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OUR FORMULA FOR SUSTAINABILITY

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Since 1141 the Ricasoli family has been inextricably linked to Brolio and its lands, a pristine corner of central Tuscany, in the heart of Chianti Classico, where the purity and beauty of the landscape are the result of hard and skilful work, carried on generation after generation. Today, the company led by Francesco Ricasoli is driven by an increasingly stronger sense of responsibility toward its extraordinary territory, and is fully aware of its role as guardian of its integrity for future generations.

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### Research in the DNA

For us, sustainability is a path that necessarily passes through study and research. This has always been the case in Brolio, since the time of Bettino Ricasoli, a great enthusiast of natural sciences and viticulture, who in 1872 developed the production formula of the modern Chianti Classico. Research remains in the company's DNA today, as demonstrated by the avant-garde **zonation project** or the careful **study of Sangiovese**, while the production of increasingly environmentally friendly wines is guided and supported by the **internal research and development laboratory**.

It is with this spirit that we have developed our Formula for Sustainability. A long journey, made up of precise and forward-looking choices, which take shape in the many daily actions carried out by each member of the company team. We have chosen the **Equalitas certification standard**, which includes not only environmental sustainability, but also the social and economic dimension, aspects that are equally important to us.

### The next steps

Ricasoli's commitment to sustainability has ancient roots but looks to the future. The goal is to improve, always. In 2021 we will be busy measuring our **Biodiversity Index**. We also have plans for the calculation of the **Company's Carbon Footprint**, in order to evaluate the results of the chosen actions, aimed at minimizing and eliminating our environmental impact.

## Our Sustainable Choices

### 1 We protect biodiversity



Brolio and its 1,200 hectares are a hymn to biodiversity. **70% of this large area is covered with woods** and Mediterranean scrub, characterized by an extraordinary variety of species. A huge green lung that is maintained today by following a centuries-old tradition. Forest management is scrupulous and involves twenty-year cutting cycles thanks to which the vegetation is renewed and reinvigorated. The **240 hectares of vineyards** are home not only to Sangiovese, the main variety of Chianti Classico, but also to rare native varieties such as Abrusco. Then there are **20 hectares of olive groves**, where the three main Tuscan varieties thrive: Frantoio, Moraiolo, and Leccino; **6.5 hectares of botanical wood** around the Castle with rare species from all over the world, and an orchard that holds 8 ancient varieties. The **company's vegetable garden** supplies our Osteria with precious zero-kilometre products, and the **bee farm** offers very pure honey. In the woods lives **a rich fauna**: wild boars, roe deer, fallow deer, red deer, foxes, hares, porcupines, squirrels, badgers, and pheasants.



# RICASOLI

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## 2 We practice a nature-friendly viticulture



For many years we have been practicing a truly nature-friendly agriculture. We said no to chemical weeding and pesticides and opted for **organic fertilizations** with largely self-produced substances; **green manure** with various species that nourish and preserve the soil; **alternate-row grassing** of the vineyards to protect the land from erosion and to fertilize it, **sexual confusion** to eliminate harmful insects. Sustainable practices in the vineyard favour the life and work of pollinating insects and land microorganisms that enrich the soils.

### 3 We preserve Brolio's landscape



The love for the land where the Ricasoli family has its roots is reflected in the careful and scrupulous care of Brolio's landscape and the peculiarities that distinguish it. We pay the utmost attention not only to the vineyards and the vast woodland heritage, but also to the maintenance of the gravel, the cypress-lined roads, and the **art of dry stone walling** – a Unesco Intangible Cultural Heritage of Humanity – in full respect of the ancient peasant culture of these lands and of the Chianti tradition.

## 4 We are a point of reference for our community



For centuries, the Ricasoli family first and then the company have been an absolute point of reference for the local community. At the same time, it is the people of Brolio who have made and still make Ricasoli what it is, through their active participation in the life of the company. The stories of entire families are intertwined with that of the company and, not infrequently, **skills and professions have been handed down, like a passing of the baton, from parents to children.** With its 160 employees, Ricasoli is today the leading employer of the Gaiole in Chianti commune. The resources and competences employed in the company are almost exclusively local. **By employing local people, the countryside and the most isolated places are kept alive.**

## 5 We promote responsible tourism



The Castle of Brolio and its wines bring **thousands of visitors** from all over the world to the company every year. From this comes the will and commitment to offer them an authentic experience of the territory, promoting an enriching exchange with the visited places and their inhabitants. The charm of the gravel roads, the pristine beauty of the landscapes, the international success of L'Eroica – a vintage cycling event, are all factors that have made Brolio a **popular destination for cycling enthusiasts**. And cycling is one of the most pleasant and respectful ways to discover this territory, between slow tourism, the charm of ancient lands, and the tasting of wines born from a tireless interaction and respect of the places in which they are produced.

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## Our Sustainable Choices in 5 points



We protect biodiversity



We practice a nature-friendly viticulture



We preserve Brolio's landscape



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We promote responsible tourism



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