



THE DREAM OF A FAMILY, THE BREATH OF A LAND

There comes a time when a dream ceases to be mere imagination and becomes root, flower, and fruit. Ventiventi is *that* time. Not just a winery, but the portrait of a bold and visionary idea that has taken root in the heart of the winemaking district north of Modena. Here, where Emilia-Romagna embraces its heritage, the Razzaboni family has turned a dream into reality. Imagination inspired the project, pragmatic determination shaped it, and tenacity made it all possible.

It is no coincidence that the winery bears the name “Ventiventi.” The year 2020 is not just a date; it is a symbol, a turning point: the full operational launch of the winery and the official beginning of a family adventure that has chosen to express its identity through the Metodo Classico, the utmost respect for the land, and a fully controlled production chain. A project in which man and nature converse effortlessly, in mutual harmony.

At the heart of it all is the Razzaboni family: **Vittorio and his sons Riccardo, Andrea, and Tommaso**. Each plays a crucial role, each contributes a part of the vision that intertwines with the others. “*For me, Ventiventi means reliability, quality, and innovation,*” says **Riccardo**, the eldest son, responsible for sales and marketing. With a background in economics and marketing, Riccardo focuses on positioning the brand in the market and managing relationships with importers and distributors. “*At Ventiventi, I bring my attention to detail and my passion for the project,*” he shares, emphasizing how his contribution is essential in presenting the company to the world as innovative, reliable, and human.

If Riccardo opens the doors to the markets, **Andrea** preserves the soul of Ventiventi. “*I see myself in Ventiventi for its innovation and constant pursuit of improvement,*” says the family’s oenologist. After studying in Cesena and gaining significant experience in Trentino-Alto Adige, Andrea chose to return home and dedicate himself to production. With energy and creativity, he oversees every stage of the process, from harvest to vinification and aging.

“*Our goal is to create a new expression of Emilia Romagna wine—not reducing the reputation of local grape varieties to a simple quality-to-price ratio, but elevating them with elegance and precision*”, he explains. Determined and self-critical, Andrea is not afraid to question his own choices in the pursuit of excellence, firmly believing that time and dedication always yield results.

Tommaso, the youngest of the three, is the future of Ventiventi and its openness to experimentation. “*I’m impatient and curious, but I’m eager to challenge myself,*” he says. “*I’m fascinated by the idea of experimenting with my brother Andrea in a traditionally rooted world like that of Lambrusco,*” he adds enthusiastically.

Still training as an **oenologist**, Tommaso brings freshness and ambition to the company, pushing the project toward new perspectives. His passion for wine stems from a desire to reinterpret native grape varieties with a personal touch, allowing Sorbara, Salamino, and Pignoletto to reach their full potential—not only in their traditional forms but also through modern and distinctive expressions.

Three brothers, three visions closely connected in a single project. Ventiventi is not just a family business; it is proof of how the bond between people and the land can create a strong and authentic identity. “*The opportunity to work with a young team and grow alongside them is what motivates me the most,*” says **Andrea**, acknowledging the value of the entire group’s



contribution. Together, the Razzaboni brothers are not just making wine—they are crafting the story of a land every day, with the courage to innovate and the wisdom to honor the value of their roots.

FROM DREAM TO REALITY, FROM REALITY TO THE FUTURE: THE JOURNEY OF VENTIVENTI

The journey of Ventiventi is only just beginning, but the steps taken so far already tell a story of clear vision and unwavering determination. Every milestone marks an achievement, every challenge faced is an opportunity for growth.

It all began in **2014** with the acquisition of the land—an action that was a true statement of intent: to root a dream in the Emilian soil and bring it to life through the power of ideas and the solidity of hard work. With the first vineyard planted in 2016, the roots were not only those of the vines but also of a family ready to nurture every row, every shoot, fully aware that patience is the first ingredient of success.

