



SwissDeluxeHotels/éd.française

Ambiance Magazine/Swiss Deluxe Hotels  
8807 Freienbach  
043 243 71 40  
www.swissdeluxe-hotels.com

Medienart: Print  
Medientyp: Spezial- und Hobbyzeitschriften  
Auflage: 10'000  
Erscheinungsweise: 2x jährlich



Seite: 42  
Fläche: 327'056 mm<sup>2</sup>

Auftrag: 1094406  
Themen-Nr.: 721.024

Referenz: 71878518  
Ausschnitt Seite: 1/8

*Bindella*  
la vita è bella



# The charm of Bolgheri

One of the world's best wines is produced close to Bolgheri along the Tuscan coast.

**The name Ornellaia stands for top-class wine culture and the result of fine craftsmanship as well as love and passion for the art of winemaking.**

The journey to the Ornellaia vineyard through the hills of Tuscany and along the delightful coast stret-

ching for miles shortly before arriving via the longest cypress avenue in the world. At the northern end of Maremma, on the old Via Aurelia, you turn left onto the five-kilometre-long avenue of cypresses lined with approx. 2,500 trees.





SwissDeluxeHotels/éd. française

Ambiance Magazine/Swiss Deluxe Hotels  
8807 Freienbach  
043 243 71 40  
www.swissdeluxehotels.com

Medienart: Print  
Medientyp: Spezial- und Hobbyzeitschriften  
Auflage: 10'000  
Erscheinungsweise: 2x jährlich



*Bindella*  
la vita è bella

Seite: 42  
Fläche: 327'056 mm<sup>2</sup>

Auftrag: 1094406  
Themen-Nr.: 721.024

Referenz: 71878518  
Ausschnitt Seite: 2/8



### **A heritage of 700 years of wine culture**

On arrival at the vineyard, there is a palpable aura of something very grand and unique. The ingredients of elegance, dedication, finesse, creativity and innovation are the keys to great wine culture. And there are the approx. 700 years or over 30 generations of the Marchesi de' Frescobaldi dynasty. The family's history goes back to the year 1300. In the 14th century, the Florentine noble family supplied many European rulers with wine, including the French court under Catherine de Medici and the English court under Henry VII. The Grand Duke of Tuscany also appreciated the quality of the Frescobaldi vintages. The first Cabernet vineyard was planted in Castiglioncello di Bolgheri in 1944. It was only after many years that it became apparent that international grape varieties perfectly matched the climate in Bolgheri, resulting in the Mediterranean interpretation of Cabernet and Merlot wines. With the creation of Ornellaia, Bolgheri's reputation as a unique terroir spread across the world. Shortly afterwards, in 1994, the registered designation of origin was introduced.

### **An extraordinary microclimate on the coast**

The Ornellaia vineyard is located close to the sea. In addition to the abundant sunlight, the vineyards benefit from the light reflections on the surface of the sea and an extraordinary microclimate, which further reinforces the Mediterranean character of the wine. In the summer, a cool sea breeze blows across the vineyard, favouring the slow ripening of the grapes resulting in the freshness of the wines. In the winter, the hills protect the vineyard from the cold north winds. Thanks to the high variability of the soils (sea-bed, alluvial soil or volcanic soil), there is a wide range of micro-terroirs in connection with the relief which form the basis for the wide variety of Ornellaia wines. This range of soils allows for the growing of very different grape varieties within their fairly unique requirements. The Ornellaia vineyard currently grows the following varieties: Cabernet Franc, Cabernet Sauvignon, Merlot, Petit Manseng, Petit Verdot, Sauvignon Blanc, Verdichhio and Viognier. And each plot is worked by clearly-defined teams to ensure the continuity and experience of each individual crop, which is essential for the quality of Ornellaia wines.



