historical Perspective

Of the Region, Grapes and Winery

Eruption of Mount Vesuvius

Mount Vesuvius is a composite volcano located on the Gulf of Naples in Campania, Italy, about 9 km east of Naples and a short distance from the shore. The volcano is about 1,281 meters high and has a cone shape that is typical of composite volcanoes. The most famous eruption of Mount Vesuvius occurred in 79 AD. The eruption lasted for about 24 hours. The eruption began around noon on August 24, 79 AD, with a column of ash and pumice rising into the sky.

The ash and pumice began to fall on the surrounding area, and by late afternoon, the city of Pompeii was covered in several meters of ash. The next morning, a pyroclastic flow, a current of superheated gas and rock, swept down the mountainside, burying Pompeii and Herculaneum in seconds. The eruption caused widespread destruction, and an estimated 16,000 to 20,000 people died.

The eruption had a significant impact on the region's economy, including wine production. The area around Mount Vesuvius was a major wine-producing region, and the eruption destroyed many of the vineyards. The ash and pumice covered the soil, making it difficult to grow grapes. However, the volcanic soil eventually proved to be fertile, and the region eventually became famous for its wines, such as Serpico and Lacryma Christi.

The eruption of Mount Vesuvius also had a significant impact on the historical record. The cities of Pompeii and Herculaneum were buried in ash and pumice, which preserved them for centuries. The excavation of these cities has provided historians with a wealth of information about Roman life in the 1st century AD.



"I can best describe its shape by likening it to a pine tree. It rose into the sky on a very long 'trunk' from which spread some 'branches.' ... Some of the cloud was white, in other parts there were dark patches of dirt and ash."

"It was daylight now elsewhere in the world, but there the darkness was darker and thicker than any night."

"You could hear the shrieks of women, the wailing of infants, and the shouting of men... Many besought the aid of the gods, but still more imagined there were no gods left, and that the universe was plunged into eternal darkness for evermore."

-Pliny the Younger (The Eyewitness)

Pliny the Younger's letters to the historian Tacitus provide the only surviving eyewitness account of the disaster. His observations were so precise that modern volcanologists still use the term "Plinian eruption" to describe this specific type of explosive, towering ash column.

"Here is Vesuvius, recently verdant with shading vines—here the noble grape pressed the dripping vats: these were the hills Bacchus loved more than Nysa... All of this lies covered in flames and sorrowful ash. Not even the gods wished for this to be their right."

- Martial (The Poet)

Writing shortly after the disaster, the Roman poet Martial captured the tragic transformation of the Campanian landscape in his Epigrams (IV.44). He specifically lamented the total loss of the region's famous terroirs and the devastation of the vineyards that once thrived on the volcanic soil.

EYEWITNESS
ACCOUNT

PLINY THE ELDER COLUMELLA

Both Pliny the Elder and Columella provide fascinating, though very different, accounts of the ancient landscape of Southern Italy. While Pliny acts as an encyclopedic observer and naturalist, Columella provides the practical, "on-the-ground" perspective of a master agriculturist.

POURING HISTORY: THE EVOLUTION OF ITALY'S FINEST GRAPES

**PLINY THE ELDER:
THE ENCYCLOPEDIC NATURALIST**



PLINY THE ELDER (23-79 AD)
Celebrated Campania's fertility; noted the 'black soil' and the 'vine-clad hills' near Mount Vesuvius. Famous for his natural history, he ultimately died in the 79 AD eruption while observing Vesuvius.

**COLUMELLA:
THE MASTER OF VITICULTURE**



COLUMELLA (c. 4-70 AD)
The foremost Roman authority on agriculture. Detailed landscape management, terracing, and grape varieties. Identified specific 'clones' thriving in the microclimates of the southern Apennines.

**THE TERROIR:
VESUVIUS & SERPICO**



VESUVIUS (Campania)
"Black volcanic soil" for unparalleled fertility.

SORBO SERPICO'
High-altitude, rugged rugged hills.

SERPICO (Irpinia)
High-altitude, rugged for Aminean & Apiana vines.

Ancient sources for Aminean & Apiana vines (Arbustum)

**GRAPE EVOLUTION:
AMINEAN & APIANA**



VITIS AMINEA GEMINA
ANCIENT NAME
↓
'GRECO DI TUFO'
CURRENT NAME
Aminea: "The most noble of all" - Pliny.

VITIS APIANA
ANCIENT NAME
↓
'FIANO DI AVELLINO'
CURRENT NAME
"The bee grape" - Columella.

