

LUNGAROTTI

R A D I C I I N U M B R I A

Lungarotti: the soul of a territory, the legacy of a Family

“*Giorgio Lungarotti put Umbria on the world wine map.*” These are no ordinary words, but a tribute from **Hugh Johnson**, the “father” of wine critics, to a winery that has transformed a small village between Perugia and Assisi into a global icon.

Today, that vision continues thanks to the work of **Chiara Lungarotti** and her sister **Teresa**, supported by the younger generations. Their secret? A perfect blend of respect for their roots and origins, combined with a conscious focus on the future.

The figures

With **180 hectares of vineyards** – divided between the historic **Torgiano** estate (164 ha) and the boutique winery in **Montefalco** (16 ha) – Lungarotti practises sustainable viticulture that prioritises biodiversity and sustainability (**V.I.V.A.** certification). Here, native varieties coexist with a number of international ones, pioneered by Giorgio Lungarotti as early as the 1960s, always with the aim of showcasing a unique *terroir*. The result is a range spanning from wines that are ready to drink now, to *Riserva* wines capable of standing the test of time like few other Italian wines.

From Torgiano to the world: a story of family and territory

The family’s history, deeply rooted in its local area, began when they settled in the Middle Tiber Valley, between Torgiano and Deruta, where they soon made a name for themselves in the production of wine and olive oil.

In **1962**, Giorgio Lungarotti ushered in a new era for the company with the first vintages of **Rubesco** and **Torre di Giano**, followed by expansion into national and international markets. The **1964** harvest, meanwhile, marked the first production of **Rubesco Riserva Vigna Monticchio**, now considered one of Italy’s finest red wines.

In **1968**, Torgiano received one of the first Italian **DOC** designations for the Rosso and Bianco di Torgiano.

Following Giorgio’s passing in **1999**, a phase of renewal began: replanting of the vineyards, modernisation of the winery and the introduction of sustainable practices.

2025 marks the start of a new cycle with **Progetto 1962**, the project named after the first vintage of **Rubesco** and **Torre di Giano**, the estate’s two iconic labels, reimagined in both form and substance. Not merely a restyling, but a change of pace: an evolution in philosophy, people, production and communication that brings to the glass wines that are more *terroir*-driven, fresh and immediate, perfect for capturing the authentic lifestyle of contemporary Umbria: **Rubesco 62** and **Torre di Giano 62**.

One family, one vision

The company is a “family business” in the noblest sense of the term:

- **Chiara Lungarotti:** CEO and agronomist, the innovative driving force who safeguards the family legacy.
- **Teresa Severini:** one of Italy’s first female oenologists, now at the helm of the Lungarotti Foundation and the brand’s cultural activities.
- **Francesco and Gemma Zaganelli,** Teresa’s children: the third generation taking Lungarotti to international markets and promoting the art of wine.

Human values are the true cornerstone: working in the winery are children and grandchildren of Giorgio’s long-standing collaborators, whose families have worked with Lungarotti for generations, bearing witness to an unbreakable bond with the community of Torgiano, which chose to honour him by naming the avenue on which the winery stands after him.

The Torgiano Estates

The **Torgiano winery** is a magical place, a succession of wonderfully evocative rooms, including the exquisite “vault” where the old vintages of the reserve wines, dating from the early 1960s to the present day, are kept. It is here that **Rubesco Riserva Vigna Monticchio** is born, a pure Sangiovese that ranks among Italy’s greatest reds, alongside **Rubesco 62 – Rosso di Torgiano DOC** and the iconic **San Giorgio - Umbria IGT**, a wine of international stature. But Umbria is also a land of characterful whites, such as the elegant **Torre di Giano Vigna il Pino** – a single vineyard dedicated to the **Torre di Giano** selection – and the textured Chardonnay **Aurente**.

The 164 hectares of Torgiano include the vineyards of **Tenuta Pometo**, which takes its name from an old farmhouse surrounded by an orchard of ancient varieties of pome fruit (apples and pears) recovered from an Umbrian arboricultural archive. In this area, for years, Lungarotti has been conducting experiments with various indigenous and international grape varieties. This has resulted in four fun, easy-drinking single-varietal wines: **Grechetto, Trespo, Pinot Grigio** and **Sangiovese**.

Among the vineyards stretching across the Brufa hillside, near Torgiano, the estate also boasts a 12-hectare **olive grove** from which two types of organic extra virgin olive oil are produced: the **Umbria Colli Martani DOP Extra Virgin Olive Oil** and **Il Cantico**, both made from the local Frantoio, Leccino and Moraiolo cultivars, harvested at different times. Two signature products that express the scents and aromas of the most authentic Umbria.

The Tenuta Brancalupo Estate in Montefalco

At the **Tenuta Brancalupo** Estate, since 2000, Sagrantino has taken centre stage alongside the much-loved Sangiovese. Here, the focus is entirely on balance and elegance, with a meticulous management of the tannins. Alongside the **Montefalco Sagrantino DOCG**, the **Montefalco Rosso DOC** and the **Montefalco Sagrantino Passito**, from the 2024 harvest the estate has introduced **Trebbiano Spoletino**, a mineral and vibrant white wine that offers a contemporary interpretation of one of central Italy’s most iconic grape varieties, now considered a niche benchmark on the finest international wine lists.

Sustainable and responsible farming

For years, Lungarotti has adhered to the V.I.V.A. sustainability certification, convinced that responsible viticulture guarantees quality and protects the ecosystem. The company's philosophy is summed up in the 5 Cs: Countryside, Cellar, Culture, Community and Continuity. This vision also guides the most recent agronomic choices, aimed at reducing environmental impact and preserving biodiversity. The olive grove is certified organic.