The first harvest in 2018 represents the fruit of years of patience and hard work, but it is only the beginning. The real turning point comes in 2020—the year that, not by chance, gives the winery its name. With the official launch of its first wines, Ventiventi enters the market, carving out a place in an industry that is both competitive and constantly evolving.

The choice of Metodo Classico, a strong commitment to sustainability, and an obsessive focus on quality prove to be the key to standing out. The approach—rooted in the appreciation of local grape varieties such as Lambrusco di Sorbara, Lambrusco Salamino, Pignoletto, and Ancellotta—is complemented by the decision to cultivate international varieties like Pinot Blanc and Chardonnay. This balance enriches the project with an open and inclusive vision. The public begins to recognize the value of a product that does not simply follow trends but instead defines its own style.

If 2020 marks the year of commercial birth, **2023** is the year of global expansion. With its first export to China, Ventiventi crosses national borders and prepares to tackle the global market.

The opening to European markets in 2024 signifies further expansion, shifting the company's focus toward an increasingly broad international landscape.

The Netherlands and **England** are the first doors to open, but they are not the only ones: Ventiventi also aims for the emerging markets of **Eastern Europe and Croatia**, exploring new trade routes with the goal of testing the international potential of its products.

2025 will not just be another year; it will mark a new phase of growth. The goal is clear: to strengthen the presence in the Italian market, not as a mere player but as a protagonist in a narrative that speaks of quality, sustainability, and regional identity.

International expansion will not only be geographical but also cultural: bringing the story of Ventiventi to the world, sharing the uniqueness of its land, and highlighting the value of a production that aims for excellence.

To achieve these goals, the Razzaboni family knows that growth must occur on multiple fronts. It is not enough to produce more bottles; they need to enhance brand perception, strengthen their network of contacts, and consolidate dialogue with importers, distributors, and journalists. In this regard, 2025 will see the launch of tailored meetings and tastings, media-focused events, and closer collaboration with key wine guides. Participating in strategic trade fairs and



increasing their presence at major international industry events represents an additional step in affirming their identity.

Joining the Italian Federation of Independent Winemakers (FIVI) has already marked an important step in this direction, fostering dialogue with other valuable entities and integrating Ventiventi into a community of producers, which are all aiming at quality, authenticity, and transparency.

The future is an open line, but Ventiventi has a clear path ahead. On the one side, the desire to increase production, continuing the growth that started with 35,000 bottles in 2020 and has now reached over 66,000 bottles across Metodo Classico, Charmat, and still wines. The production approach is distinguished by high-value technical and production choices, such as a low yield in pressing (45%) and the use of fresh must from the vintage for the second fermentation—elements that ensure the authenticity and elegance of Ventiventi wines.

On the other hand, the goal is to expand their presence in foreign markets and strengthen domestic distribution with selected partners and niche importers. This is not just about increasing sales, but doing so while preserving the company's identity as an independent, authentic, and sustainable entity, capable of maintaining complete control over every stage of production.

“Our project stands out because it embodies the synthesis of three visions and three different approaches. Working together as brothers is not always simple, but it is in this complexity that we find our strength,” share the Razzaboni brothers. The enthusiasm for the challenge is reflected in their entire production philosophy, which views their young, dynamic, and family-oriented approach as a valuable asset that translates into unique market offerings.

The dream of the Razzaboni family is not only to produce exceptional wines but also to take the name of Ventiventi beyond local borders, throughout Italy and the world, and to be recognized as a **symbol of authenticity and quality**. Their vision extends beyond export and increased bottle production; it embraces the idea of telling the story of Emilia Romagna wine in a fresh, elegant, contemporary, and inclusive way.

There is no rush, no anxiety to accelerate the journey: as Metodo Classico teaches, time is a valuable ally. And like every great wine, the future of Ventiventi will mature over time, refining its identity and achieving increasingly ambitious goals.

