



TENUTA DELL'ORNELLAIA
BOLGHERI

***On the Via Bolgherese
Two steps from the historic Cypress Avenue
Revered by the Poet Carducci
Lies Tenuta Dell'Ornellaia***

***The mild climate and rich soil of this unique land,
Where the green Tuscan hills meet the Tyrrhenian Sea,
Feed the vines of Tenuta Dell'Ornellaia,
Synonymous with quality for more than twenty years***

***Here life flows, waiting for the land
To be ready to offer its best fruits,
It is Nature that dictates the times and modes of vinification,
When to produce, and how much to produce.***

***Knowing how to wait, trusting in peoples' experience
Is the imperative behind Ornellaia's philosophy
And the way chosen to reach excellence***



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Where the art of wine marries the quality of the vine

Following "The cypresses that from Bolgheri, honest and tall, in twin rows lead to San Guido," at a certain point one must abandon Giosuè Carducci's favorite avenue to discover new horizons: Those revealed by the 'Strada del Vino della Costa Degli Etruschi' as it meanders over the hills around Bolgheri. Along the Via Bolgherese, which leads from the ancient medieval hamlet of Bolgheri towards Castagneto Carducci, and along the twisty road from Bibbona to Montescudaio, the noxious swamps and misshapen trees of the 'Colline Livornesi' have in recent years surrendered to vigorous vineyards and luxurious vegetation characterized by centuries-old olive trees and Mediterranean scrub forests. And thus the places where the Etruscans once passed carefree hours delight their descendents and those who visit through fortune or necessity.

The History

The history of wine has always been interwoven with myth. One need but think of the many poets, from the ancient Alkaios to our Carducci, from Baudelaire to Horace (who frowned at drinkers of water), and others, including Iacopone, Tasso, Dante, Bosch, Jordaens, Goya, and Toulouse Lautrec, who have written of, interpreted, or sung the praises of the sacred nectar. Tuscany, blessed with many great poets, could not avoid this penchant, especially because the land is beautifully suited to viticulture. For this reason many illustrious winemaking families have established their wine-making base here, thus refuting the claims of those who held Chianti to be the only great winemaking region in Tuscany. Among them, Marchese Lodovico Antinori, founder of Tenuta Dell'Ornellaia, Piero Antinori, producer of Guado al Tasso, Marchese Incisa della Rocchetta, Sassicaia's father, and Angelo Gaja, all of whom who have contributed to giving birth to wines which are renowned the world over.

The Touch of Nature

The Terrain

The terrains that make up this fortunate section of Tuscany are geologically quite varied and complex.

Within the Ornellaia Estate, the soils share marine, alluvial and volcanic elements.

The nearness of the sea, in fact, favors the presence of marls and sands that make the soils relatively loose, and there are also schists and siltstones with slight ferrous banding, which are ideally suited to red varieties.

Because of the variability of the soil composition, specific areas are especially well suited to specific varieties. The geological zones of the Estate are separated both physically and typologically by the Viale Dei Cipressi, which separates the two areas where vineyards are planted. Beginning with the one closer to the mountains, as we approach the sea we first find terrains with more stones, in a sandy or clayey matrix, and Pliocene sediments with calcareous, clayey and sandy laminations.

In the flatter terrains irregular stones of varying size prevail, in a sandy-clayey matrix with red sands (the sands of the Val di Gori) and calcareous sands.

The area closer to the sea can be divided into three distinct subsections: the highest is rich in limestone, with large blocks attributable to turbulent fluvial deposition. In the central area there are slightly thicker soils that are less calcareous, with smaller stones than those of the overlying beds, in a clayey matrix. In the area closer to the sea the sediments are finer, coarse gravels.



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The Climate

Throughout the area, a mild climate gentled by the sea brings out the brilliant colors and aromas of the lush Mediterranean vegetation, and confers character upon the wines. Gentle coastal breezes mitigate the hot temperatures typical of the Mediterranean coast, while the neighbouring hills protect the vines from the cold inland winds that sometimes blow.

And the Human Touch

In the Vineyard...

The passionate care and attention of the Agronomist

The vineyards of Ornellaia can be likened to a great puzzle, a single design in which dozens of pieces contribute to form the whole.

Two very different zones. The one, Ornellaia, and the other, Bellaria. Separated by just a short distance but with very different geologies, with differing exposures, and with differing planting densities. Four varieties grafted onto a dozen rootstocks. All this builds an equation with thousands of variables that contribute to the final solution of the vintage.