**GRAPE EVOLUTION:
HELLENICA**

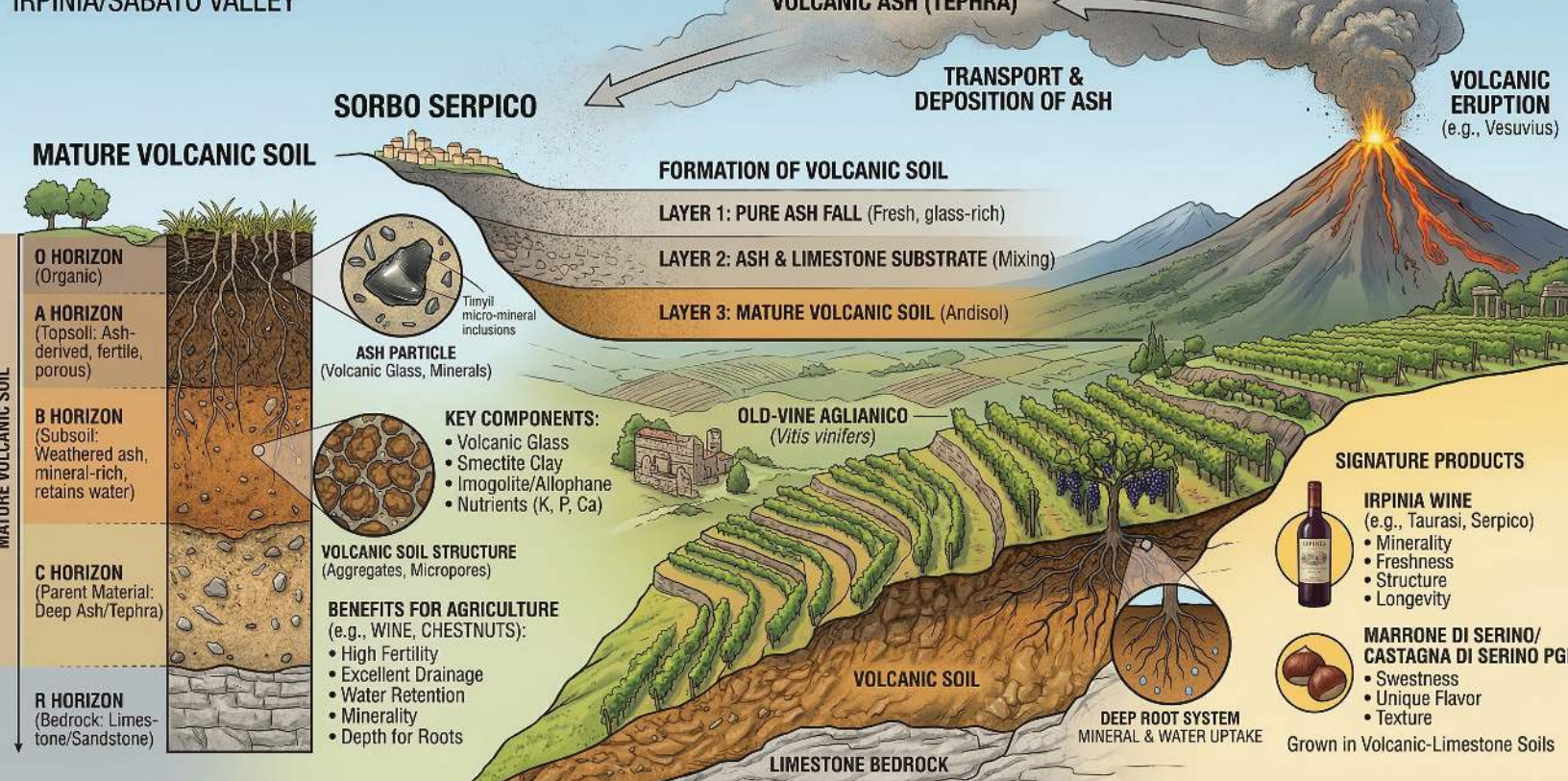


VITIS HELLENICA'
ANCIENT NAME
→ 'AGLIANICO'
CURRENT NAME
Often believed to be the progenitor of Aglianico, a core component of ancient 'Falernian' wine.

A 2,000-YEAR LEGACY.

FROM PLINY'S PEN TO THE MODERN GLASS:

THE 2,000-YEAR LEGACY OF CAMPANIA'S GREATEST VINES



Pliny the Elder: The Naturalist's Eye

In his monumental work, *Naturalis Historia* (Natural History), Pliny the Elder describes Campania (the region surrounding Vesuvius) as a "favored country." He was struck by its fertility and beauty, famously noting: "In this valley begin those vine-clad hills with their glorious wine... famous all the world over."

Mount Vesuvius

Ironically, Pliny the Elder died in 79 AD while attempting to observe the eruption of Mount Vesuvius and rescue friends.

- **Before the Eruption:** In his writings, he describes Vesuvius as a peaceful, vine-covered mountain. He (and most Romans of his time) did not realize it was an active volcano. He praised the rich, volcanic soil for producing superior wines.
- **The Soil:** He identified the unique "black soil" of Campania as being exceptionally fertile, though he noted that even this soil required the right climate and specific vine types to thrive.

Serpico and the Irpinian Interior

While Pliny focuses heavily on the coastal splendor, he also details the inland areas like Irpinia (where modern Serpico is located).

- **Ancient Grapes:** He mentions the Aminean vines, which were highly prized and thought to have originated in the mountains of this region.
- **Climate:** He describes the inland hills as having "breezes from many mountains" and producing "splendid fleeces" from sheep, indicating a landscape that was a mix of lush vineyards and rugged pastoral land.





Columella: The Master of the Land

Lucius Junius Moderatus Columella, in his work *De Re Rustica* (On Rural Affairs), provides a much more technical view of the Southern Italian landscape.

Viticulture in the Shadow of the Peaks

Columella was deeply interested in how the physical landscape—slope, soil, and wind—affected farming.

- **Terracing and Slopes:** He discusses the "vine-clad hills" of Southern Italy not just for their beauty, but for their drainage. He recommended planting vines on hillsides to catch the sun and avoid the "heaviness" of valley floor soil.
- **The "Serpico" Connection:** While he may not name every village, he discusses the Irpinian region's specialized grapes. He praises the resilience of vines that could handle the cooler, windier climate of the Apennine foothills compared to the humid heat of the Neapolitan coast.

Practical Landscape Management

- **Water and Soil:** Columella provides detailed instructions on how to manage the "fat and fertile" lands of Campania. He warns that even in such a paradise, a farmer must be careful with water supply and the "inclemency of the climate."
- **Trees as Support:** He describes a specific Southern Italian landscape feature: the *Arbustum*. This was a method where vines were trained to grow up live trees (like poplars or elms), a practice that shaped the look of the ancient Italian countryside.

The Modern Survivors: From Ancient Text to Bottle

Aminean Grapes as Greco di Tufo

Pliny the Elder described the Aminean vine as the most noble of all, specifically noting its ability to thrive in the volcanic "tuff" (tufo) soil. Most ampelographers (grape historians) agree that the ancient Aminea Gemina is the direct ancestor of modern Greco di Tufo. Just as Pliny noted its structure and longevity, modern Greco is often described as a **"red wine in white clothing"** due to its high extract and mineral backbone, largely attributed to the sulfur and volcanic ash in the Irpinian soil.

Vitis Apiana as Fiano di Avellino

Columella and Pliny both mention a grape called Apiana, so named because it was so sweet that bees (apes) were irresistibly drawn to the ripening clusters. This is almost certainly modern-day Fiano. In the village of Sorbo Serpico, modern producers like Feudi di San Gregorio (who even have a prestige label named "Serpico") utilize these ancient high-altitude sites. The "bees" still favor these vineyards, and the resulting wine retains that distinct floral, honeyed, and nutty profile described two millennia ago.

Vitis Hellenica as Aglianico

While the debate continues, many believe that the Vitis Hellenica mentioned by Pliny is the progenitor of Aglianico—the **"Barolo of the South."** This grape was a key component of Falernian, the most expensive wine of the Roman era. Today, Aglianico grown on the slopes of Vesuvius (often under the Lacryma Christi DOC) or in the Taurasi DOCG of Irpinia remains the flagship red for the region.



Ancient Terroirs vs. Modern Labels



SOUTHERN ITALIAN GRAPE LINEAGE



	Ancient Name	Modern Equivalent	Notable Terroir	Characteristic
Ancient	Aminea	Greco di Tufo	Tufo / Irpinia	High acidity, "flinty" minerality.
Notable Terroir	Apiana	Fiano di Avellino	Sorbo Serpico / / Lapio	Honey, toasted hazelnut, floral.
Characteristic	Graecula	Falanghina	Phlegraean Fields / Vesuvius	Citrus, orange blossom, crisp.
Characteristic	Hellenica	Aglianico	Taurasi / Taburno	Deep tannins, dark fruit, smoke.



How does the History Help Today?

Understanding this ancient terroir and the region's dynamic history provides the ultimate context for the evolution of Feudi di San Gregorio. When you pour a vintage from Irpinia or the slopes of Vesuvius, you are offering far more than just a remarkable wine; you are presenting a direct, living link to the ancient 'grand crus' celebrated by Pliny and Columella as the absolute pinnacle of viticulture. The very ash that fell during the 79 AD eruption—alongside millennia of volcanic activity—literally serves as the mother soil that forges these exceptional vines today.

The "Grand Crus" of Antiquity: A Legacy in Volcanic Soil

In the first century AD, the Roman world looked to the slopes of Mount Vesuvius and the rugged hills of Irpinia (the ancient land of the Hirpini) as the absolute pinnacle of viticulture.

Two of history's greatest authorities—Pliny the Elder and Columella—celebrated this unique landscape as a "favored country" where the soil itself was a gift from the gods.

