



CIELO e TERRA  
GRUPPO CANTINE COLLI BERICI

# CIELO E TERRA

Gruppo Cantine Colli Berici s.p.a.

## COMPANY PROFILE

**Company:** Cielo e Terra s.p.a. Since 1908

**Shareholders:** 49% Cielo family ; 51% Cantine Colli Berici Cooperative (4000 ha of vineyards)

**Production 2010:** 25.000.000 bottles ; 10.000.000 tetrapaks

**Capacity:** 350.000 hl

**Key customers:** Auchan, Carrefour, Metro, Despar, Netto, etc

**Key markets:** leader in 0.75 L format and best selling brand in Italian supermarket chains. Export: Russia, Germany, USA, UK, etc

**Certifications:** BRC, IFS, Kaizen Lean Management System

**Portfolio:**

- *red wines:* Merlot, Cabernet, Sangiovese, Primitivo, Nero d'Avola, Syrah, Bardolino, Valpolicella, Amarone, Ripasso
- *white wines:* Chardonnay, Sauvignon, Pinot grigio, Soave
- *semi sparkling:* Prosecco, Pinot rosé, Chardonnay, Table white, Table, rosè, Raboso
- *sparkling:* Prosecco, Pinot rosé, Table white
- *organic wine:* Table red, white and semi-sparkling

**Segmentation:**

- *entry level:* **Freschello**, best selling wine in Italian Supermarket chains
- *great value:* **Cielo**, family brand since 1908, classic varieties
- *premium:* **Casa Defrà**, family brand
- *premium estate:* **Pradio**, DOC Grave Friuli
- *super-premium:* **Cent'anni**, Amarone and Ripasso wines

## HISTORY

### **Foundation: 1908**

The bond between the earth (terra) and the Cielo family originated in the **Valle del Chiampo**, specifically in the **Casa Defrà estate**, around the modest Cielo family vineyard. **Giovanni Cielo's** newly-established family activity immediately began to bear fruit. Requests for the new product proliferated from the Chiampo Valley and business started extend to neighbouring valleys as well.

### **The second generation: the 1930s**

The family-run activity continued to develop and expand as a result of the work of one of the sons, **Pietro Cielo**, the only family member to remain in Montorso. His deep affinity with the earth was made apparent by his determination to carry on with the family tradition and also by his commitment to social issues.

### **The third generation: the 1960s**

**In 1962, the wine growing and production business expanded as a result of the efforts of three of the eight sons of the second-generation brothers Pietro, Giovanni, Renzo and Piergiorgio.**

Their enthusiasm led to the establishment of a new winery created on the company's present premises and to the expansion of their national wine market.

However, it was soon clear that the output of the small-scale winegrowing activity was not sufficient to satisfy market demands, so **"Cielo" began to buy bulk wine which they processed and bottled.**

### **The fourth generation: the new millennium**

Since Luca and Pierpaolo Cielo have taken over the reigns the company has been strengthened by the union of the Cielo family tradition and the experience of **over 2000 wine producers of the Colli Berici**, not to mention that fact that the quality of the product has reached even higher levels. At this point in time Cielo e Terra has achieved its mission and the company has taken its place as **leader of the large-scale retail trade in Italy**, with an ever-increasing presence on foreign markets.

### **MISSION**

To promote and develop the Colli Berici territory to full potential, offering excellent wines in different market segments, thanks to technologies, from vineyards to market.

*“We make wines rolling”*

### **PROJECT**

Relying on the support of its vine-growing members, “Cielo e Terra” Gruppo Cantine Colli Berici has committed itself to a project aimed at the enhancement and control of the entire Berici Hills vine-growing and wine-producing sector, from the vineyard to the bottle, to guarantee consumers quality and traceability, in an increasingly effective manner.

#### **The Project includes the following phases:**

1. Establishment of an experimental winery in Corlanzone, for the gathering of selected and monitored grapes so as to identify ideal areas for future planting.
2. Adoption of vine-growing techniques aimed at reducing production costs and improving standards of quality, in full respect of the environment.
3. Certification of planted areas (GMO-free cuttings) and reduction of actions aimed at a guided prevention of vine disease.
4. Promotion of organic viticulture to further rationalize and develop natural vine-growing.
5. Establishment of a “vineyard logbook” to ensure widespread control of all the links in the chain, in compliance with food safety and hygiene requirements mandated by the HACCP self-assessment manual.
6. Wine-making from grapes produced only by the vine-growing members, who are constantly supported by agronomists and oenologists.