Over the course of the year, the vineyards are painstakingly cared for, with attention to every detail.

"All of this laborious activity has one goal: to allow the vines to reach equilibrium. There is not an ideal yield, but rather a series of actions undertaken to obtain the best possible grapes given the climatic characteristics of the vintage. We do not consider green harvesting as a means of forcing quality, but rather an opportunity to talk with the vines," says **Leonardo Raspini, Agronomist and General Manager of Tenuta Dell'Ornellaia**, who adds, "The harvest generally begins at the beginning of September. At that time one can count upon one picker per row of vines, who picks only what the enologist and agronomist indicate. Indeed, the sensibility of the palate does not always agree with analytical results, even if carried out promptly. In these instances, tasting the grapes helps to better understand the ripeness of the tannins and the balance of the grapes. Balance that will then be evident in the wine. It is by tasting the grapes, therefore, that we are able to determine when to harvest and how to vinify the grapes of each distinct parcel.

Once the decision is made, the grapes, whose yield never exceeds 45 hectoliters per hectare, are harvested exclusively by hand and brought to the cellars in baskets that weigh about 15 kilograms each. And by the time we reach the end of the harvest, usually in the second week of October, we will have worked our way through the vineyards many times, driven by our most obsessive desire: Perfect ripeness."

...And in the winery, the Passion and Poetry of the Winemaker

The grapes, before being destemmed, undergo a double selection. A first sorting table is assigned the task of checking the quality of each bunch. Subsequently, the



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individual grapes are rechecked by hand by more than 10 women at a second sorting table, to keep even the smallest bit of vegetation from finding its way to the fermentation tanks.

At this point the grapes continue their transformation in the cuverie, where the technology of steel joins forces with the tradition of wood. During this step, a proper fermentation that respects the identity of the vineyard is fundamental. To this end it is necessary to follow and understand the development of each single vat by daily, methodical tasting in order to tailor the fermentation to each single base wine, so that the fermentation, rather than being an imposition on the wine, accompanies it, bringing out the essence of its substance and soul. For this reason fermentation temperatures, the number of pumpovers, and even the length of maceration on the skins can vary from base wine to base wine, and from year to year.

The 60-65 "base wines" continue their development in wood, separately for the first year, before being united in the final blend. Then the task is to assemble the individual "facets" to form a unique, unmistakable personality.

"Tasting the various base wines is like doing a detailed X-ray of Ornellaia. One can see every detail, every facet tied to the various changes of the vineyard parameters that took place in each vineyard. From the solar, but never heavy opulence of the Merlot to the harmonious complexity of the Cabernet Franc. From the dynamic, powerful structure of the Cabernet Sauvignon to the tannicity of the Petit Verdot, which can be slightly rustic in style, but which can be precious in giving a slight touch of power that could otherwise be missing from the blend," comments **Axel Heinz, Tenuta Dell'Ornellaia's Winemaker**, who adds, "Other factors turn out to be just as important: exposure, the soils of the vineyards, which can be clayey, calcareous or stony, the age of the vines, the pruning style, and everything else that can lead each individual wine to express a unique, unmistakable character. The major challenge posed by the blending is to respect two primary criteria: to express the style and spirit of Ornellaia, and to do so in the context of the style of the vintage. To succeed we also vary the proportions of the varieties in the blend, for example a touch more Merlot when, in cooler vintages, the tannins lack silkiness, or a little more Cabernet Franc when we want to increase complexity, finesse, and elegance. And always keeping in mind that Petit Verdot must be used with great caution, as if we were adding a spice, . and calibrating the use of Cabernet Sauvignon, which is the real backbone of the Ornellaia blend.

All the grapes in the vineyards are born as Ornellaia, but not all of the wines succeed in expressing their potential, sometimes because of the youth of the vineyards. They are thus channeled into the blend of our second wine, Le Serre Nuove dell'Ornellaia, which is Ornellaia's little brother, and another great expression of the Bolgheri terroir. After blending, the wines return to barriques for a further six months, during which we disturb them as little as possible. Just an occasional check.

The final decision is then to be made before bottling: whether or not to clarify the wine. Here again, indications come from the wine itself, through taste tests. In fact, we occasionally need to smooth a touch of tannic roughness, being careful not to disturb the wine's balance.

The final phase of the journey comes with the bottling line, whose speed is such that we can guarantee uniformity from the first to the last bottle."