Markets

The Italian market is central to Lungarotti, with a widespread presence and strong regional roots. Exports account for around **45% of turnover** and reach over **50 countries**. **Germany** has historically been one of the most important markets in Europe, whilst outside the European Union the company has had a presence for decades in the **United States**, as well as in **Japan, Canada, Hong Kong and Thailand**. The markets in **Mexico, Northern Europe and Australia** are also growing, where authentic, regional Italian wine is finding an ever-increasing place in the restaurant sector.

Not just wine: culture as a destination

For the Lungarotti family, wine has been a cultural phenomenon ever since Giorgio Lungarotti and his wife Maria Grazia, pioneers in promoting the link between wine and culture, founded the Wine Museum in 1974. Thanks to their vision, Torgiano is now a model for the enhancement of the agricultural landscape and historical and cultural heritage, thanks to two unique attractions:

- **Wine Museum – MUVIT:** described by *The New York Times* as the “*best in Italy*”. More than 3,000 items tracing the history of wine from the 3rd millennium BC to the present day: archaeological finds, tools and technical equipment for viticulture and winemaking, ceramic wine vessels from the Medieval, Renaissance, Baroque and contemporary periods, engravings and drawings from the 15th to the 20th century, from Mantegna to Picasso, texts on viticulture and oenology, goldsmith's artefacts, textiles and other artefacts document the importance of wine in the collective imagination of the peoples of the Mediterranean basin and continental Europe.
- **Museum of the Olive Tree and Olive Oil - MOO:** a fascinating journey through the history of “*green gold*”, from ancient oil-pressing machinery to healing symbolism. Created by Maria Grazia, based on an idea by Giorgio, and inaugurated in 2000, one year after his death, the Museum of the Olive Tree and Olive Oil in Torgiano – MOO represents a natural evolution of the MUVIT. Housed in an old oil mill and the surrounding medieval dwellings, it comprises eleven rooms: a fascinating journey illustrating the botanical characteristics of the olive tree, the most common cultivars in Umbria, the history and evolution of oil-pressing machinery, as well as the uses and symbolic, propitiatory and healing properties attributed to ‘green gold’ over the centuries. Of particular interest is the section on oil as a source of light, featuring a vast collection of oil lamps, from the Nuragic era to the Neoclassical period.

This artistic vocation is epitomised by **Triple Twist**, the sculpture by Beverly Pepper that welcomes visitors to the winery in Torgiano: an obelisk symbolising the three women of the

Lungarotti family, rooted in the earth yet reaching towards the heavens as they preserve, develop and innovate the business whilst respecting tradition and their roots.

“Art and wine are a pairing that has always defined Lungarotti’s identity,” emphasizes Teresa Severini, *“from the Museums of Torgiano, dedicated to the millennia-old culture of oil and wine, right through to collaborations with contemporary artists. A fusion that, together with our wines, allows us to export Umbrian and Mediterranean history and culture to the world.”*

The Lungarotti Foundation

Established in 1987 at the behest of Giorgio and Maria Grazia, the Lungarotti Foundation has been active for almost 40 years in promoting the culture of wine and olive oil, as well as in the conservation and enhancement of artistic heritage, and in the revival of the “artistic crafts” of the Umbrian tradition. The Foundation manages the activities of the Wine Museum (MUVIT) and the Olive and Olive Oil Museum (MOO), and organises exhibitions, events and publications.

The Lungarotti Experience: amongst vineyards, history and the right to slow down

At the Winery

Visiting the Torgiano and Tenuta Brancalupo estates in Montefalco is not just a wine tour, but a complete immersion in the world of wine. The journey begins where it all starts: amongst the rows of vines, before descending into the quiet heart of production. Here, cutting-edge technology meets the ancient charm of the great wooden barrels, where the wine rests and patiently matures. The journey concludes with a guided tasting to discover how the Lungarotti family manages to convey the *terroir*, their origins, their regional roots and their vision through wine.

There are many options to choose from, offering a dedicated experience that is easily accessible not only to professionals and enthusiasts but also to the many curious visitors who are discovering the world of Umbria and wine as a pure experience.

Hospitality: the slow life

Lungarotti hospitality is an invitation to savour a “slow-life” pace. If you’re looking for a retreat where you can switch off, the villages of Torgiano and Montefalco are the perfect choice.

In Torgiano, on the Brufa hill, **Poggio alle Vigne** is a farmhouse with 10 apartments, created by the renovation of a 17th-century stone farmhouse and its outbuildings, with attention to every detail: a true oasis of peace, the ideal place to rediscover the sounds of nature without sacrificing comfort.

Il Poggiolo is a romantic “nest” created from a farm outbuilding, surrounded by the Rubesco vineyards. Ideal for those seeking absolute privacy, silence and a touch of that magic which only the Umbrian hills can offer.

Tenuta Brancalupo in Montefalco completes Lungarotti’s “slow-living” offering with a boutique winery where the underground cellar, nestled amongst the vineyards, sets the scene for a tasting experience that combines the charm of the region with the family’s understated elegance. The beautiful venue, housed in a stately building inspired by a hunting lodge, has for years been a sought-after destination for events and weddings.

The flavours of the region

The Lungarotti experience also extends to the table, with two unmissable stops in Torgiano:

- **Enoteca della Cantina** Wine Shop: a refurbished, welcoming space where you can sample (and purchase) the estate's products, accompanied by classic tastings and small dishes from the Umbrian culinary tradition.
- **Osteria del Museo**: located right next to the Wine Museum, it gives regional cuisine a more contemporary twist, creating perfect pairings with the family's historic wines.
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