THE LAND AS HORIZON, THE ROOTS AS A GUIDE

The story of Ventiventi begins in 2014 with the purchase of the land that now hosts the vineyards and the winery. The choice of land is not coincidental. The alluvial soil, consisting of 45% clay, 47% silt, and 8% sand, provides an ideal habitat for the vine. The first planting occurs in 2016, followed by the first harvest in 2018. From here, the path is set: the family produces using their own grapes and builds the identity of their wines on quality and total control of the supply chain, from cluster to bottle.

The decision to establish the winery in an area marked by the 2012 earthquake is not just a strategic choice; it is an act of resilience and long-term vision. The desire to bring life and value back to these lands demonstrates a deep connection to the territory and a commitment to regeneration. This commitment is also reflected in the choice to promote organic farming from the very beginning, starting with the planting of the first vines.

The cultivated varieties tell a story of constant dialogue between local identity and international vocation. Alongside symbols of the territory, such as Lambrusco Salamino di Santa Croce, Sorbara, Ancellotta, and Pignoletto, we find Chardonnay, Pinot Bianco, Cabernet Sauvignon,



and Traminer, creating a synthesis that unites the past with a vision for the future. The combination of indigenous and international grape varieties reflects a production philosophy that brings together roots and horizons, giving Ventiventi wines a unique and recognizable stylistic imprint.

Today, the company has 70 hectares of land, 30 of which are planted with vines, where every agronomic choice follows a clear philosophy: respect for nature and the enhancement of its resources.

METODO CLASSICO: THE CHOICE OF TIME

Ventiventi has chosen the Metodo Classico, the "progenitor of all vinification methods," to build its identity. This process, which originated in France and was made famous by Champagne, involves secondary fermentation in the bottle and prolonged aging on the lees. However, for Ventiventi, it is not just a technique; it is a philosophical choice.

The Metodo Classico represents both a challenge and an opportunity. The yield from grape to must, intentionally limited to 45%, is a deliberate choice to ensure a high-quality product, allowing for minimal clarification during winemaking and preserving the freshness and acidity of the grapes. After harvesting, the grapes are transferred directly to the press, where further selection takes place.

The harvest is conducted using an innovative machine called the Select Process, which integrates a mini-destemmer with small holes, carefully selecting individual berries and preserving the integrity of the fruit. This process helps to reduce manual interventions and stress on the vines, ensuring impeccable raw materials.

Ninety percent of the production process takes place in steel, utilizing advanced technologies to ensure a constant temperature and to optimize movement and continuous batonnage. During the 7-8 months of aging the base wines, the lees are kept in suspension, contributing to the structure and complexity of the wines. For the second fermentation, concentrated must is not used; instead, fresh must from the vintage is kept at 0°C from September to spring. This practice preserves the identity and unique characteristics of each harvest, reducing the use of sulfur dioxide and strengthening the connection between the wine and its terroir.

Since the launch of this project, production has grown steadily, increasing from 20,000 bottles to 66,000 in 2023, along with an additional 9,000 bottles using the Charmat method and approximately 5,000 of still wines. In recent years, the winery has invested in a new line for disgorging and a filling machine, making Ventiventi self-sufficient in the tirage and bottling phases as well. The expansion of production spaces included the creation of new aging rooms and a dedicated area for tonneaux, which are used for preparing liqueur wines and, in the future, for aging part of the reserves.

A DAILY COMMITMENT: SUSTAINABILITY AS A PROMISE

Ventiventi has chosen to be "*green*" from day one, not to follow a trend, but to affirm a deep and consistent vision. Organic certification, both in the vineyard and in the winery, is not just a formal recognition but a symbol of responsibility and respect for the land, people, and the future. Every decision, every action, and every process is guided by the daily commitment to reduce environmental impact, promoting a genuine balance between humanity and nature.



