



MATERIAL TOPICS COVERED

- Sustainability as an element of differentiation and competitiveness
- Certified sustainability

GRI STANDARDS

GRI 102-1 | GRI 102-2 | GRI 102-3 | GRI 102-4
GRI 102-6 | GRI 102-7 | GRI 102-16 | GRI 102-15
GRI 102-21 | GRI 102-40 | GRI 102-42 | GRI 102-43
GRI 102-44 | GRI 102-47

World of Ruffino



About us

4 Companies

Ruffino S.r.l., Tenute Ruffino S.r.l.
Società Agricola e Poderi Ducali S.r.l.
Società Agricola, CBET S.r.l.*

5.020
Tons
of grapes managed

28,810,709
Bottles of wine

123.2 million
euro
Value produced
by the Group in FY 2022



290 People

+ 1,200
Hectares of land
more than 570 under vine

9 Estates
6 in Tuscany, 3 in Veneto

37
Labels

83
Countries supplied²

* Not included in the scope of the qualitative and quantitative data of this Report, net of the economic and financial data. For more information, see the Methodological Notes.

² For the Italian market, the Hotellerie, Restoration and Café (HoReCa) and mass retail distribution is included among the distribution channels, in addition to direct distribution.

Countries supplied



Background

Ruffino was founded in 1877 by two cousins, Ilario and Leopoldo Ruffino, who discovered the ideal place to establish what continues to be the headquarters of the company (and Chianti itself) in Pontassieve. The original name when the company was founded was actually Chianti I.L. Ruffino: synonymous of the Italian lifestyle all over the world, a quality wine for everyone.

Over 150 years of history, the estates and production facilities belonging to Ruffino have grown, undergone renovation and have been equipped with up-to-the-minute technology without ever forgetting the tradition and ties with the homeland. 300 people across the Group's 9 estates now contribute to the growth of Ruffino through their daily work.

The company produces and sells **approximately 29 million bottles** across **37 labels**, most of which are linked to historic appellations in **Tuscany**, including **Chianti, Chianti Classico** and **Brunello di Montalcino**, as well as **Prosecco** and **Pinot Grigio** in **Veneto**.

Ruffino relies on more than **570 hectares of vineyards**, across **9 estates**: 6 in **Tuscany** – **Poggio Casciano, Montemasso, Santedame, Gretole, La Solatia** and **Greppone Mazzi** – and 3 in **Veneto**: **Cà del Duca, La Duchessa** and **Iulia**.

In 2011, the company became part of **Constellation Brands** (hereafter “CBI” or “CBI Group”), an American market leader in the beer, wine & spirits sector. The acquisition reinforced Ruffino's international vocation, but without losing its characteristic Italian essence.



Figure 1: Ruffino winemaker

1877 FOUNDATION

The year in which Ruffino was established. Cousins Ilario and Leopoldo Ruffino dream of bringing the “ideal wine” to tables worldwide.

The winery was founded in Pontassieve, near Florence, where the headquarters are still located today.



1890 DUKE OF AOSTA

Ruffino is appointed official supplier to the Duke of Aosta and the Italian royal family.

The Duke visits Pontassieve and chooses his personal Chianti Riserva.

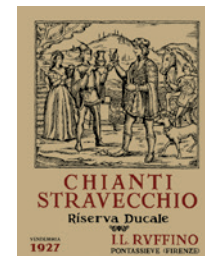
Giuseppe Verdi is another Ruffino wine enthusiast: one of his letters is kept at the Ruffino headquarters.



1927 STRAVECCHIO

The first bottle of “Riserva Ducale” is produced, named for the Duke of Aosta, a royal connoisseur of Chianti Ruffino (at the time, it was called “Chianti Stravecchio”).

The label designed in his honor still features on bottles of Riserva Ducale today.



2010 MODUS 2007



Modus 2007, 10 years after its first vintage, is named as one of Wine Spectator’s 100 Top Wines.

It is a nod to Ruffino’s innovation, proof of the winery’s ability to experiment and obtain the highest quality with its Supertuscan.

