



Masciarelli

A Large Family Winery Defining Quality in Abruzzo

Founded by Abruzzo native Gianni Masciarelli in 1981, Masciarelli and its wines have become the standard-bearer for the Abruzzo region, and an inspiration to all emerging Italian wine regions. After a summer in Champagne in his youth, Gianni Masciarelli returned home convinced that world-class wines could be produced in Abruzzo. Through tremendous vision and endless innovation, Masciarelli became one of the most admired wineries in Italy.

Gianni firstly brought a strong focus on vineyard sites and management, not a typical point of focus at the time. Reducing yields, working sustainably, and bringing vineyard planting and management techniques new to the region, he greatly increased fruit quality. In the winery he broke the mold by gently and precisely and gently handling fruit, and introducing the high quality substance he had to extended aging, adding depth and complexity to his wines and resulting in better integration of tannin.

The innovation that Gianni and his wife, Marina Cvetic, brought to the vineyards and the winery has been rewarded with 29 Tre Bicchieri, the prestigious award of the most renowned wine guide in Italy, and recognition as a groundbreaking and iconic winery in Italy. Above all, Gianni Masciarelli brought attention to the extraordinary region of Abruzzo, where 30 miles separate snow-capped mountains from the sea. The rich, diverse and proud culture is reflected in the wines, which have fantastically singular and seductive characteristics.

The winery headquarters are in San Martino sulla Marrucina, in the province of Chieti, in the house that Gianni took over from his grandfather, and the cellar below where he vinified his first vintages.

Though Gianni Masciarelli began with just five acres in Chieti, over the years the estate has grown to nearly 900 acres, though split into over 60 parcels that do not adjoin one another. The Masciarelli approach was to buy only top vineyards, regardless of location in Abruzzo. They are today the only producer in Abruzzo to own land in all 4 provinces of Abruzzo (Chieti, Pescara, Teramo and l'Aquila), and their production of wines is 100% estate.

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