Ventiventi's sustainability is built on three essential pillars: **organic farming, renewable energy, and technological innovation**. From the very first planting, Ventiventi has chosen to embrace organic agriculture, forgoing synthetic chemicals and opting for natural cultivation methods. Each vine grows in harmony with nature's cycles, nurtured with careful attention and agronomic practices that protect biodiversity and promote soil health.

Equally important is the achievement in terms of renewable energy. Since 2019, the company has progressively enhanced its photovoltaic system, increasing its initial capacity from 29 kW to nearly 100 kW. The long-term goal is energy self-sufficiency, a target the winery aims to achieve in the near future, thereby reducing environmental impact and CO₂ emissions.

Completing this vision of sustainability is an innovation that is not visible but makes a difference with every drop: the precision irrigation system, developed in collaboration with Irritec. This technology allows for targeted and calibrated water distribution, reducing waste and limiting the use of nutrients. The water is never too much or too little; it's exactly what is needed, when it is needed. A tangible symbol of the meticulous care that characterizes Ventiventi, this system helps to maintain a balance of natural resources.

"Our goal is not just to produce wine, but to care for the land and ensure a more sustainable future, one sip at a time," emphasize the Razzaboni brothers, encapsulating the philosophy that drives their daily actions. The commitment to preserving the identity of the wine and highlighting its natural characteristics and unique personality is also reflected in their fermentation approach, which involves using fresh must from the current vintage for the second fermentation.

Every element of this approach blends with the others in a conscious and solid balance, where nothing is left to chance, and everything aligns with a clear promise: to safeguard the land, protect the present, and build a more sustainable future. The path is set, and the goal is clear: to transform each bottle into a symbol of excellence, authenticity, and respect for nature.

OUR WINES

Bubbles, freshness, and authenticity. These are the distinctive traits of Ventiventi wines. It's not just about producing bottles; it's about bringing to life a narrative made of passion, vision, and respect for the territory. Each label has its own voice, its rhythm, its personality. Freshness, savoriness, and low alcohol content are the common thread that runs through all the references of the winery. Why? Because Modenese bubbles should be like this: convivial, authentic, and able to speak to anyone who tastes them.

"The word 'simple' is not always a criticism. Simple can mean immediate, direct, irresistible." This is the philosophy that guides every production choice, the thought that inspires the Razzaboni family. Each wine from Ventiventi embodies this philosophy, starting with the three main protagonists of the Metodo Classico: the Blanc de Blancs, the Rouge de Noirs, and the Ventiventi Rosé. But they are not alone. Alongside them, other expressions of excellence take shape, such as the Selvaggio Ancestrale, the Charmat La Vie, and the Pas Dosé, each with a unique story to tell and a sip that is sure to surprise.



BLANC DE BLANCS - 100% Pignoletto Metodo Classico

The Pignoletto, a sincere and straightforward grape variety, is the star of this Metodo Classico. Here, the concept of "juicy" finds its most authentic expression. After 26 months on the lees (and soon 36!), the Blanc de Blancs offers complex aromas: ripe white fruit and delicate hints of baking intertwine harmoniously. On the palate, it is creamy and persistent, with an almond note in the finish. And no, it's not a mistake. That almond note is the distinctive signature of Pignoletto, a mark of authenticity.

ROUGE DE NOIRS - 100% Lambrusco Salamino di Santa Croce Metodo Classico

"A bubble that makes you smile. And when a bubble makes you smile, you've already won." The Rouge de Noirs is exactly that: a smile in a glass. Its ruby red color is an explosion of vitality. On the nose, you'll find cherry, berries, and a hint of underbrush. On the palate, the magic unfolds: smoothness at the entry, with a clean and dry finish. The Rouge de Noirs is the triumph of Salamino di Santa Croce, a grape often underestimated, but here it finds its redemption through the classic method of winemaking. Dosage? 1 g/l, dry, essential, and sincere.