2018 PODERI DUCALI



PODERI DUCALI RUFFINO

A CONSTELLATION BRANDS COMPANY

Ruffino acquires Ca’ del Duca and La Duchessa, two estates in the Veneto where Prosecco DOC and other white wines are produced.

This is the company’s first investment outside Tuscany and is a mark of Ruffino’s success in Italy and around the world.

2020-21 AQUA DI VENUS



Aqua di Venus is launched, a brand that evokes the wild spirit of the Maremma in southern Tuscany.

Wines that elicit an unforgettable experience and that became an immediate success.

1947 RISERVA DUCALE ORO

The first bottle of Riserva Ducale Oro is produced to celebrate an exceptional vintage, which is now one of Ruffino's most iconic wines and belongs to the Gran Selezione category, only made in the best years.



Anni '50 ROSATELLO

Rosatello is born, the first Italian rosé wine.

Rosatello, Italy's most famous rosé, marks the start of a trend associated with the Italian lifestyle and proves a runaway success with its drop-shaped bottles.



1974 FLORENTINE BOTTLE



Ruffino wine stops being sold in the traditional flask and switches to a Florentine bottle, inspired by the flask but with a modern design in line with market demands.

2021 ROSSO DI MARTE



Ruffino interprets two Italian appellations: Bolgheri and Morellino di Scansano with the Rosso di Marte brand.

2021 MODUS PRIMO



Modus Primo makes its debut with grapes grown in the vineyards of the Poggio Casciano estate, where Modus has always been made as the perfect place for Supertuscans.

This wine, the result of careful selection, is the best that the exceptional Poggio Casciano terroir has to offer.

2022 NEW BRAND IDENTITY



A new image celebrates tradition and represents the evolution to an elevated and contemporary style.



VISION

Craft new experiences that unite people and improve lives.

VALUES



MISSION

We are committed to overcoming challenges day by day and to extend our borders in order to guarantee the best for our consumers, shareholders, employees and the community where we live and work.



Integrity

High ethical and moral standards, Always acting correctly



People first

Respect, Inclusive environment, Teamwork and success, Helping the Community



Entrepreneurial spirit

Shared management, Promoting innovation, Responsibility, Fast and flexible implementation



Client focus

Understanding and anticipating client needs, Exceeding expectations



Focus on quality

Passion for products and commercial activities, Commitment to quality, Continuous improvement



The Estates

Tenute Ruffino

Our **Tuscan estates** extend across more than **1,000 hectares**, with **approximately 380 under vine**.

Every vineyard is precious and comes from the land that we strive to look after. We honor tradition and existing history while pursuing modern winemaking techniques to obtain the very best from every vintage.

380
Hectares

**La Solatia
Greppone Mazzi
Gretole
Montemasso
Poggio Casciano
Santedame**

277
Employees

**153 in Ruffino S.r.l.
124 in Tenute Ruffino S.r.l.**

Reds

- Chianti
- Leo Chianti Superiore
- Torgaio
- Modus
- Ducale rosso
- Riserva Ducale Chianti Classico
- Riserva Ducale Oro Chianti Classico Gran Selezione
- Aziano Chianti Classico
- Santedame Chianti Classico

- Lodola Nuova Nobile di Montepulciano
- Lodola Nuova Rosso di Montepulciano
- Romitorio Chianti Classico Gran Selezione
- Chianti riserva
- Fiasco Chianti Superiore
- Chianti Bio
- Modus Primo
- Alauda Rosso
- Chianti Rufina
- Urlo Rosso

Whites

- La Solatia Pinot Grigio
- Libaio Chardonnay
- Pinot Grigio BIO
- Aqua di Venus Bianco
- Lumina Pinot Grigio delle Venezie
- Galestro
- Orvieto Secco
- Orvieto Abboccato
- Orvieto Dolce
- Aqua di Venus Friuli