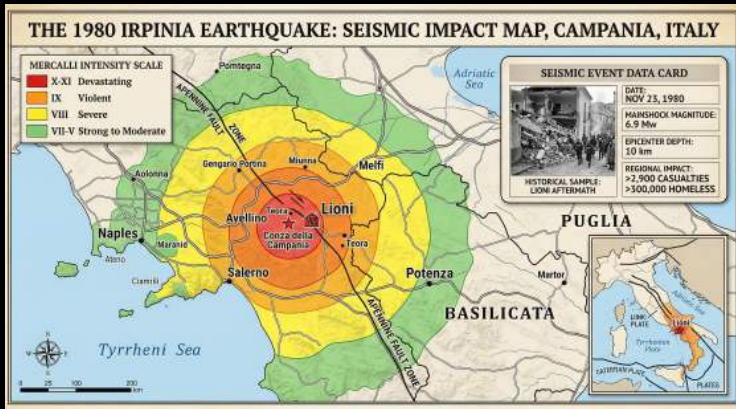
From Ancient Texts to Modern Glass

- *The Soil of Vesuvius:* Pliny marveled at the "black soil" and volcanic ash of Campania, recognizing it as the secret to the region's extraordinary fertility. Today, that same mineral-rich earth gives our Lacryma Christi and Vesuvio wines their unmistakable smoky, flinty character.
- *The Bees of Sorbo Serpico:* Columella wrote of the Vitis Apiana—the "bee grape"—so named because its sweetness drew hives from across the hills. This is the direct ancestor of our Fiano di Avellino, still grown in the high-altitude, sun-drenched plots of Serpico.
- *The Noble Aminean:* Hailed by Pliny as the "most noble of all," the ancient Aminean vine lives on today as Greco di Tufo, thriving in the sulfur-rich volcanic tuff that defines the Irpinian landscape.

The vine is a plant which, of all others, is the most grateful for the care bestowed upon it."

- Columella

2,000 YEAR TRADITION AND LATER HISTORY



Earthquake of 1980

When you open a bottle from these historic terroirs, you aren't just tasting wine; you are experiencing a lineage of excellence that has remained unbroken since the days of the Roman Empire. From the "vine-clad hills" described by Columella to the precision of modern winemaking, the spirit of Southern Italy remains as vibrant and prestigious as ever.

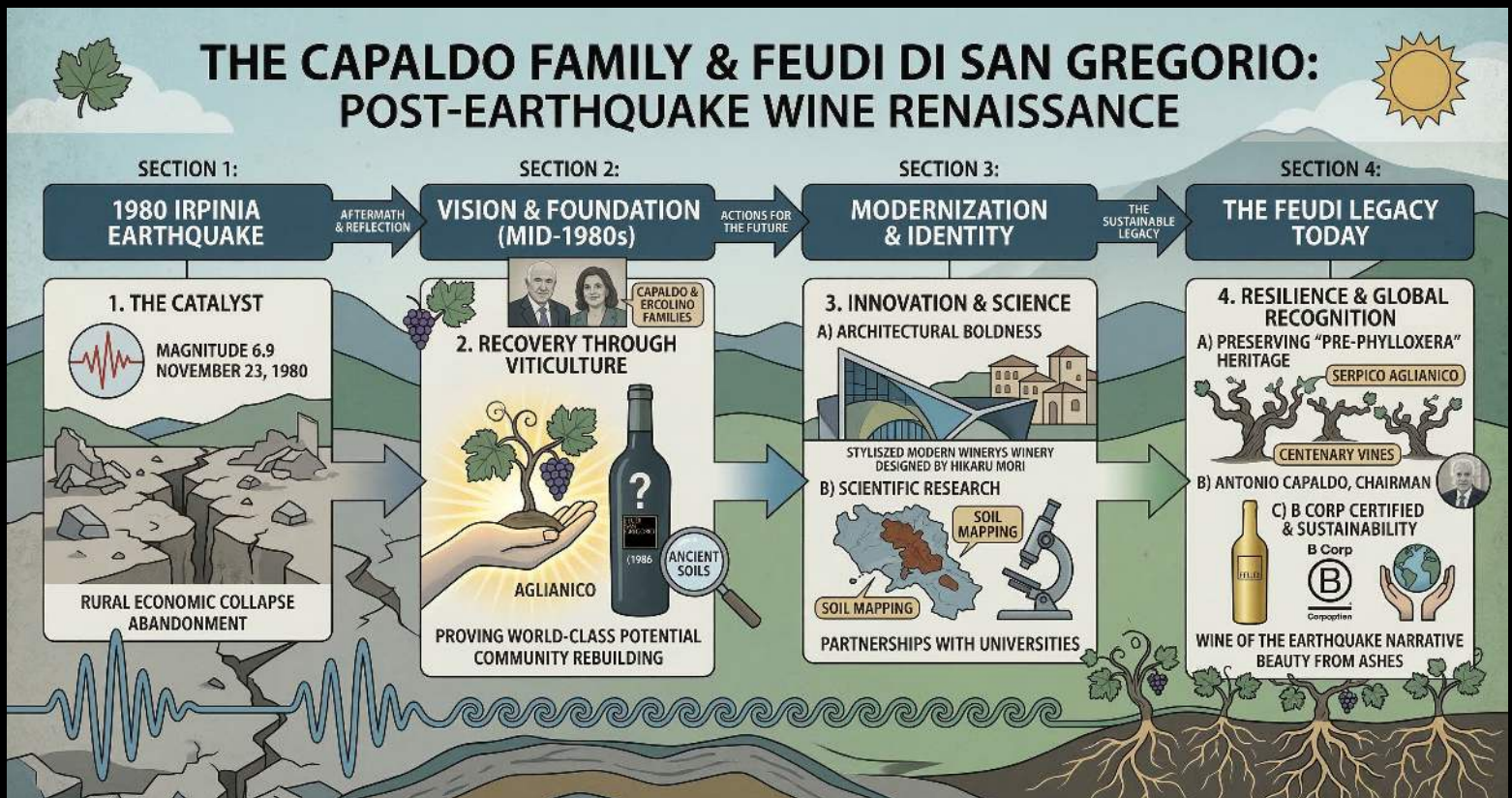
On November 23, 1980, a devastating earthquake struck the Campania and Basilicata regions of Southern Italy, causing widespread destruction and loss of life. The magnitude 6.9 earthquake, known as the Irpinia earthquake, had its epicenter in the town of Conza della Campania, about 80 km east of Naples. The tremors were felt as far as Rome and Sicily, but the most severe damage occurred in the provinces of Avellino, Potenza, and Salerno. The earthquake killed approximately 3,000 people, injured thousands more, and left an estimated 300,000 people homeless.

Vineyard Devastation

The aftermath of the earthquake was catastrophic for the area, with entire towns and villages completely destroyed. The infrastructure of the region, including roads, bridges, and buildings, suffered extensive damage, making it difficult to deliver aid and assistance to those in need. The economic impact was also severe, with the region's agricultural and industrial sectors experiencing significant losses. The earthquake disrupted the local economy, leading to a decline in tourism and a reduction in the production of local goods and services. *One of the most significantly affected sectors was winemaking, which has a long history and strong cultural significance in the region.* The earthquake caused widespread damage to vineyards and wineries, with many of them destroyed or severely damaged. The disruption of the winemaking industry had a significant impact on the local economy, as wine is a major export for the region. The earthquake also led to a decline in the quality of the wine produced in the region, as many of the vineyards were damaged and the quality of the grapes suffered.

