



TINAZZI

Cantina San Giorgio: with Equalitas another step forward towards sustainability for the Tinazzi group in Puglia

The Faggiano cellar in Puglia, where the Tinazzi group vinifies native regional grape varieties, receives the Equalitas standard, a recognition of sustainability in the wine sector based on three pillars: social, environmental and economic.

Lazise, 17th February 2022_ In the wine world, **Sustainability** means farming vineyards with respect for the **environment** but also protecting **workers'** rights, investing in training and creating a solid network of relations with the local area and community.

This is the thinking behind the **Equalitas standard**, the Italian sustainable wine certification received by the **Tinazzi** group's **San Giorgio - Vini nobili del Salento** cellar in Faggiano, in the province of Taranto.

Recognised by the certification body CSQA, Equalitas stands for adherence to an **integrated approach to sustainability** in the sector based on three pillars: environment, economy and society. The standard embraces a number of different factors: from protection of **biodiversity** to corporate carbon footprint, from **packaging** to workers' welfare and the adoption of correct consumer information.

"We are very proud to have made this extra step forward," says **Francesca Tinazzi**, head of Business Control, "which allows us to claim full-scale sustainability, embracing every aspect of life in the cellar. The targeted choice to adhere to Equalitas is born of the need to analyse the impacts we generate on the environment and the society where our cellar is situated and become even more responsible in our use of natural resources and commons. The Equalitas standard is the first step towards the presentation of a Sustainability Statement for the entire Tinazzi group in the spring."

San Giorgio is now one of a list of about 60 wineries that have received the recognition. With the publication of its first **Sustainability Statement**, it is setting into motion a process of reporting of its environmental, social and economic aspects and setting clear targets to constantly improve its environmental performance.

SAN GIORGIO VINI NOBILI DEL SALENTO - The San Giorgio cellar was established by the Tinazzi family in San Giorgio Jonico, in the province of Taranto, in 2011. The main aim was to stimulate local wine production by optimising the potential of local grape varieties. In 2020 Tinazzi moved the headquarters to the neighbouring commune of Faggiano to boost Puglia wine production. An archaeological site was recently uncovered in the area round this modern facility, where Tinazzi wines are produced and bottled.

TINAZZI - What better way to begin the Tinazzi story than with a curious anecdote? The fact is that in the Veronese wine-making tradition, *tinazzi* were barrel-like containers in which pressed grapes were left to ferment, meaning that the Tinazzi family's connection with wine begins with the origin of their name! It was in the late 1960s that the winery came into being at Cavaion Veronese near Verona, the fruit of the commitment and passion of founder Eugenio Tinazzi. Eugenio's son **Gian Andrea Tinazzi**, only 18 at the time, soon took over the reins at the head of the business and progressively widened its productive and market horizons. Lively, enterprising and proactive, over the years he has transformed the family winery from being a local concern selling DOC Veneto wines to small shops and restaurants on Lake Garda to its present-day status as a major group embracing Veneto and, since 2001, Puglia, a region of great character



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with huge quality potential. With him at the wheel, the group produces high-quality wines, which it sells in 55 countries round the world.

Thanks to his insight, it has become one of Italy's most important wineries with more than 100 hectares of vineyards, not to mention a leading player in the rural events and hospitality sectors. The major international awards received from magazines such as *Wine Spectator*, *Wine Enthusiast* and *Decanter* are but the latest chapter in the story of Tinazzi's wines.



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