



Company Profile



CASTELLO DI AMA
SIENA - ITALY

KEY FACTS

- Historical roman estate, rebuilt in 1976 by four roman families (current owners)
- Located in the heart of Chianti classico
- 200 hectares (495 acres), 75 of vine and 40 olive groves
- 300.000 bottles, split between Chianti Classico and IGT labels
- Managed by Lorenza Sebasti and Marco Pallanti
- In 1999 the contemporary art project was started
- First to introduce the concept of cru production

HISTORY

Ama was owned by the Firidolfi family during the Holy Roman Empire.

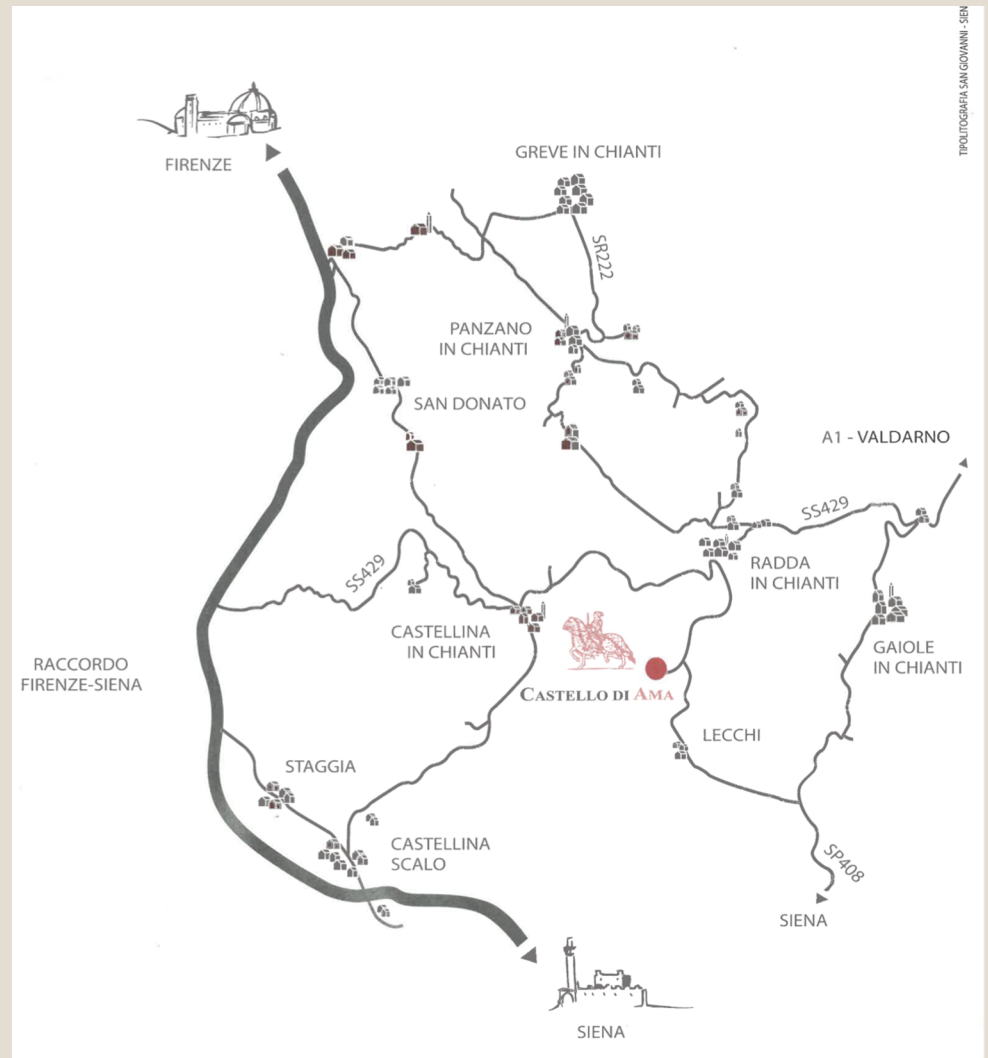
The castle, that is in the denomination, was probably destroyed in the XV century during the Aragonese invasions in the Chianti area.

In the early XVIII new dwellings were built in the exact same spot where the castle originally was.