Road to Recovery

In the years following the earthquake, the region has undergone a slow and difficult process of reconstruction and recovery. The government and international aid organizations have provided assistance to help rebuild the area's infrastructure and support the local economy. The winemaking industry has also received support to help it recover from the earthquake, with many wineries and vineyards rebuilt and the quality of the wine produced in the region gradually improving. Despite the challenges, the region has shown resilience and determination in the face of adversity. The people of Campania and Basilicata have worked together to rebuild their communities and preserve their cultural heritage, including the region's rich winemaking tradition. The Irpinia earthquake serves as a reminder of the power of nature and the resilience of the human spirit in the face of disaster. Although the Irpinia earthquake was a devastating turning point for the Campania region, it also served as the catalyst for the modern "Renaissance" of Southern Italian wine—a movement spearheaded by the Capaldo family and their estate, Feudi di San Gregorio.



The Capaldo and Ercolino families (who co-founded the estate) saw an opportunity to use the region's ancient volcanic soils and high-altitude vineyards as a vehicle for economic and cultural recovery. They founded Feudi di San Gregorio in 1986, just a few years after the disaster, with the goal of proving that Irpinia could produce world-class wines that rivaled Tuscany or Piedmont. The earthquake had left many rural areas abandoned. The Capaldos focused on identifying and preserving ancient, indigenous vines—specifically Aglianico, Fiano di Avellino, and Greco di Tufo—that had survived both the phylloxera plague of the past and the recent seismic upheaval. Under the leadership of Antonio Capaldo (the current chairman), the family has leaned heavily into *"The Wine of the Earthquake"* narrative—not as a tragedy, but as a testament to the resilience of the vines. Their flagship Aglianico, *Serpico*, is sourced from "centenary" vines that stood firm through the 1980 quake.

Modernizing the Irpinian Identity

Before 1980, much of the wine in Campania was sold in bulk or made for local consumption. The Capaldo family changed this by:

- **Architectural Boldness:** They built a state-of-the-art winery designed by Hikaru Mori, which stood in stark contrast to the traditional, often damaged buildings of the post-earthquake era. It signaled that the region was looking toward the future.
- **Scientific Research:** They partnered with universities to map the volcanic soils of the region, treating the geological shifts caused by the area's seismic history as a unique "terroir" asset rather than a liability.

The Capaldo Legacy Today

Today, Antonio Capaldo has transitioned Feudi di San Gregorio into a B Corp certified company, focusing on social sustainability for the Irpinia community that is still, in some ways, defined by the 1980 event. *The interaction is a classic story of beauty from ashes: using the very ground that shifted so violently to produce wines that are now considered the "Barolo of the South."*

Location & Terroir





Feudi San Gregorio is situated in Irpinia, a unique historical region of the Campanian Apennines. Unlike the typical Mediterranean image of sun-drenched coastal Campania, Irpinia is a rugged, green hinterland defined by high altitudes and a continental climate.

"The vine is the most remarkable of all the trees for the variety of its produce... It is a plant that stands in need of the most careful cultivation."

- Naturalis Historia
Pliny the Elder
(Gaius Plinius Secundus)

- **Geography:** The vineyards are scattered across the hills of the "Appennino Campano," characterized by short, snowy winters and mild, long summers.
- **Volcanic Influence:** Being just 50km from Mount Vesuvius, the soil is heavily influenced by prehistoric volcanic activity. This provides a rich mosaic of ash, pumice, and mineral-dense layers that impart a distinct "tension" and longevity to the wines.
- **Altitude:** Many plots sit at significant elevations (up to 700 meters above sea level), which creates drastic diurnal temperature swings—essential for preserving the acidity and aromatic complexity of white grapes like Greco and Fiano.

Viticulture and Soil: Nurturing Ancient Roots

At the core of Feudi di San Gregorio's success is its meticulous viticulture, which prioritizes sustainability and the preservation of biodiversity. The estate spans nearly 300 hectares, fragmented into over 800 small plots scattered across slopes with varying altitudes, exposures, and microclimates. This mosaic approach allows for precise zoning and research, such as the Patriarch project, which identifies and propagates ancient Aglianico vines from pre-phylloxera vineyards to ensure genetic diversity and longevity. Viticultural practices emphasize minimal intervention, organic farming where possible, and a respect for the natural environment, including interplanting with aromatic herbs and ancient olive trees to enhance soil health and ecosystem balance.

The soils of Irpinia are a defining factor in the winery's distinctive wines, characterized by their volcanic origins from Vesuvius eruptions. Predominant types include clay-rich layers that retain moisture, limestone for minerality, and chalky Tufo soils that impart structure, particularly to Greco di Tufo. Sandstone elements add complexity, while the overall volcanic composition contributes to fresh, mineral-driven profiles where elegance prevails over power. These soils, combined with the region's diurnal temperature swings, enable the cultivation of indigenous varieties that express profound terroir. Feudi di San Gregorio's commitment to these practices not only sustains the land but also counters the historical decline of local viticulture, offering a model for future generations.



The pergola training system—specifically the traditional Pergola Avellinese—is far more than a rustic aesthetic choice; it is a vital link to the past and a strategic tool for quality.

One of the estate’s most remarkable assets is its commitment to safeguarding ancient genetic material. Their project, **“The Patriarchs,”** involves the study and cataloging of century-old Aglianico vines. Some vines in the **Dal Re vineyard** are **over 150 years old**. These ancient vines survived the Phylloxera epidemic of 1910 thanks to the traditional Pergola Irpina training system, which keeps the fruit high off the ground. In 2024, Feudi was awarded the Old Vine Hero Award for its research into these pre-phylloxera specimens, which serve as a genetic library for future plantings.

For a producer like Feudi di San Gregorio (the iconic estate in the Irpinia region of Campania), the pergola training system—specifically the traditional **Pergola Avellinese**—is far more than a rustic aesthetic choice; it is a vital link to the past and a strategic tool for quality. In this system, vines are trained high off the ground on overhead wooden frames, allowing the grapes to hang beneath a canopy of leaves.



For Feudi’s centuries-old, pre-phylloxera Aglianico vines, this method is essential for protection. The high canopy shields the delicate clusters from direct, intense “scorching” sunlight while maintaining excellent airflow underneath, which is critical in the humid, mountainous terrain of Irpinia to prevent rot and mildew.

Beyond the practical viticultural benefits, Feudi di San Gregorio utilizes the pergola system to honor the “micro-identities” of their 800+ plots. Because these vines are often over a century old, their massive, gnarled trunks have adapted perfectly to the volcanic soils and limestone sublayers of the region. By maintaining the pergola system rather than converting to modern vertical trellising (Guyot), **Feudi preserves the natural balance and low yields of these ancient plants**. This results in wines with “aromatic precision” and vibrant acidity, as the shaded ripening process allows the grapes to develop complex phenolics slowly, without losing the freshness that defines the estate’s high-altitude style.

“The Patriarchs” and Ancient Vines

REGION CHARACTERISTICS & WINEGROWING PRACTICES	
CATEGORY	CHARACTERISTICS & PRACTICES
Climate	marked by an inland, mountainous position that differs from hot coastal zones. Key features include cool nights, ample rainfall, and strong diurnal temperature shifts that preserve acidity and aromatic precision.
Soil Composition	Complex and heterogeneous. Dominated by volcanic ash (from Vesuvius), limestone, and clay, providing exceptional mineral richness and fertility.
Vineyard Identity	Altitude, varied exposures, and mineral soils combine to produce wines with vibrant acidity, distinct minerality, and strong aging potential.
Vine Management	Individual treatment of 800+ plots to honor unique micro-identities. Includes plot-by-plot management and strict yield control.
Training & Heritage	Utilization of the ancient pergola training system in older vineyards and the preservation of pre-phylloxera vines (some nearly 200 years old).
Sustainability & Land Stewardship	Reflects a broad ecological approach where vineyards are interspersed with woods, olive trees, and aromatic herbs. Work is focused on maintaining natural balance and grape quality over maximizing production.