### **TERRITORY**



**The Berici Hills** (Colli Berici) are a range of ancient volcanic origin rising between Verona and Padua, whose northern slope hosts the **City of Vicenza**.

The hills' exposure to the sun and mild climate favour almost **Mediterranean vegetation**, so vine-growing has prospered here for thousands of years.

The Berici Hills have had a vocation for vine-growing for centuries and the survival of autochthonous grape varieties with evocative names such as **Garganega, Tai Rosso, Cenerente** and **Turbiana** bears witness to this ancient tradition.

Vine-growers who are group members own over **4000 hectares** of vineyards: they are the ones who harvest the fruit of generations of precious, steadfastly accumulated experience.

## VINEYARD



Over the last few years, the vine-growing area has been given new vigour by planting prestigious thickly-cultivated varieties to reduce the production of bunches per vine and increase the concentration of extracts, polyphenols and sugar content.

The Berici Hills boast a selection of typical products whose quality is guaranteed by the **D.O.C. (Controlled Designation of Origin) and I.G.T. (Typical Geographical Indication) marks. These are namely DOC Colli Berici, DOC Vicenza, DOC Arcole, IGT Veneto and IGT Venezia.**

White wines produced in the area include **Pinot Grigio, Garganega, Chardonnay, Sauvignon, Tai Italico, Pinot Bianco, Trebbiano** and **Manzoni Bianco**.

Red wines include **Merlot, Cabernet Sauvignon, Cabernet Franc, Cabernet Carmener, Pinot Nero, Sangiovese, Barbera, Tai Rosso** and **Raboso**.

## VINIFICATION



**“Cielo e Terra” Gruppo Cantine Colli Berici, avails itself of three vinification plants, namely the wineries in Lonigo, Barbarano, San Bonifacio and Corlanzone for high quality selections.**

Individual vine-growers contribute their grapes to the wineries based on personal cards recording all identification data of the production areas. During vintage, the agronomist in charge verifies the extent of maturation of the grapes and establishes vintage timing accordingly. Upon arrival at the winery, grapes are selected by type, area of origin and sugar content, as these indications are fundamental to determine the wine quality potential.

Wine-making is always based on cold vinification and soft pressing to enhance both fragrance and complexity. Superior wines are partially aged in wood barrels to add character over time.

## BOTTLING

“Cielo e Terra” Gruppo Cantine Colli Berici, uses a **“state of the art” bottling plant of 10.000 sqm.**

Wine comes ready for bottling from the vinification plants of Lonigo, Barbarano, San Bonifacio and Corlanzone to minimize transportation and safeguard original properties to the full.

The bottling plant also serves as a logistic platform for wines produced by the Group and distributed all over the world.

The **“Cielo e Terra”** process has obtained certification according to **UNI EN ISO 9001:2008** standards.

## ORGANIC VITICULTURE

**Sensitive to the subject of environmental protection in vine-growing, “Cielo e Terra” Gruppo Cantine Colli Berici has been working on a project of organic viticulture for over 10 years.**

Over 60 hectares have been converted in compliance with the **CCPB** standards to pursue the following objectives:

- meet consumer requirements for a more "natural" product (that is to say a product that is more respectful of nature);
- create an area of experimental viticulture, where the use of increasingly environmentally friendly and innovative techniques can be maximized.

The organic production of agricultural products is regulated at the European level by **EEC Regulation 2092/91** and at the local level by Bioagricoop, an inspection body responsible for awarding the **Bioagricert certification**.

This regulation attaches due importance to environmental protection requirements, as well as to the need

for providing the agricultural division with a good balance between economic objectives and the protection of nature by offering consumers genuine products whose control is guaranteed over the entire supply chain.

## **PROJECT “ECO”**

THANKS TO MORE ECOLOGICAL AND ECONOMICAL BOTTLE, WE BUILD WATER WELLS IN SIERRA LEONE.



Cielo e Terra spa, in order to offer great value wines, has started a project of short and controlled supply chain (Freschello is produced within 30 km thanks to the joint venture with Cantine dei Colli Berici cooperative).

Today Cielo e Terra wants to commit more in a project of corporate social responsibility. Freschello, the best selling brand, will use more ecological and economical bottles, which will reduce the environment impact and will fund a charity project in Sierra Leone to build water wells. Water is really one of the most important element even in wine making.