



Press Kit

Photo Gallery www.fotocru.it/zorzettig

Where we are:

Italy | Friuli Venezia Giulia | Udine | Spessa



Once upon a time in Friuli, Italy

The Zorzettig family has started working in the wine business more than 100 years ago. Back then, while Friuli was recovering from the aftermath of World War II, on the hills surrounding Spessa, in the heart of Colli Orientali del Friuli, people were going back to vines and wine production. It was a way to relaunch the economy as well as reshape the landscape devastated by bombs.

The first bottles date back to the 50s when only a few brave people kept sticking to wine production, whereas the majority was being attracted by the rocketing industrial growth, the "Economic Miracle" that would transform Italy from a poor rural nation into a global industrial power.

70 years ago the Zorzettig family was not only growing vines in the family-owned estate but was also taking care of the vineyards belonging to Cividale Hospital, to which people bequeathed lands. When the Hospital decided to sell the lands, the Zorzettig family bought them. The lands purchased allowed the family to strengthen the wine business, slowly but constantly increasing and finally becoming one of the most important brands in the region.

30 years ago, the three Zorzettig brothers that were running the business together decided to take each one a different road. Giuseppe was the only one to intertwine the winery and the family name. Together with his wife Antonietta and his kids, he has been able to export Zorzettig name beyond the regional and the national border.

The winery is now led by Annalisa Zorzettig. In the last 10 years, she has been able to carve a brand new image for the winery and to turn it into a brand ambassador for the regional production.

Wine is a female business

Annalisa Zorzettig is the soul behind Zorzettig wines. Almost "born at the winery", she has been walking around – actually toddling at first – since then, while considering to become a lawyer. In the end, the call of authenticity represented by wine production has prevailed, leading Annalisa to progressively shape and supervise the whole production.

Decision making is never an easy task, especially when it comes to choices that will shape the production for years and have a long-term impact on all the people working at the winery. Expert and reliable advisors are therefore a valuable asset. Annalisa is backed up by her mother **Antonietta** ("nonna Titti" as she is known at the winery) whose positive approach has proven very useful in difficult times.

Veronica, Annalisa's daughter, is now working full time at the winery, supporting Annalisa with her attention to detail, management skills and sustainable approach.

The youngest generation is represented by **Leonie**, Veronica's daughter, aged two, who can be seen smiling while scooting around in the vineyards.

Zorzettig could be considered as a matriarchal winery, if it were not for **Giuseppe** and **Alessandro**'s discreet contribution. Giuseppe is Annalisa's father and the person who decided to liaise the name of the winery with that of the family, whereas Alessandro is Annalisa's brother who oversees vineyard management.

Wine according to Annalisa

Wine builds bridges. This is Annalisa's thought on wine: "When something is good, it does not need explanations. Good things are appreciated by everybody, whatever their skin colour, their "race", their age". For Annalisa, wine has a universal value and has to remain accessible to all people.

"There is a strong tendency towards wine standardization with the aim of aligning wine to the international taste. Our attention must focus instead on integrity. Integrity means being able to preserve and convey to a wide and far-away public a set of values representing a specific region. Inside a bottle there is the age-old knowledge of our ancestors, there is a specific light and climate that have contributed in ripening the grapes, there is a fine-tuned agricultural culture that has allowed to reach quality standards once unthinkable. If we are not able to convey these values, if we do not succeed in explaining what we are doing and why we are doing it the way we do it, well, all our work is meaningless. We must find a way to break through, to communicate to the present time to assert timeless values".

The wine that most represents the Zorzettig family is Friulano, once known as Tocai. When in 2006, after a dispute with Hungary, people in Friuli were forced to abandon the name Tocai which they have been using for centuries, the Zorzettig family decided to remember Tocai last vintage with a special label, "L'Ultin", a word which in Friulano dialect means "The Last One". In 2008, the bottle has been awarded the Label Award for Wine Culture, for "the extraordinary intuition of turning a homage to Tocai wine history into an element for the communication of present-day values".

MYÒ, Zorzettig family's wines

The wines of Myò Vigneti di Spessa Selection Line represent the path Annalisa has chosen to follow a few years ago together with local winemaker Fabio Coser.

All wines are varietal wines labelled as DOC Friuli Colli Orientali. Some of them are native varieties, whereas others such as Pinot Bianco and Sauvignon represent international varieties that have been cultivated in the area of Cividale del Friuli for such a long time that they have developed a deep interaction with the territory and can be used for the production of high quality terroir-driven products.

The vineyards chosen for Myò Vigneti di Spessa Selection Line are amongst the oldest and most promising cru of the estate and all grapes have been hand-harvested.

The name MYÒ is a word that can be found in the oldest poem in Friulano dialect, wrote in Cividale del Friuli in the first half of the XIV century. "In the four stanzas the main character compares his beloved woman to his land, both loved beyond all other things. All the poems of that time described life moments: the work in the fields, love, ordinary daily life" explains Annalisa. "MYÒ intends to remind consumers of Friuli region, its traditions, its rituals".

MYÒ bottles have a traditional soul enveloped in a modern and original packaging, aimed at representing Zorzettig's love and safeguarding approach towards nature.

The Classic Line

Time flows through us without any two seasons being the same. We are still the same persons, though. Wine behaves in the same way. Each vintage is different from the others but they share common features.

The label of the Classic Line borders from one bottle to the other, as a flow of colour, creating always a new visual pattern as years pass by. The shape of the wave changes but the relation with the territory stays the same. When it comes to wine, the past is something that needs to be found in the future as well.

The wines represented by the Classic Line are Friulano, Ribolla Gialla, Verduzzo as far as native white varieties and Cabernet Franc, Refosco and Schioppettino as for native red grapes. The Classic Line includes also varieties which have long been cultivated in the Colli Orientali region and that there have found a proper environment such as Pinot Bianco, Sauvignon, Pinot Grigio, Gewürztraminer, Riesling, Chardonnay, Pinot Nero, Cabernet Franc, Merlot, Franconia.



The production: data

The cellar was completely restored in 1993 and the bottling line replaced in 2010 in order to properly welcome a wine production carried out with the most modern technologies. The environment chosen for wine ageing is the old cellar, built entirely in stone in 1780. The vineyards, all of them owned by the family, spread onto 115 hectares, with an annual production of 800.000 bottles. 50% of the total production is exported. Traditional markets such as Austria and Germany are now sided by the US and Asia, Australia and Northern Europe. The creation of Casa del Vino, the House of wine, is one of Annalisa's projects, aimed at gathering all activities in the same building: wine making, wine ageing, wine tourism activities.

Hospitality

Sharing the passion for genuine life and reiterating the hospitality tradition typical of Friuli are values deeply rooted in the Zorzettig family and its 100 years spent in the wine business. In order to offer visitors a full experience, in 2012 the family opened Relais La Collina in Ippolis. Surrounded by rolling hills that are now safeguarded as World UNESCO Heritage, Relais La Collina offers visitors the perfect place for a relaxing holiday, to spend at the swimming pool sipping some Friulano, cycling around, sightseeing or hiking.

Convivio

Zorzettig is a dynamic winery, always looking for a modern language to talk with consumers about its history and wine tradition. In 2014 Annalisa decided to create Convivio, a food and wine cultural event held at Relais La Collina. Meetings, cooking classes, performances taking place in May and June create a stimulating environment where to talk about wine.