Winemaking Philosophy and Team

**President Antonio
Capaldo and Lead
Winemaker
Pierpaolo Sirch**



The philosophy of Feudi di San Gregorio is rooted in the belief that "winemaking involves the same creative process as a work of art." This is spearheaded by President Antonio Capaldo and Lead Winemaker Pierpaolo Sirch. Antonio Capaldo, the chairman and president (right in photo), brings a forward-thinking vision, emphasizing curiosity, discovery, and the fusion of wine with art and culture. As a second-generation leader, he has spearheaded projects like the Pompeii ancient wine revival, partnering with archaeologists to recreate historical viticulture. Pierpaolo Sirch, CEO and director of winemaking (left in photo) since his initial role as agronomist in 2003, oversees vineyard management and vinification, focusing on sustainable practices and terroir precision. Consultant enologist Riccardo Cotarella, one of Italy's most respected, provides oversight, building on predecessors like Luigi Moio and Enzo Ercolino.



When Nature Speaks, We Listen

The winery's philosophy is rooted in defending native vines and offering a future to Irpinia's environmental heritage. Capaldo articulates it simply: "wines should inspire a second glass, achieved through respect for the grape and what the terroir teaches".

This minimal-intervention ethos—sustainable farming, precise vinification, and avoiding over-reliance on regulations—ensures structure never overshadows elegance. Feudi views wine as akin to art, sharing a creative process that values innovation while preserving century-old traditions. This holistic approach extends to hospitality, with the winery serving as a cultural hub blending design, architecture, and gastronomy.

Key Pillars:

- 1. Indigenous Focus:** They focus exclusively on native Campania varieties (Aglianico, Fiano, Greco, Falanghina), rejecting the "internationalization" trend of the 1990s.
- 2. Sustainability:** In June 2022, Feudi achieved B-Corp Certification, a rigorous standard for social and environmental performance. They also hold the Equalitas certification, which monitors carbon footprints and water recycling.
- 3. Modernity & Art:** The winery itself, designed by Japanese architect Hikaru Mori, is a minimalist masterpiece that blends into the landscape. Inside, the design language of Massimo and Lella Vignelli (who designed the iconic labels) emphasizes "Vision, Courage, and Determination."

Key Native Varieties

These varieties form the backbone of Campania's identity and are especially suited to Irpinia's terroir. The winery's core grapes include:

Whites

- Fiano
- Greco
- Falanghina

Reds

- Aglianico



WHITE WINEMAKING PHILOSOPHY

In the cellar, Feudi di San Gregorio pursues a style that respects varietal purity. Owner Antonio Capaldo has emphasized limiting excessive oak influence, often favoring stainless steel to preserve the authentic expression of native grapes. Feudi di San Gregorio's portfolio is a celebration of Campania's native grapes, blending tradition with contemporary techniques to produce wines that capture the essence of Irpinia. The winery is renowned for its whites, starting with Greco di Tufo, one of Italy's most ancient varieties, known for its age-worthy structure and mineral notes from chalky soils. Notable expressions include the Cutizzi Greco di Tufo DOCG, sourced from expressive vineyards for its vibrant citrus and floral aromas; the Goleto Greco di Tufo Riserva, aged for depth; and the standard Greco di Tufo, often earning 90+ points for its tropical fruit and acidity. Fiano di Avellino, another flagship white, delivers nuanced richness with effusive citrus and floral profiles, as seen in labels like the Pietracalda Fiano di Avellino DOCG. Falanghina del Sannio rounds out the whites with its aromatic, fresh character, often featuring 91-point ratings for its balanced structure.

RED WINEMAKING PHILOSOPHY

On the red side, Aglianico reigns supreme as Southern Italy's premier grape, introduced by the Greeks in the 6th-7th century BC. Feudi's interpretations include the Irpinia Aglianico DOC, a versatile red with dark fruit and spice; the Taurasi DOCG, a brooding, ageable wine from volcanic soils; and the Piano di Montevergine Taurasi Riserva, known for its long aging potential. The iconic Serpico Irpinia Aglianico, from centenary vines, exemplifies power and finesse, often bypassing DOCG regulations to prioritize terroir expression. Sparkling wines under the DUBL line, such as metodo classico Greco and Aglianico rosé, add innovation, while single-estate bottlings like Guliemus highlight specific plots. These wines reflect a philosophy of versatility, from everyday sippers to cellar-worthy treasures.

CORE PRINCIPLES

- Separate vinification of each vineyard parcel
- Balance between tradition and innovation
- Focus on freshness and terroir transparency
- Selective use of oak, particularly for Aglianico

“Wines should inspire a second glass, achieved through respect for the grape and what the terroir teaches”.

- Antonio Capaldo

The Kosher Project

Andrea Fabiano and Dr. Ralph Madeb

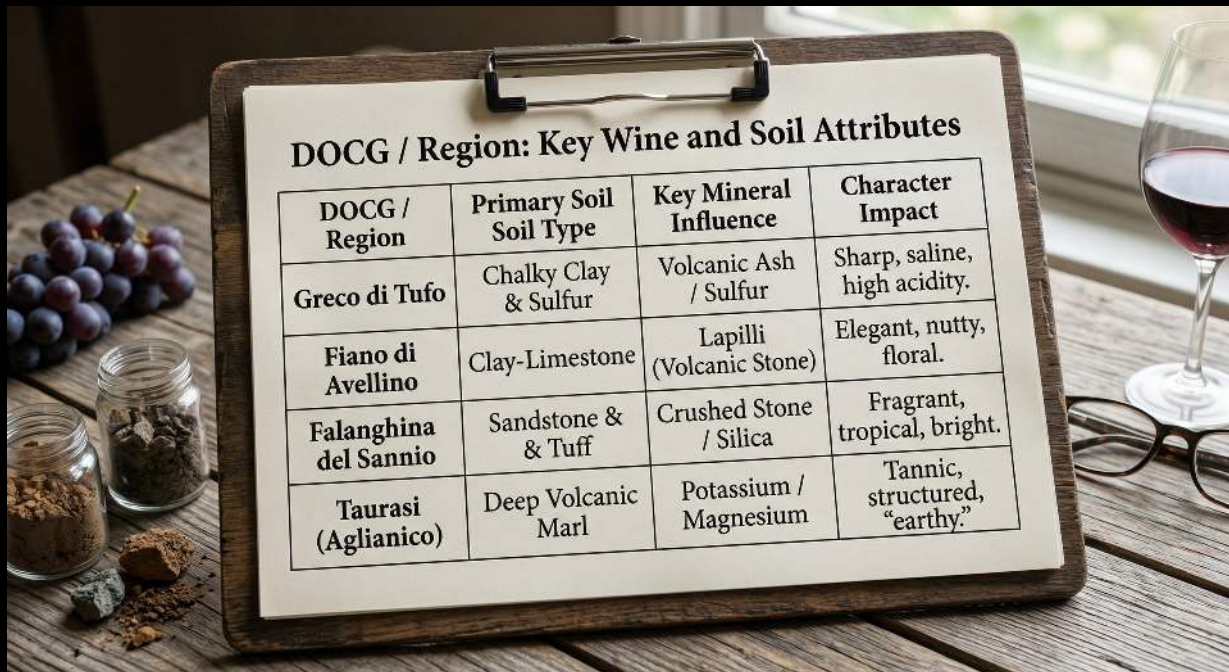
Andrea Fabiano is a seasoned wine professional who serves as the Global Export Manager for Feudi di San Gregorio, a premier winery located in the Irpinia region of Campania, Italy. Since joining the estate in March 2016, he has worked closely with Chairman Antonio Capaldo to spearhead the brand's international growth and elevate the profile of Southern Italian viticulture on the world stage. With a career in the wine trade dating back to 2004, Fabiano has become a key ambassador for indigenous varietals, frequently hosting high-end masterclasses and wine dinners to showcase flagship labels like Serpico (Aglianico) and Piano di Montevergine (Taurasi). He is particularly recognized for his expertise in communicating the unique heritage of the region's ancient, pre-phylloxera vines and is a regular fixture at major industry events like ProWein, where he advocates for the global potential of fine Italian wines.