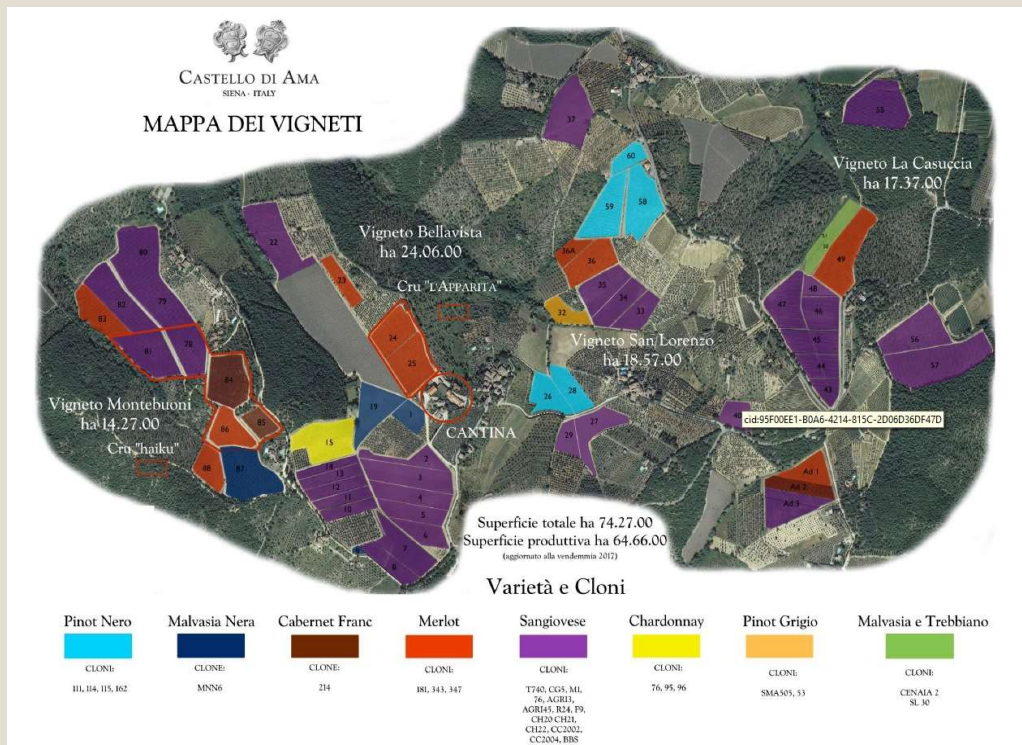
The beauty of Ama convinced 4 roman families to oversee the rebirth of this land in the early Seventies.

THE LAND

Castello di Ama is in the historic heart of **Chianti Classico**.



TERRITORY & VINEYARDS



VINEYARDS

BELLAVISTA
SAN LORENZO
L'APPARITA
LA CASUCCIA
MONTEBUONI

BELLAVISTA VINEYARDS



A valley called **Bellavista** for its beauty view which extends over a stony ground, mainly clay-limestone, for 22.5 hectars

SAN LORENZO VINEYARDS

Named after the XV century chapel in the village of Ama.

It has become the heartland of the Sangiovese used to make **Gran Selezione San Lorenzo**.

The vineyard covers 25 hectares and its characterized by a chalky and clay soil.



L'APPARITA VINEYARDS

The vineyard is called “**L'Apparita**” because the tower of Siena's city hall appears in the distance.

The open lyre-trained vines extend across approximately 3 hectares.



LA CASUCCIA VINEYARDS



About two kilometers from the village of Ama, the enchanted terracing with "dry walls" of the **La Casuccia** vineyard is striking.

The vineyard extends across 18.5 hectares.

THE GUARDIANS

Marco PALLANTI

Director general and winemaker



Lorenza SEBASTI

CEO



THE ART PROJECT

In 1999, in collaboration with the Galleria Continua, Ama's collection of site-specific art today has returned to be an internal project which consists of works by sixteen world-class artists, each of who has responded, in his or her own way, to the special *genius loci* of the estate and the emanating *borgo*.



MISSION

- ❖ Great attention to details: from the vineyards to the final product
- ❖ Hold on the high quality standards and improve them
- ❖ New green projects coming
- ❖ Enhancement of the Merlot
- ❖ Making wines respecting the natural balance with the surrounding landscape
- ❖ Open up to new markets or consolidate some already existing



PHILOSOPHY PRODUCTION

Elegance, style and high quality

Focus on business production

Own production and bottling

Strong link with the territory

Eco sustainable agriculture

CRU LINE



L'Apparita
Toscana IGT 100% Merlot



**Castello di Ama
Vigneto La Casuccia**
*Chianti Classico Gran Selezione
DOCG
80% Sangiovese
20% Merlot*



**Castello di Ama
Vigneto Bellavista**
*Chianti Classico Gran Selezione
DOCG
80% Sangiovese
20% Malvasia Nera*

PRICE POSITION

- Castello di Ama offers top quality, high price products that are mostly purchased by high spending customers.
- The overall amount of bottles has been kept the same in the last few years as the aim of the company is that of enhancing the quality not the quantity





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