SwissDeluxeHotels/éd.française

Ambiance Magazine/Swiss Deluxe Hotels  
8807 Freienbach  
043 243 71 40  
www.swissdeluxe-hotels.com

Medienart: Print  
Medientyp: Spezial- und Hobbyzeitschriften  
Auflage: 10'000  
Erscheinungsweise: 2x jährlich



Seite: 42  
Fläche: 327'056 mm<sup>2</sup>

*Bindella*  
la vita è bella

Auftrag: 1094406 Referenz: 71878518  
Themen-Nr.: 721.024 Ausschnitt Seite: 3/8



### People make the wine

“The terroir alone does not produce any wine”, says Axel Heinz, Head Winemaker at the Ornellaia vineyard. “It is the people who make Ornellaia wines through their manual labour”, explains Axel Heinz. With 85 full-time employees, the individual teams can quickly react to changes at the vineyard. This gives Axel Heinz the peace of mind and the confidence to leave nature and the autumn sun the time to give the grapes their unique sweetness and flavour. “It is easy to make strong wines that impress but difficult to make wines that are both





SwissDeluxeHotels/éd.française

Ambiance Magazine/Swiss Deluxe Hotels  
8807 Freienbach  
043 243 71 40  
www.swissdeluxe-hotels.com

Medienart: Print  
Medientyp: Spezial- und Hobbyzeitschriften  
Auflage: 10'000  
Erscheinungsweise: 2x jährlich

Seite: 42  
Fläche: 327'056 mm<sup>2</sup>

Auftrag: 1094406  
Themen-Nr.: 721.024

Referenz: 71878518  
Ausschnitt Seite: 4/8



*Bindella*  
la vita è bella

balanced and intense”, explains Axel Heinz to prove the point. Since 2005, the Head Winemaker at Ornellaia has made sure that the biggest star in the heavens of Italian wine shines brighter each year.

The different products in the Ornellaia family line up like the beloved sons and daughters of the parents of an Italian family dynasty. The two top wines, Ornellaia and Le Serre Nuove dell’Ornellaia are the ambassadors of this excellent wine manufacturer from Bolgheri.

## “It is the people who make Ornellaia wines through their manual labour.”

### Archivio Storico

Impressive yet unique is the newly-created “Archivio Storico” from the Ornellaia vineyard. Through the different Ornellaia vintages, it tells the story of a large brand and documents the quality of the wines, which evolve over time reaching a state of perfect maturity after many years.

**Ornellaia**

The flagship of the family, the top wine, or as described in the words of Head Winemaker Axel Heinz: “Its familiar intensive colour suggests a wine with lots of structure and intensity. The nose is characterised by fruity, mature yet simultaneously fresh aromas and rounded off with classic balsam and spicy notes. On the palate, it is sumptuous, dense and expansive, with an extraordinary, bitter-spicy quality, velvety and intense with a significant smoothness, which is amplified in the mouth. The long finish ends with a sense of longevity and fine spicy notes”.



SwissDeluxeHotels/éd.française

Ambiance Magazine/Swiss Deluxe Hotels  
8807 Freienbach  
043 243 71 40  
www.swissdeluxe-hotels.com

Medienart: Print  
Medientyp: Spezial- und Hobbyzeitschriften  
Auflage: 10'000  
Erscheinungsweise: 2x jährlich



*Bindella*  
la vita è bella

Seite: 42  
Fläche: 327'056 mm<sup>2</sup>

Auftrag: 1094406  
Themen-Nr.: 721.024

Referenz: 71878518  
Ausschnitt Seite: 5/8



**Le Serre Nuove dell'Ornellaia**  
A real "Second Wine", primarily comes from the young vines at the vineyard and is produced using the same dedication and attention to detail as Ornellaia. The wine is dark and the nose charmingly seduces with perfectly-matured red fruits and spices. It is full-bodied and indulges the palate with a variety of aromas and a wonderful velvety tannin structure.

Other products from the family such as **Le Volte dell'Ornellaia** and the white wine **Ornellaia Bianco** or **Poggio alle Gazze dell'Ornellaia** seamlessly join the range of excellent products on offer.