In addition to his global export duties, Andrea Fabiano has worked closely with Dr. Ralph Madeb to spearhead the prestigious kosher project at Feudi di San Gregorio. Fabiano has invested tireless effort into ensuring the project's success, serving as a vital bridge between the winery's technical team and the rabbinical authorities. By meticulously coordinating with both winemakers and mashgichim, he has overseen every stage of production to guarantee that the highest standards of kashrut are met without compromising the estate's renowned quality. His dedication to this collaboration has been instrumental in producing kosher versions of flagship wines that are virtually indistinguishable from their non-kosher counterparts. Andrea's deep knowledge of the Irpinia landscape and his tireless work ethic have been the cornerstone of this ambitious project. Because of this shared dedication to excellence, the kosher versions of these iconic wines are truly indistinguishable from their non-kosher counterparts, capturing the exact same mineral tension, aromatic complexity, and soulful character that have made Feudi di San Gregorio a global benchmark.

"Our goal from the outset was to create a product where the kosher and non-kosher versions are indistinguishable in the glass," said Dr. Ralph Madeb. "Andrea Fabiano's commitment to this vision has been extraordinary. He has navigated the complexities of rabbinical supervision and technical cellar requirements to ensure that every bottle reflects the true soul of Campania."

PASSION



DOCG / Region: Key Wine and Soil Attributes

DOCG / Region	Primary Soil Soil Type	Key Mineral Influence	Character Impact
Greco di Tufo	Chalky Clay & Sulfur	Volcanic Ash / Sulfur	Sharp, saline, high acidity.
Fiano di Avellino	Clay-Limestone	Lapilli (Volcanic Stone)	Elegant, nutty, floral.
Falanghina del Sannio	Sandstone & Tuff	Crushed Stone / Silica	Fragrant, tropical, bright.
Taurasi (Aglianico)	Deep Volcanic Marl	Potassium / Magnesium	Tannic, structured, "earthy."

FOR WINES

White Flagships

- Fiano di Avellino “Pietracalda” — 100% Fiano, typically aged briefly in steel before bottle aging.
- Greco di Tufo “Cutizzi” — mineral-driven Greco expression.
- Falanghina “Serrocielo” — fresh, aromatic coastal-influenced white.
- *Campanaro Bianco* — blend of Fiano and Greco with partial oak aging.

Red Flagships

- Serpico Irpinia Rosso — 100% Aglianico from old vines, aged about 18 months in new oak.
- Taurasi DOCG bottlings — powerful, age-worthy expressions of Aglianico.

ARatings, Vineyards, and Facts: Legacy and Legacy-Building

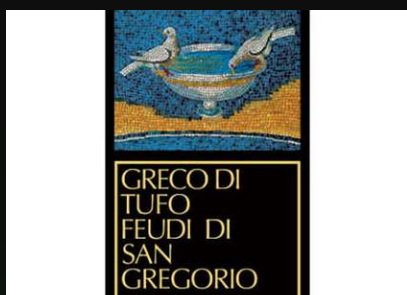
Feudi di San Gregorio’s wines consistently garner acclaim, underscoring their quality. They have earned over 220 reviews of 90+ points and Tre Bicchieri awards from Gambero Rosso, Italy’s foremost wine authority, making it the first Campanian winery to receive two stars for 20 such honors. Standouts like the Greco di Tufo 2023 (tropical fruit, 90+ points) and Serpico (dense, long-lived) frequently score in the 93-98 range from critics like James Suckling, Decanter, Robert Parker’s Wine Advocate, and Jeb Dunnuck. Aglianico expressions, such as Taurasi vintages, are hailed for their aging potential, with vertical tastings revealing Italy’s finest long-lived reds.





About the Wine

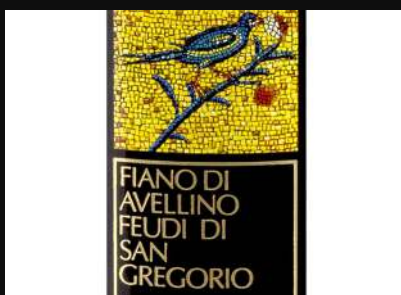
"Volcanic Blueprint of the White Wines"



Greco di Tufo
(The Mineral Backbone)

The soil in the Tufo area is rich in sulfur and chalky clay. This specific composition, combined with high concentrations of volcanic ash, produces a wine that is famously "vertical."

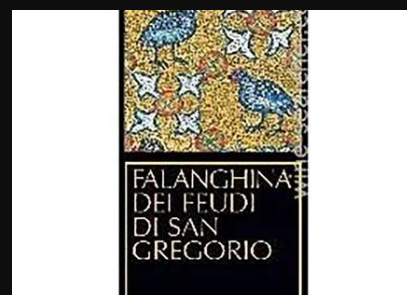
- Profile: High acidity, intense salinity, and a distinct flinty note.
- The "Cutizzi" Vineyard: This specific cru is characterized by steep slopes and chalky soils, giving the wine a structure that mimics a fine Chablis or Riesling.



Fiano di Avellino
(The Aromatic Balance)

In contrast, the Fiano vineyards (particularly around Lapio and Summonte) sit on clay-limestone soils with layers of lapilli (small volcanic stones).

- Profile: Fiano is naturally more floral and honeyed. The limestone provides elegance and "finesse," while the volcanic stones ensure a long, savory finish.
- The "Pietracalda" Vineyard: This site produces a Fiano that is less about fruit and more about Mediterranean herbs, orange blossom, and a nutty complexity that develops with age.



Falanghina del Sannio
(The Coastal-Volcanic Hybrid)

While many associated the Sannio region with slightly softer profiles, Feudi's Falanghina benefits from a mix of volcanic ash and sandstone.

- Profile: Aromatic and immediate, featuring notes of bone-white flowers, green apple, and a distinct tropical hint of pineapple.
- The "Serrocielo" Vineyard: This specific plot is located at a higher altitude than standard Falanghina plantings. The soil here is particularly rich in crushed stone, which elevates the wine from a simple aperitif to a structured white with a long, mineral-driven finish.