The Vineyards

Tenuta Dell'Ornellaia is located on the Tuscan Coast, overlooking the Tyrrhenian Sea, in the section of the Northern Maremma between Livorno and the island of Elba. The vineyards extend over two adjacent areas that are separated by Bolgheri's famed Cypress Avenue. There are 97 hectares of vineyards in all, 41 surrounding the Tenuta, and the remaining 56 in an area known as Bellaria, which is closer to the



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sea. The vineyards are planted at altitudes ranging from 50 to 120 meters above sea level, on slopes ranging from 5 to 20°.

Planting density per hectare ranges from 5,000 vines per hectare in the older vineyards of the Estate to 7,000 vines per hectare in the Bellaria vineyards. By comparison, some of the most recent vineyards can have up to 8,700 vines per hectare.

Tenuta Dell'Ornellaia's 97 hectares of vineyards are divided into 50 parcels planted to the four varietals: Cabernet Sauvignon (37 hectares), Cabernet Franc (12 hectares), Merlot (38 hectares), Petit Verdot (10 hectares), all of which have adapted perfectly to this part of Tuscany.

The Winery

The Estate is not just vineyards. The winery, with its modern, innovative design, fits beautifully into the landscape, blending perfectly with the surroundings, and creating a suggestive atmosphere: this is in fact the 'Corpus Vivendi' of the Estate, bringing together the production activities and the staff offices. .

The Vision

Twenty years ago, a vision: the future of Italian viticulture had to aim for absolute quality, which meant the selection of the proper place, the right moment, and the best people. The place: The hills of Bolgheri, a hilltop town in the Maremma, overlooking the Tyrrhenian Sea. The people: A staff of varied backgrounds, perfectly integrated and ready to pursue the goals posed by the vision: to produce, through the patient interpretation of the environmental characteristics of the Tenuta, not just wines of superb quality, but also to expand the concept of harvest to embrace a broader picture consisting of balance, harmony, experience, dedication and passion.

The Harvest

The grape varietals, Merlot, Cabernet Sauvignon, Cabernet Franc, and Petit Verdot, the composition of the territory, and, most importantly, the flow of the seasons, which is ever changing, influence the date of the beginning of the harvest from year to year. The date is determined thanks to the experience and sensitivity of the field teams that work alongside the vineyards 365 days per year, tasting the grapes from parcel to parcel to understand their degree of equilibrium. Once ripe, the grapes are harvested by hand, and transferred to the cellars, where the vinification begins.



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The Wine's 'Matrons'

By tradition, Ornellaia entrusts the first step following the harvest, the examination of the grapes on the sorting table, to the expert hands of its women. It is they who pluck away even the smallest bits of vegetation from the bunches before sending them on to the destemmer that separated grapes from stems. The purity of the wines depends upon their expert work; like 'matrons', they accompany the precious grapes along the long process that will transform them into the wines of Ornellaia, the most authentic expression of terroir.

The respect for the uniqueness of the terroir, combined with the great experience that guides all aspects of winemaking, leads to a limited production to guarantee maximum quality and careful attention to detail, from the hand-harvesting, to the individual vinification and aging of the grapes from each vineyard.

The Casa Colonica

The traditional XIX century casa colonica maremmana, or country house, that is depicted on the Ornellaia label, welcomes guests who visit the Tenuta to discover the secrets of the wines produced in an area that has by now become "the cradle of great reds," and as such gained a true territorial identity. On the hills of Bolgheri, home to the appellation, Tenuta Dell'Ornellaia represents a perfect synergy between the quality of the few, but superlative wines, and its hospitality.

GEOPEDOLOGICAL MAP - Geopedological map of Bolgheri area





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The Wines

Ornellaia Bolgheri Superiore

The estate's flagship wine, born in 1985 from the careful selection of Cabernet Sauvignon, Merlot, Cabernet Franc and Petit Verdot. This precious red is aged in barriques made from French oak for 18 months, followed by 12 months of bottle aging. The 1998 vintage was declared Wine Spectator's Wine of the year, while the 2001 vintage garnered the highest ratings from the major Italian and international wine publications, as did the 2006, which received a score of 97 points from Robert Parker's Wine Advocate and 95 from Wine Spectator.

Le Serre Nuove dell'Ornellaia

This is the true 'second vin' of Ornellaia. Born in 1997, in a 5-star vintage, following the decision to make an even further selection during the blending of the base wines that lead to Ornellaia. Produced primarily from the younger vineyards, with the same imprint as the estate's flagship wine, it combines freshness, accessibility, and softness with the structure, balance and intensity typical of the great terroir of the Estate.

