



Soc. Agricola Assuli Winery Srl  
Sede legale/Registered office  
Via Archi, 9 - 91100 Trapani (TP) IT - CF/P.IVA 02431690813  
Cap. Soc. €105.263,00 i.v. - N.REA TP 170174  
T +39 0923 547267 - F +39 0923 820724  
info@assuli.it - www.assuli.it

Cantina/Winery  
Contrada Carcittella  
T +39 0923 1987742  
91026 Mazara del Vallo (TP) IT  
GPS 37.786833, 12.636655

## PRESS RELEASE

# Millésime BIO, Assuli starts in pole position in 2023

*The Sicilian winery gambles on sustainability and will be present in January at the most important international event for organic wines*

Assuli embraces the ecological transition and confirms its presence at Millésime Bio (stand 311, hall B2), the first commercial event of the year for wine professionals which will take place at the Parc des Expositions de Montpellier Perols **from 30 January to 1 February 2023** presenting its latest products to a French and international audience. In the heart of France's largest organic wine region, more than 1,300 exhibitors from 20 countries around the world are expected, cementing Millésime BIO's status as the world's leading business hub and forum for organic wines.

In a context where consumption criteria are changing, despite the reduction in wine consumption, that of organic wine is on the rise. 29% of Europeans have integrated it into their routines, compared to 17% in 2015 ('Evolution of organic wine consumption in Europe Millésime BIO 2022' research). Figures destined to increase, given that organic wine lovers are essentially younger than the average wine consumer. This will be the occasion to highlight **sustainability as a driver of action of the Sicilian winery which has made territoriality its banner**. Assuli will lead visitors on a journey through the life of the grape, therefore, from the vineyard to the bottle, according to the strict regulations of organic agriculture, but also the history, the characters of Orlando Furioso, and the choices that allowed the development of a large environmental sustainability project. Assuli focuses on the rediscovery of autochthonous grapes such as Perricone and promotes the area, working on every single phase of the value chain to embrace an extended concept of sustainability. The architecture, which harmoniously blends the production building and the rural landscape. The *vineyards*, 130 hectares, including the experimental vineyard that contains the ancient autochthonous grapes, managed entirely under organic conditions, protecting and making the quality and typicality that have made Sicilian grapes great in the world increasingly more recognizable. The utmost attention is given to ensuring that the viticultural ecosystem is as balanced as possible to function at its best. For Assuli, organic is really an increase in sustainability: treatments with copper are reduced, to mitigate years with little rainfall organic fertilizers are used, since it is very important not to make the plants suffer and to keep the clusters covered. This allows aromatic integrity to be maintained. The scents, in fact, are linked to the availability of nitrogen in the soil, to vigour. The *production process*, in the *SOStain and V.I.V.A.* Certification phase, two programmes for viticulture that go beyond the concept of "organic". An ambitious and at the same time wholly tangible project that involves optimizing environmental performance

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to improve the sustainability performance of the entire wine-growing chain through the analysis of four indicators: AIR (climate footprint), WATER (water footprint), VINEYARD (impact of agronomic management practices) and TERRITORY (socio-economic-cultural impact). They are the tangible starting point on which Assuli will base its continuous improvement action, identifying measures that reduce the negative effects on the ecosystem and committing to implement them. Then the *eco-friendly packaging*. The recent restyling of the packaging has led to the adoption of the *Borgognotta Virgo Leggera bottle* for Fiordispina, Carinda, Dardinello, Fiordiligi, Arcodace. Just 410 gr., a choice that is rightfully included in lightweighting, that is the direction to reduce weight by using lighter glass, which allows the use of less raw materials, emissions of nitrogen oxides and sulphur dioxide and costs related to transport. Furthermore, each light bottle saves about 200 grams of virgin raw materials which, together with a lower release of nitrogen oxide and sulphur dioxide emissions into the atmosphere, are responsible for acid rain and the GWP (Global Warming Potential). Important steps in a context in which Sicily is the first region for area of organic vines and for having developed an integrated protocol, created from the needs of producers and for producers. A path that is also aware of delivering to the next generations a land that is intact, alive and capable of giving back, in the products that come from it, that unique mix of factors that make Sicily one of the most popular Mediterranean islands in the world.

The Assuli wines protagonists at Millésime BIO, all DOC Sicilia, all 100% organic:

*Fiordispina 100% Perricone 2021*  
*Arcodace 100% Perricone 2021*  
*Lorlando 100% Nero d'Avola 2019*  
*Astolfo 100% Grillo 2019*  
*Carinda 100% Insolia 2021*  
*Dardinello 100% Zibibbo 2021*  
*Fiordiligi 100% Grillo 2021*

*“Why choose organic wine? Because it is a quality choice. Assuli has always worked towards the reduction of pesticides and has progressively increased and improved ecological practices, so much so as to join the VIVA programme, a project of the Ministry of Ecological Transition created to measure and improve the sustainability performance of the Italian wine supply chain. We have responsibilities towards those who choose to buy our wines, just as we have towards our employees, collaborators, the area in which we operate and those who will come after us. Being sustainable means being forward-looking”.* Declares the President Roberto Caruso.

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### *Location*

*Montpellier Exhibition Centre*

*Route de la Foire - 34470 Pérols - France*

*GPS: Latitude: 43.5722311 / Longitude: 3.9520572*

### *Open to the public*

*Monday 30 January 2023: from 10 am to 7 pm*

*Tuesday 31 January 2023: from 9 am to 7 pm*

*Wednesday 01 February 2023: from 9 am to 5 pm*

*Entrance reserved for professional operators.*

*For Tickets > [www.millesime-bio.com/en/visiteurs/espace](http://www.millesime-bio.com/en/visiteurs/espace)*

## **Assuli celebrates the authenticity of Sicily with 100% organic autochthonous wines.**

The vineyards and the cellars are located in the westernmost part of the island, almost 130 wholly-owned hectares, in an area of magical beauty. The bunches that ripen in a dedicated area of ancient wine production celebrate the authenticity of the Sicilian terroir. Assuli boasts the “Sicily” Controlled Designation of Origin, reserved for wines that meet the conditions and requirements established in the relative production regulations. The sun, the light, the strong minerality of the land, the scents of the Mediterranean carried by the wind differentiate bottles with a great personality. The wines are characterized by a style marked by winemaker Lorenzo Landi who believes in respect for the territory, focuses on the excellence of the grapes, enhancing the expressive power of the vines and manages to produce impeccable wines by enhancing the territorial originality: delicate, fresh or savoury whites reminiscent of the sea, reds with a stronger and more decisive character, influenced by heat and wind. Under the impetus of the new sensitivity for environmental impact, Assuli has also embarked on a path of integration of the considerations useful for implementing sustainability. Furthermore, attention to the land and respect for it is also expressed in the oenological research project of the experimental vineyard, created with the aim of rediscovering ancient vines that we will soon be able to savour. 14 relic varieties, about 600 grafts placed in as many plants: the desire to dig into the past and bring to light forgotten varieties, an element of even stronger identity that lays the foundations for a new push for wine tourism.

**SOCIAL @ASSULI.WINERY**

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**PRESS OFFICE**

Stefania Bacchini [marketing@assuli.it](mailto:marketing@assuli.it) – (+39) 351 6857240

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