*Bindella*  
la vita è bella

SwissDeluxeHotels/éd.française

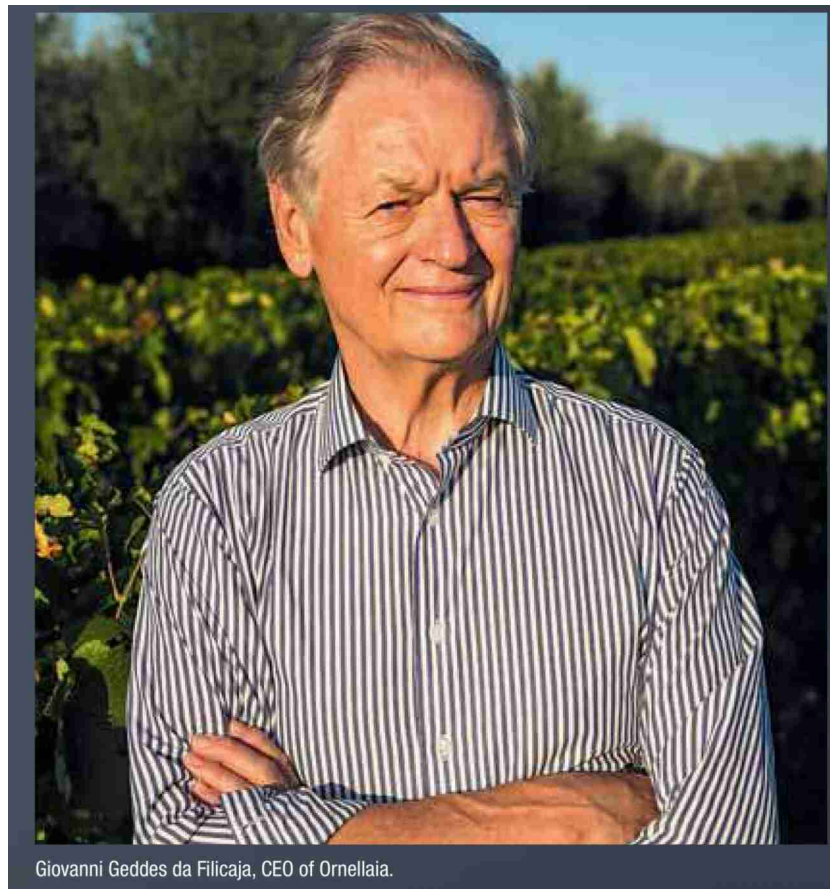
Ambiance Magazine/Swiss Deluxe Hotels  
8807 Freienbach  
043 243 71 40  
www.swissdeluxehotels.com

Medienart: Print  
Medientyp: Spezial- und Hobbyzeitschriften  
Auflage: 10'000  
Erscheinungsweise: 2x jährlich

Seite: 42  
Fläche: 327'056 mm<sup>2</sup>

Auftrag: 1094406  
Themen-Nr.: 721.024

Referenz: 71878518  
Ausschnitt Seite: 6/8



Giovanni Geddes da Filicaja, CEO of Ornellaia.





SwissDeluxeHotels/éd. française

Ambiance Magazine/Swiss Deluxe Hotels  
8807 Freienbach  
043 243 71 40  
www.swissdeluxe-hotels.com

Medienart: Print  
Medientyp: Spezial- und Hobbyzeitschriften  
Auflage: 10'000  
Erscheinungsweise: 2x jährlich