Le Volte

An extremely pleasant wine for less formal moments, it is a cuvée that brings together the best terroirs of Tuscany, combining Sangiovese, the classic Tuscan varietal, with Cabernet and Merlot. The union of the Mediterranean expression of Sangiovese, which confers opulence and generosity, with Cabernet Sauvignon and Merlot, which instead confer structure and complexity, yields an extremely elegant ruby red wine with violet reflections and a fruity varietal bouquet. The wine is aged for nine months in barriques that have already been used for 3-4 seasons, and then undergoes a brief period of bottle aging.



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Ornellaia's Successes

Vintage	Robert Parker	Wine Spectator	Gambero Rosso "vini d'Italia"	L'Espresso	Veronelli	Ais
	/100	/100	3 Glasses	/20	/100	5 grappoli
2006	97	95	2 Glasses	17	Selezione d'Eccellenza	5
2005	93	95	3 Glasses	16,5	97	5
2004	95	97	3 Glasses	18,5	96	5
2003	93	92	2 Glasses	15	92	5
2002	92	90	3 Glasses	17	91	5
2001	94	95	3 Glasses	17,5	96	5
2000	92	90	2 Glasses	17	93	5
1999	95	94	3 Glasses	17,5	96	5
1998	91	96	3 Glasses	15,5	96	5
1997	93	96	3 Glasses			

Ornellaia was, for 5 consecutive years, among the top five Italian wines in the special classification obtained by summing the point scores of the major Italian wine guides.

An Investment that grows with time

The purchase of wines with excellent aging potentials that tend to increase in value is a lucrative alternative investment.

One must know how, where, and when to purchase renowned wines, and which vintages to purchase. Naturally, to invest in wine, one must have, first of all, a passion for wine, and know which vintages to select, and which wines have the greatest potential to increase in value.

Indeed, as with any investment, there is an element of speculation. But without the right wine and the right vintage, the bet would be lost.

Only a small number of Italian wines possess these characteristics. A very limited number of wines with consistent, steady appraisals in the auction houses. On the worldwide stage of collectible wines sold at auction with the expectation that they will increase in value over time, Ornellaia plays a star role, with steadily increasing auction sales. If we examine the interval from 1993 to the present, the value of the bottles has increased, as is shown by the table. The most recent statistics reveal an average increase in value of 54% comparing just the price at auction of the same vintage from one year to the next.

The values of the bottles, especially those of the large formats (Magnums, Double Magnums, and Imperials) sold between 2007 and 2008 enjoyed increases of as much as 75%.

Christie's, Sotheby's of New York and of London, and the Italian Pandolfini, Gelardini & Romani and Anglicana are just a few of the auction houses that offer bottles of Ornellaia; a Salmanazar (9 liters) of the 2005 vintage was sold for \$33,600 on 31 October 2007, while an Imperial (6 liters) brought \$10,000 on 28 October 2008.



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Analysis of auction sales worldwide, of Ornellaia in 2007 and 2008

The sale of the same bottles in auction houses the world over revealed increases that in some cases reached as much as 119% (as is shown by the table below).

Annata	Vino	Produttore	Lotto	Prezzi base	Aggiudicaz.	Prezzo bott.	07/08	Asta	Data
1993	Ornellaia	Tenuta dell'Ornellaia	12 b	£ 600-700	£ 427,52	€ 49,88		Christie's, Londra	06/12/07
1993	Ornellaia	Tenuta dell'Ornellaia	6 b	€ 330,00	€ 479,20	€ 79,87	+60%	G & R, Roma	11/10/08
1995	Ornellaia	Tenuta dell'Ornellaia	12 b	€ 550-650	€ 920,00	€ 97,31		G & R, Roma	17/11/07
1995	Ornellaia	Tenuta dell'Ornellaia	6 b	\$ 900-1.300	\$ 1.250	€ 190,34	+54%	Sothebys, Londra	12/11/08
1997	Ornellaia	Tenuta dell'Ornellaia	12 b	\$ 1.500-2.000	\$ 2.772	€ 153,04		Sotheby's, New York	10/02/07
1997	Ornellaia	Tenuta dell'Ornellaia	6 b	£ 1800-2000	£ 2.820	€ 336,01	+119%	Sotheby's Londra	12/11/08
1998	Ornellaia	Tenuta dell'Ornellaia	12 b	£ 650-750	£ 1.058	€ 123,75		Sotheby's Londra	05/12/07
1998	Ornellaia	Tenuta dell'Ornellaia	1 b	€ 90,00	€ 167,72	€ 167,72	+35%	G & R, Roma	08/03/08
1999	Ornellaia	Tenuta dell'Ornellaia	6 b	\$ 450-600	\$ 533	€ 64,85		Christie's, Los Angeles	28/04/07
1999	Ornellaia	Tenuta dell'Ornellaia	6 b	€ 380,00	€ 658,90	€ 109,82	+69%	G & R, Roma	11/10/08