The Icon: Serpico

IRPINIA AGLIANICO DOC

Serpico is not just a wine; it is a historical document. It is produced from the "Patriarchs"—the centenarian, pre-phylloxera Aglianico vines mentioned earlier. Serpico from Feudi di San Gregorio is a critically acclaimed red wine that serves as an emblematic expression of the Aglianico grape within the Irpinia DOC of Campania, Italy. *This iconic "Super-Aglianico" is crafted exclusively from ancient, pre-phylloxera vines—some as old as 150 years—grown in the volcanic and ash-rich soils of the historic "Dal Re" vineyard near Mount Vesuvius. After undergoing a rigorous aging process that includes at least 18 months in medium-toasted French barriques followed by a minimum of 12 months in the bottle before release, Serpico emerges with a deep ruby red color and an complex, varied bouquet of cherry jam, licorice, sweet spices, cocoa, and roasted coffee. On the palate, the wine is full-bodied, powerful, and concentrated, displaying a balance of spicy minerality and dense, yet refined tannins that give it legendary structure and potential for long aging in the cellar.*

Viticulture & Vinification

- **The Vineyards:** Primarily the Dal Re and Serpico plots. These vines are ungrafted, meaning they grow on their original European roots, which many believe offers a purer expression of the grape.
- **Aging:** The wine spends roughly 18 months in new French oak barriques, followed by at least 12 months of bottle aging before release.
- **The 2020 Vintage:** A standout year characterized by a balanced growing season. It has received early praise (often hitting the 94-96 point range) for its "vibrant acidity and silky tannins."

"More than just Aglianico, Serpico embodies the soul of Irpinia; it is a monumental red that combines elegance and vigor, maturity and freshness, and yet remains quietly a child of its origins."

PIANO DI MONTEVERGINE: GENERAL TASTING PROFILE

While profiles vary slightly by vintage, Piano di Montevergine generally follows a consistent, powerful trajectory:

CATEGORY	DESCRIPTION	KEY NOTES	VISUALS
APPEARANCE	Deep ruby red, often leaning toward garnet with age.	Rich color, Aged hue.	
AROMA	Intense and complex. Expect layers of dark cherry, blackberry, and plum, layered with secondary notes of balsamic, tobacco, licorice, and coffee. The volcanic soil often manifests as a "flinty" or smoky undertone.	Fruity, Earthy, Volcanic influence.	
PALATE	Full-bodied and monumental. The entry is dense with fruit, supported by a firm but increasingly refined tannic structure.	Monumental weight, Balanced tannins.	
FINISH	Exceptionally long, marked by spice (clove, pepper) and a persistent mineral freshness.	Long persistence, Spicy kick.	



Piano Di Montevergine

The Piano di Montevergine represents a hallmark of the modern Southern Italian wine renaissance, serving as the flagship Taurasi Riserva for the Feudi di San Gregorio estate since their founding in 1986. Historically, this wine was conceived to elevate the Aglianico grape from its often rustic traditional roots into a world-class "Cru" expression, capable of the same longevity and prestige as the great reds of Piedmont or Tuscany. Its evolution is grounded in a meticulous vinification process designed to tame Aglianico's naturally high tannins and acidity; the grapes undergo an extended 3-week maceration in stainless steel before transitioning to a patient maturation period of 18 to 24 months in French barriques and 50hl casks. This is followed by a minimum of two additional years in the bottle, ensuring the structure is integrated and polished before it reaches the market.

Tasting Notes

While profiles vary slightly by vintage, Piano di Montevergine generally follows a consistent, powerful trajectory:

- **Appearance:** Deep ruby red, often leaning toward garnet with age.
- **Aroma:** Intense and complex. Expect layers of dark cherry, blackberry, and plum, layered with secondary notes of balsamic, tobacco, licorice, and coffee. The volcanic soil often manifests as a "flinty" or smoky undertone.
- **Palate:** Full-bodied and monumental. The entry is dense with fruit, supported by a firm but increasingly refined tannic structure.
- **Finish:** Exceptionally long, marked by spice (clove, pepper) and a persistent mineral freshness.

Viticulture

The terroir of the "Piano di Montevergine" vineyard is what sets this wine apart.

- **The Vineyard:** Located in Luogosano, the vineyard sits at an altitude of roughly 400 meters above sea level.
- **Soil:** The soil is predominantly volcanic, rich in ash and mineral elements, which imparts a distinct smoky/mineral character to the wine.
- **The Vines:** The vineyard includes some truly ancient, pre-phylloxera vines. These old vines produce low yields of highly concentrated fruit.
- **Climate:** High diurnal temperature shifts (hot days, cool nights) allow the grapes to ripen slowly, preserving acidity and developing a complex aromatic profile.

COMPARING THE "BIG THREE" REDS



While Serpico is the flagship, Feudi produces other notable Aglianico expressions that showcase different facets of the grape.

1. Taurasi Riserva (Piano di Montevergine): A single-vineyard Riserva that only appears in the best years. It is the peak of complexity, often requiring a decade of aging to truly sing.



2. Taurasi DOCG: The "Standard Bearer." This wine follows strict DOCG regulations, offering a more traditional, earthier profile compared to the modern polish of Serpico. Crafted from 100% Aglianico grapes grown in the deep volcanic and silty sand soils of Irpinia, this wine is a masterclass in balance between rugged tradition and modern refinement. After an 18-month maturation in medium-toasted French oak barriques and a further 9 months in the bottle, it emerges with a brilliant ruby red color and garnet reflections.



3. Rubrato (Irpinia Aglianico DOC): The "accessible" Aglianico. It is fermented in stainless steel to preserve the primary fruit—think fresh red berries and violets. It's a great introduction to the variety's structure without the heavy oak influence. It is crafted as a youthful and accessible expression of Campania's most noble red grape, emphasizing fresh fruit purity rather than heavy oak. Unlike the estate's more structured Riservas, it matures for approximately 8 to 10 months in stainless steel tanks and 6 months in the bottle to preserve its vibrant, varietal character. The resulting wine is characterized by an intense ruby color and a bouquet of wild black fruits, licorice, and underbrush, finishing with a balanced, delicate balsamic note.

The Art of Pairing

Wine Pairings and Relation to International Cuisine

Savory Creations by Master Chefs

To truly appreciate the wines of Feudi di San Gregorio, one must understand that they are built on a foundation of high acidity and volcanic minerality. These traits make them incredibly versatile, acting as a "palate cleanser" for rich dishes or a "mineral echo" for delicate ones. Here is a curated menu pairing their iconic labels with both the rugged, forest-driven flavors of Irpinia and contemporary International cuisine.

The White Wine Pairings Greco di Tufo "Cutizzi"

The "Vertical" White: High acidity, sulfurous minerality, and intense citrus.

- Traditional Irpinian: Fiori di Zucca Ripieni. Zucchini flowers stuffed with local ricotta and black truffles from Bagnoli Irpino, then lightly fried. The wine's sharp acidity cuts right through the richness of the fried batter.
- International: Hamachi Crudo with Yuzu. The saline, flinty notes of the Greco perfectly complement raw yellowtail, while the citrus profile of the wine mirrors the yuzu dressing.



Fiano di Avellino "Pietracalda"

The "Elegant" White: Floral, honeyed, with a nutty, textured finish.