Seite: 42  
Fläche: 327'056 mm<sup>2</sup>



Auftrag: 1094406 Referenz: 71878518  
Themen-Nr.: 721.024 Ausschnitt Seite: 7/8

## **“We are convinced that wine should be the truest expression of its origin.”**

### **Like bringing up a child**

“We are convinced that wine should be the truest expression of its origin”, says Giovanni Geddes da Filicaja, CEO of Ornellaia. The grand seigneur of Italian viticulture manages the Ornellaia vineyard with strategic vision, undisputed know-how, and a flair for discovering and selecting the world’s best oenologists. Geddes da Filicaja has already worked with well-known names such as Leonardo Raspini and Thomas Duroux, who currently runs Château Palmer in Bordeaux, or even the current manager Axel Heinz, who further develops the wines of the Ornellaia brand each year through manual skills and the courage to try new winemaking ideas. For him, Ornellaia’s history is akin to bringing up a child; this is how Giovanni Geddes da Filicaja describes his relationship with the vineyard. From childhood to adolescence to increasing stability and to its current ripeness, the wine has had a long journey under careful guidance. The production under CEO Geddes da Filicaja is, since the very beginning, not focused on sales figures but on the continuing development of the brand.



SwissDeluxeHotels/éd. française

Ambiance Magazine/Swiss Deluxe Hotels  
8807 Freienbach  
043 243 71 40  
www.swissdeluxe-hotels.com

Medienart: Print  
Medientyp: Spezial- und Hobbyzeitschriften  
Auflage: 10'000  
Erscheinungsweise: 2x jährlich



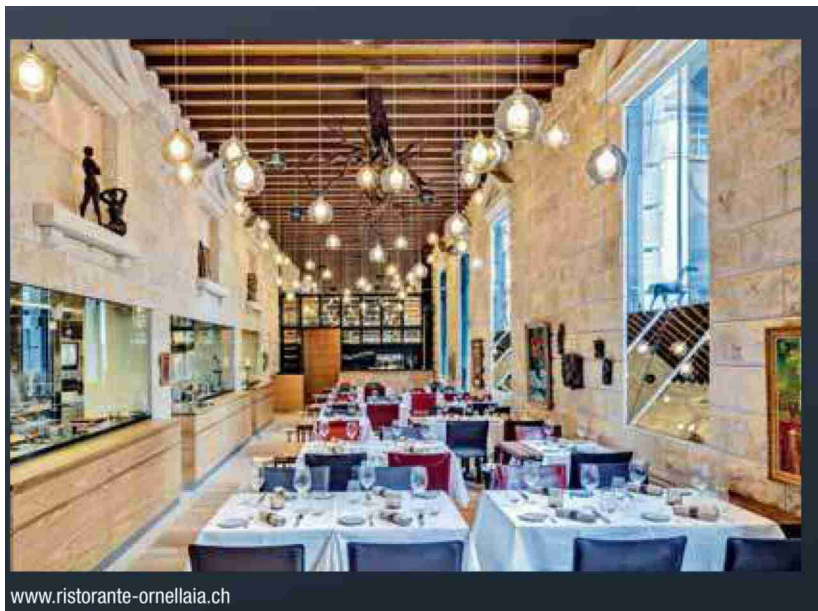
Seite: 42  
Fläche: 327'056 mm<sup>2</sup>



Auftrag: 1094406 Referenz: 71878518  
Themen-Nr.: 721.024 Ausschnitt Seite: 8/8

## Italian cuisine redefined

The two names Ornellaia and Bindella combine a decade-long friendship. Since the very first vintage in 1985, Bindella has imported the precious wine from Ornellaia to Switzerland. And on the initiative of Rudi Bindella, the first Ristorante Ornellaia was opened in Zurich in spring 2018. The restaurant is a platform for showcasing Ornellaia wines to allow the philosophy of exceptional quality to be experienced. Good wine also demands good food. In the kitchen, the southern Italian Giuseppe D'Errico is responsible for unique taste experiences. He spent five years as a Sous Chef in the legendary French three-star establishment "Troisgros" and redefines Italian cuisine through a surprising blend of traditional and fresh ideas. Giuseppe D'Errico has spent several days at the Ornellaia vineyard in Bolgheri to find out about the wines and their creators' ideas. The symbiosis between the cuisine at the highest level and the stars of the wine menu, which includes rarities such as "Archivio Storico", is a great success. Ristorante Ornellaia is Zurich's new culinary hotspot. As striking as a journey to the Bolgheri coastline.



[www.ristorante-ornellaia.ch](http://www.ristorante-ornellaia.ch)