Legenda: b= bottiglia; m=magnum; dm= doppio magnum

G & R = Gelardini & Romani

Quotations 2008	€ 843,76
Quotations 2007	€ 488,83
Difference	€ 354,93
Profit	+73%

Production of Tenuta Dell'Ornellaia in the current vintage

On average, Tenuta Dell'Ornellaia produces 140,000 bottles of Ornellaia Bolgheri DOC Superiore, 170,000 bottles of Le Serre Nuove Dell'Ornellaia, and 450,000 bottles of Le Volte. The large format bottles of Ornellaia are produced in extremely limited numbers, and all of the double magnums (3 liter) and the imperials (6 liter) bottles are individually numbered, making each bottle unique and personalized and highly collectable.

Distribution of Tenuta Dell'Ornellaia in the world

The wines of Tenuta Dell'Ornellaia are distributed in 60 countries, including Italy. The bottles are delivered directly to the most prestigious clients and the major collectors. The demand for Ornellaia, as one can easily guess, far outstrips its availability.



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Traditional and New World Markets...

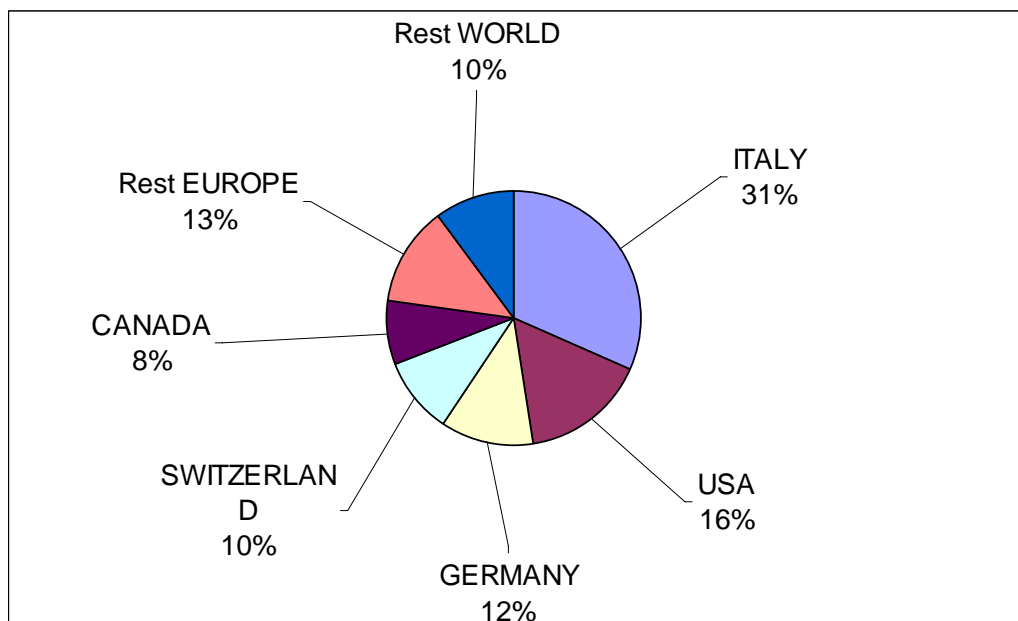
Precision and quality if the choices made by the Commercial Director

Given the interest in the wines of Tenuta Dell'Ornellaia, numerous markets are waiting to become new clients. "It is difficult for Tenuta Dell'Ornellaia to satisfy all the requests," says **Alex Belson, Tenuta Dell'Ornellaia's Sales & Marketing Director**, adding, "Our company policy is to guarantee, first of all, our historic, traditional markets, but, at the same time, if possible, to retouch the allocations so as to allow the acquisition of new clients who can guarantee quality distribution."