- Traditional Irpinian: Maccaronara al Pomodoro e Basilico. A thick, square-cut hand-rolled pasta typical of the region. The Fiano's weight stands up to the density of the pasta, while its floral notes brighten the sweet San Marzano tomatoes.
- International: Pan-Seared Seabass or Branzino with Cauliflower Purée. The nutty, toasted hazelnut finish typical of aged Fiano is a classic match for the caramelized sugars of a seared Seabass or Branzino and the earthiness of cauliflower.



Red Wine Pairings

WHEN SERVING AGLIANICO BASED WINES SUCH AS THE SERPICO OR THE TAURASI, ENSURE YOU DECANT THEM AT LEAST 90 MINUTES PRIOR TO YOUR MEAL. THESE VOLCANIC REDS ARE "TIGHT" WHEN FIRST OPENED AND NEED OXYGEN TO LET THOSE TERTIARY AROMAS OF COCOA AND LEATHER UNFURL.

Aglianico "Rubrato"

The "Fruit-Forward" Red: Fresh, stainless-steel aged, bursting with red berries and violets.

- Traditional Irpinian: Fusilli Avellinesi with Meat Ragù. A hearty, slow-cooked beef or veal sauce. The wine's primary fruit and soft tannins make it an easy-drinking partner for tomato-based meat sauces.
- International: Grilled Duck Breast with Cherry Reduction. The natural cherry and violet notes of the Rubrato harmonize beautifully with the gamey duck and the tartness of a fruit-based sauce.

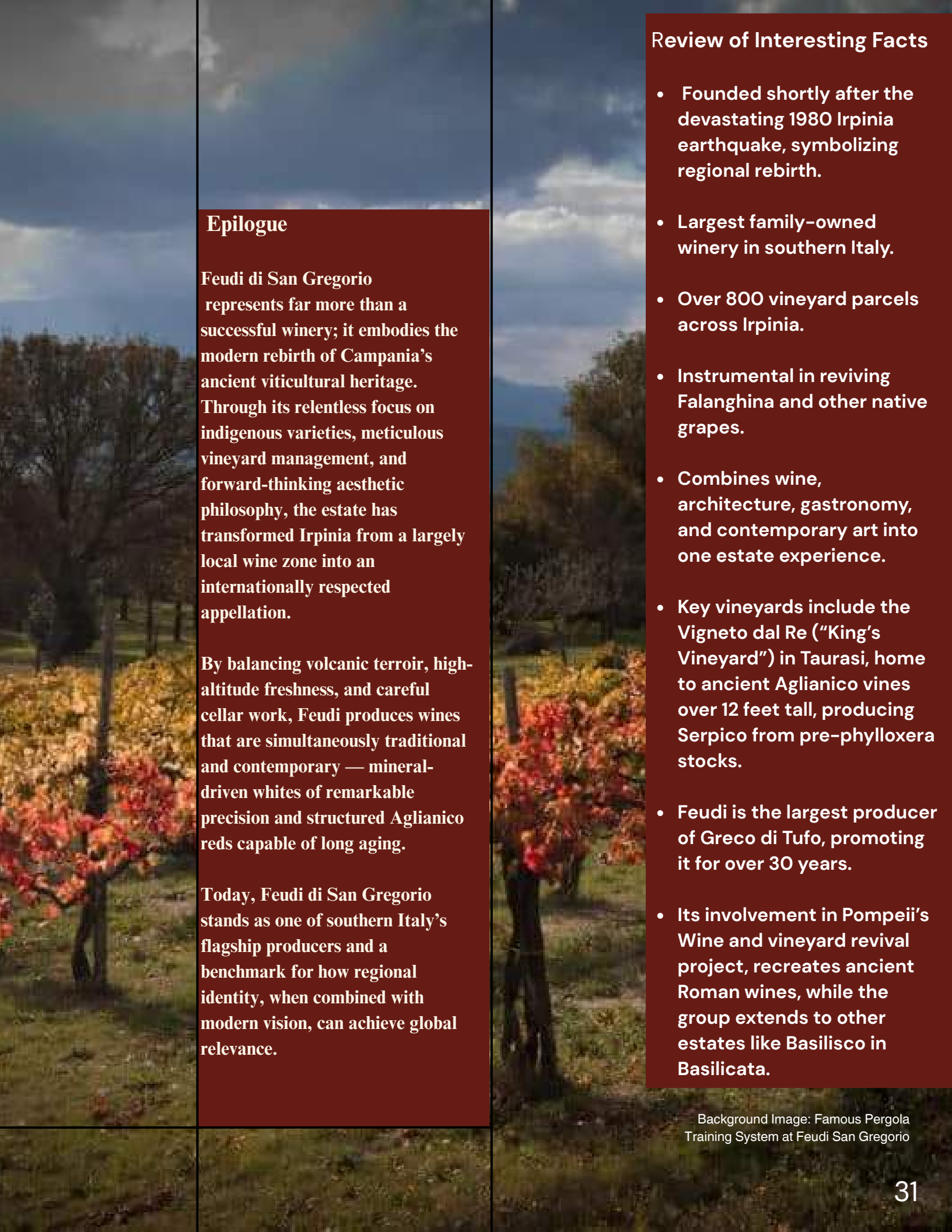


Serpico (Irpinia Aglianico DOC)

The "Icon": Massive structure, dark chocolate, tobacco, and concentrated dark fruits.

- Traditional Irpinian: Agnello Laticauda (Broad-tailed Lamb). This rare local breed of lamb is known for its lean, sweet meat. Roasted with rosemary and garlic, it requires the powerful tannins and balsamic lift of Serpico to balance the protein.
- International: Dry-Aged Ribeye with Porcini Butter. A high-fat steak needs a "high-tannin" wine. The earthy, forest-floor notes of the Aglianico find a perfect mirror in the umami of the porcini mushrooms.





Epilogue

Feudi di San Gregorio represents far more than a successful winery; it embodies the modern rebirth of Campania's ancient viticultural heritage. Through its relentless focus on indigenous varieties, meticulous vineyard management, and forward-thinking aesthetic philosophy, the estate has transformed Irpinia from a largely local wine zone into an internationally respected appellation.

By balancing volcanic terroir, high-altitude freshness, and careful cellar work, Feudi produces wines that are simultaneously traditional and contemporary — mineral-driven whites of remarkable precision and structured Aglianico reds capable of long aging.

Today, Feudi di San Gregorio stands as one of southern Italy's flagship producers and a benchmark for how regional identity, when combined with modern vision, can achieve global relevance.

Review of Interesting Facts

- Founded shortly after the devastating 1980 Irpinia earthquake, symbolizing regional rebirth.
- Largest family-owned winery in southern Italy.
- Over 800 vineyard parcels across Irpinia.
- Instrumental in reviving Falanghina and other native grapes.
- Combines wine, architecture, gastronomy, and contemporary art into one estate experience.
- Key vineyards include the Vigneto dal Re ("King's Vineyard") in Taurasi, home to ancient Aglianico vines over 12 feet tall, producing Serpico from pre-phylloxera stocks.
- Feudi is the largest producer of Greco di Tufo, promoting it for over 30 years.
- Its involvement in Pompeii's Wine and vineyard revival project, recreates ancient Roman wines, while the group extends to other estates like Basilisco in Basilicata.

Background Image: Famous Pergola Training System at Feudi San Gregorio



M and M Importers

By: Ralph Madeb, MD



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