Rosé

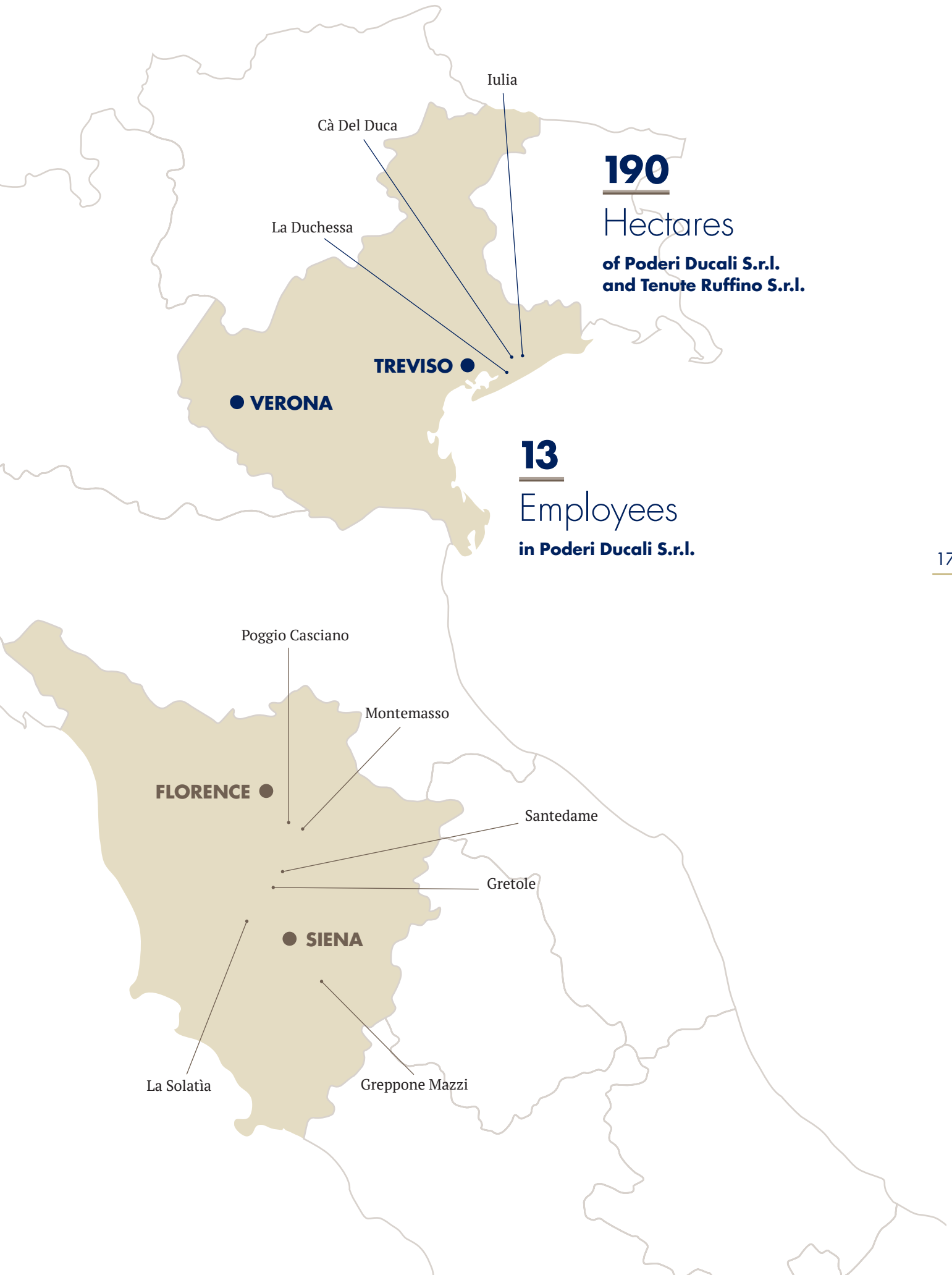
- Aqua di Venus Rosato
- Rosatello Veneto

Prosecco

- Prosecco
- Prosecco BIO
- Prosecco Rose
- Aqua di Venus Cuvee
- Prosecco Exential
- Prosecco Valdobbiadene