With this meticulous, exacting work Tenuta Dell'Ornellaia has been able to slightly expand its presence in markets that were heretofore unsupplied, aiming at an extremely select clientele in perfect harmony with the estate's strategies.

"Our work," continues Alex Belson, "does not just involve deciding on which new markets to cover and guaranteeing quality distribution, but also involves careful research into the finest details regarding the way we present ourselves on the market place."

Breakdown of the allocations of Tenuta Dell'Ornellaia wines in the various world markets





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Tenuta dell'Ornellaia

Ownership and Team

The Tenuta Dell'Ornellaia, which was established in 1981, is part of the Tenute di Toscana, a subholding controlled by Marchesi De'Frescobaldi.

The Team that directs the estate with complete autonomy draws inspiration, with coherence and continuity, from the same principles that have led to the renown and success of the Estate's wines over the years: The past is something to be treasured, but the Team believes in the future and demonstrates this concretely by putting its trust in a young, brilliant, international group.

The Team is headed by Leonardo Raspini (Agronomist and General manager), Alexandra Belson (Commercial Director) and Axel Heinz (Winemaker). Enthusiastic, with drive and the will to improve. Each seeks quality as a normal path for evolution and growth, both personal and of the group, and their method of work has always been constructive, informative and relentless confrontation. For this reason each meeting is an opportunity, and each exchange an opportunity to expand knowledge.

Biographies

Leonardo Raspini General Manager and Agronomist

Leonardo Raspini was born in Montevarchi (Arezzo) on June 11 1965.

After brilliantly obtaining his diploma as agriculturalist in 1984, he decided to continue his studies in the same sector, obtaining a Degree in Agricultural Sciences in 1991.

In 1992 he became a certified Agronomist, working first for the Regione Toscana and subsequently for the Cooperativa Agricola "Loppiano Prima" in Incisa. During these years he also worked with Arezzo's Istituto Sperimentale di Viticoltura.

Until 1996 he provided technical assistance, promoted consortium activities, and provided financial management for the Consorzio Vivaisti Toscani.

From 1997 to 1999 he was Technical Director of the Gruppo Lungarotti, and until 2001 Director of the Cantina Tenimenti Angelini San Leonino (Castellina in Chianti, Siena). Since 2001 he has been General Manager of Tenuta Dell'Ornellaia, Bolgheri (Livorno).

He speaks English fluently.

Alex Belson Sales & Marketing Director

Born in New Market, England, on 23 April 1955

After obtaining a degree in Linguistics and Economics from Birmingham University (UK) she worked as Assistant Marketing Manager for PepsiCo. London.

In 1978 she moved to Italy, where she worked for Ferrero as Assistant Export Manager and Junior Product Manager. .

From 1984 to 1986 she served as Assistant Director of Marketing in Ferrero GmbH's offices in Frankfurt am Main.

In 1986 she returned to Piedmont Italy, working for Ferrero as Product Manager, and started taking seriously her passion for wine

In 1988 she began working with Marchesi Antinori as Sales and Export Marketing Manager. Since 1998 she is Commercial Director of Tenuta Dell'Ornellaia, Bolgheri (Livorno).

English mother tongue, she also has perfect mastery over Italian, German, French, and Spanish.



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Axel Heinz Winemaker

Born in Munich, Germany, on 19 November 1971

In 1993, after completing high school, he moved to France, in the Bordeaux region, where he obtained a diploma in Agriculture, "Viticulturer Onologie," from the Lycée d'Enseignement Générale et Technologique Agricole di Bordeaux (LEGTA), and got his first experience in vinification at Château La Tour Carnet, in Saint Laurent du Medoc.

In 1999, at Bordeaux, he obtained a Masters in Agronomy from the Ecole Nationale d'Ingénieurs des Travaux Agricoles and the Enological School of Bordeaux, finishing with a thesis dedicated to the premature aging of the Chardonnay-based whites of Limoux.

He then transferred to Macao, where in 2000 he acted as consultant, representing the wines of many prestigious Bordeaux estates, for Bovis SARL.

The following year he returned to France, at Listrac, where he held the post of Enologist in charge of Production for the Château Fourcas Loubaney and the Château la Dominique Saint-Emilion, Grand Cru Classé and Château la Commanderie de Mazeyres Pomerol, a post he held until 2004.

Since January 2005 he has been Director of Enology for Tenuta Dell'Ornellaia - Bolgheri (Livorno).

Of Franco-German origin, he has perfect mastery of Italian, English and Spanish

For Further Information

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