

# A new local & pop soul Gotto d'Oro rethinks everyday wines

Some of the 12 labels in the Settantacinque75 Line: they are all distributed on the shelves of the best grocery stores

1. The Castelli Romani Bianco DOC
2. The Castelli Romani Rosso DOC
3. A bottle of Doc Marino Superiore
4. A bottle of Cesanese IGT



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2



3



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## In the name of sustainability

In addition to using lighter bottles, certified paper and recyclable caps, Gotto d'Oro is the protagonist of an ethical project linked to the recycling of all corks: the company is a collection point in the Castelli Romani area for anyone wishing to discard their used corks. These are collected by a non-profit organization to which Amorim Italia will give 700 euros for each ton of cork stoppers collected. «In addition to this, we have already made important choices for energy and water consumption, making a commitment in regards to raw materials and on waste treatment. Our energy comes from national distribution and from a proprietary solar panel system. We have optimised our energy consumption by replacing all halogen lamps with LEDs, and we pursue the goal of increasing the Kw produced with a new solar panel system - says **Ilaria Palumbo**, Quality Director of the Cooperative - The water we use in the production process comes 90% from our wells and undergoes osmosis treatment. It is then purified so that it can be reused for irrigation.»

For someone who was born in Rome, or lived there, it's impossible not to have stumbled upon a Gotto d'Oro bottle. But we could say the same thing for many Italians. Gotto d'Oro is one of the great wine cooperatives of Lazio. Located in the Castelli Romani area it is an institution if we talk about popular wine, in the noblest sense of the term. Rome, undoubtedly, has acted as a sponge and the wines of the historic social cellar have filled Roman tables for years. But also many in the rest of Italy and abroad. For some years now, as for many Italian cooperatives, Gotto d'Oro has undertaken a general renewal that seeks to combine three objectives: **increasing quality**, thanks to which the winery can undertake the challenges of a now global wine world; **a new image** that conquers even the youngest public; and, last but not least, **sustainability**, which is not only social (well-managed cooperatives have contributed a lot to guaranteeing a decent income to members), but also economic and environmental. «As absurd as it was, 2020 allowed us to field several projects - **Aurore De Koning**, export manager of the winery tells us - We should have organised an event to celebrate the 75th anniversary of the cooperative which for obvious reasons could not take place. So we aimed to transform this moment into an opportuni-

ty, working on a new line of wines that go in the direction that Gotto d'Oro has long decided to take. We called it "Settantacinque75" precisely in honour of the winery's

## Settantacinque75, 12 grocery store wines

In 1945, in the town of Marino near Rome, 41 winemakers gave birth to Gotto d'Oro. «Over the years, both quality and remuneration of the shareholders constantly improved - explains President **Luigi Caporicci** - Today there are more than 200 grape members and the company in the name of quality and sustainability is changing its skin, but not its soul.» Proof of this is the newly created Settantacinque75 line, consisting of 12 labels (8 DOCs and 4 IGTs) that pay homage to the territory and the wine of the Castelli Romani with White, Red, Rosé and Sparkling versions.

**LINEA**  
SETTANTACINQUE75

Space also for the **DOC Marino Superiore** and **Frascati**; and the **DOC Roma**, proposed in red and white, a recent DOC on which the company is now focusing a lot. The range is completed by four IGT wines dedicated to three grape varieties, which have always been cultivated in Lazio: **Vermentino, Cesanese and Merlot**, proposed in still and sparkling versions.

seventy fifth birthday. We have assigned a colour to each label, the format is 75 cl and we focused solely on the great Docs of the territory and on the grapes that our members have always cultivated, and which fall within the Igt. The project also looks to sustainability - continues De Koning - The bottles are lighter, the paper of the labels and the cartons are FSC certified and we have entered into an agreement with Amorim to have 100% recyclable corks.» The bottles of the new line are already arriving in the best Italian supermarkets in recent weeks: Settantacinque75 wines are in fact designed for large retailers, they will keep the popular soul but will have a lot to say in terms of character and authenticity. The focus is also abroad, of course, starting with the sale of Frascati: over the years this great white from Lazio has lost its appeal and Gotto d'Oro also has the goal to restore lustre to the great wines of the Castelli Romani.



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Gotto d'oro