Other

- Amaro Antica Ricetta
- Extra-virgin olive oil Laudemio Ruffino
- Extra-virgin olive oil Chianti Classico Ruffino
- Extra-virgin olive oil Italiano
- Serelle Vinsanto
- Moscato d'Asti



Poggio Casciano is situated in the Tuscan hills a few miles from Florence. Following research into soil and microclimate conducted on the estate, new Sangiovese, Merlot, Cabernet Franc and Colorino were planted, aimed at achieving grapes with greater resilience and even higher quality. Poggio Casciano is also the hub of all of Tenute Ruffino Società Agricola's hospitality activities: the Locanda Le Tre Rane Ruffino restaurant, Bottega del Vino grocery store and wine bar and Agriresort boutique hotel are located here and it's where we take clients on tours and tastings.

Castello di Montemasso, the first Tuscan estate belonging to Tenute Ruffino S.r.l., with a centuries-long history, is located in the Chianti Classico wine region in the municipality of Greve. **Sangiovese** has always been grown on the estate, although agronomic research conducted in recent years has revealed that **Cabernet Sauvignon** and **Merlot** also benefit from the perfect conditions here.

Santedame is located in the municipality of Castellina in Chianti, in the area known as the **Chianti Classico "golden basin"** (Conca d'Oro), an area where grapes of exceptional quality are grown due to the superb exposition of the vines, the altitude and impoverished soils (galestro and alberese are the main soil types in Chianti Classico). The presence of outstanding olive trees offered the opportunity to produce Chianti Classico DOP² extra-virgin olive oil, in accordance with strict regulations.



The Santedame estate is also home to **Colorino vineyards**, an old native grape variety that had been on the brink of extinction and was brought back to life with an interesting retrieval operation that started on the estate in the late 1990s. The Colorino biotypes in the old vineyards were selected before being reproduced by massal selection, which enabled all the genetic variability to be maintained. These Colorino selections are now present in approximately **9 hectares** of the estate's Colorino vineyards.

² Given that the production is residual in terms of turnover and quantity, therefore insignificant for the Group and its impact, the production of olive oil will not be included in the quantitative data stated in this document.



Gretole is located in Castellina in Chianti and serves as the lodestar for all of **Ruffino's Chianti Classico** production. Almost all of the vineyards produce our most representative wine: Riserva Ducale Oro Chianti Classico Gran Selezione.

Greppone Mazzi is a small estate near Borgo di Montalcino, whose vines grow in dry, drought-like soils. This habitat is natural for Sangiovese clones, which are referred to locally as **Brunello di Montalcino**.

Solatia, in Monteriggioni, has all the qualities needed to produce traditional Tuscan varieties, such as Sangiovese and Canaiolo, as well as international varieties like Merlot, Cabernet Sauvignon and Alicante Bouschet due to the distinctive terroir and cooler, deeper soils. White grapes like Chardonnay and Pinot Grigio also prosper in these perfect conditions.





Poderi Ducali

The **Poderi Ducali Ruffino estates in Veneto** extend across approximately **190 hectares, are fully organic and** now boast a total production capacity of about 140,000 hectoliters, which is under continuous expansion.

La Duchessa is the core winery of Poderi Ducali Ruffino and is located in San Donà di Piave, in the Venice province. Glera is the main grape variety grown here due to its importance in the production of **Prosecco**, as well as **Pinot Grigio**. The estate has two prevalently clay vineyards: Rialto, in the San Donà di Piave municipality, and Arsenale, in the Cessalto municipality (Treviso).

Ca' del Duca is located in the Motta di Livenza municipality, in the Treviso province, and is home to the hospitality center for Poderi Ducali Ruffino. Glera is the main grape variety grown here. The soil is particularly suited to the cultivation of this variety due to its structure. Combined with meticulous techniques, the soil instills the finest aromas and flavors in the resultant wines, which is typically **Prosecco**.

Tenuta Iulia is located in the municipality of Portogruaro, in the Venice province, a few kilometers from the Adriatic Coast. The entire surface under vine is planted to Glera, meaning that the grape enjoys the maritime microclimate, resulting in quality products.