VENTIVENTI ROSÉ - 100% Lambrusco di Sorbara Metodo Classico

"If there's one wine that represents us, it's this one." Ventiventi Rosé is the manifesto of the winery's style. Fresh, versatile, and gastronomic. Just 2 g/l of residual sugar is enough to create a play of acidity and savoriness that never gets tiring. It opens with aromas of fresh flowers and a hint of creamy foam. Its versatility is the winning card: from being the star of a gourmet dinner to a companion for a simple aperitif.

HAPPY SELVAGGIO - Sorbara Ancestrale

"Wild and fun." That's what those who created it say, and there's not much more to add. The name says it all: Happy Selvaggio is the playful side of wine. The result of an ancestral approach, it's a sip of freedom. Its bright **ruby** red color and aromas of berries and wild strawberries instantly captivate you. And then there's the choice: shake the bottle to mix the yeasts or leave it clear? **Zero sugar, zero compromises.**

LA VIE - 100% Lambrusco di Sorbara Charmat (MODENA DOC)

Life is beautiful. And so is this wine. Softer and creamier than its siblings, it's the perfect example of how a Charmat can be elegant. Red fruit, floral notes, and a freshness that invites you to drink. With an alcohol content of 10.5% Vol, it's a wine for "everyday" occasions, but don't be fooled: even in the face of tortellini, La Vie puts on a show.



VENTIVENTI BRUT - 85% Chardonnay + 15% Lambrusco di Sorbara Metodo Classico

Here, we play with the rules. The elegance of Chardonnay merges with the vivacity of Sorbara. The result? A Metodo Classico that blends two worlds into a single glass. On the nose, Chardonnay takes the lead with notes of white-fleshed fruit and fresh flowers, but then Sorbara bursts in with its freshness and sapidity. The finish is creamy and persistent. The dosage is 4 g/l, but don't be fooled by the numbers: its drinkability is endless.

PAS DOSÉ - 65% Pinot Bianco, 20% Chardonnay, 15% Sorbara Metodo Classico

"The Pinot Bianco is a dancer." This is how Andrea Razzaboni describes this wine, and we can't help but agree. Zero sugars, zero concessions: it is a Pas Dosé in every sense. On the palate, creaminess and elegance blend together, thanks to the delicacy of Pinot Bianco and the structure of Chardonnay. But it's the Sorbara that adds the final touch with a burst of freshness and sapidity.

THE 'RICANTO' LINE: THE GAME OF THE THREE BROTHERS

The three Razzaboni brothers have given themselves a little freedom: a range of still wines, produced in a land of bubbles, for the joy of having fun and experimenting. The name "Ricanto" is a play on words that references the initials of their names: **Riccardo, Andrea, and Tommaso.**

- **RICANTO ROSATO**

The first Ricanto, the "founding father," is 100% Lambrusco di Sorbara vinified as a rosé. A wine born to amaze. On the nose, floral notes intertwine with a subtle hint of wood. On the palate? Acidity, sapidity, and persistence, with an almost bittersweet touch that makes the tasting unforgettable.

- **RICANTO BIANCO**

If there's a wine that holds a special place in the heart, it's this one. An aromatic Traminer "medollese." With scents of rose, honey, and a sip of pure elegance. Only 3,000 bottles are produced each year, making it an exclusive and authentic creation.

- **RICANTO ROSSO**

100% Ancellotta. Yes, you read that right. The Ancellotta, often used to add color to wines, takes center stage here. In this wine, it expresses its full potential, featuring notes of dark fruits and well-balanced polyphenols. The decision to age it in tonneaux for 20% of the time adds complexity and depth to each sip.

WHERE WINE MEETS PEOPLE: THE FLAVOR OF HOSPITALITY

Not just a simple visit to the winery, but an experience that immerses the visitor in the beating heart of Ventiventi. Seventy hectares of estate, thirty of cultivated vineyards, and a project that



embraces sustainability, innovation, and artisanal care: this is the setting for the hospitality offered by the Razzaboni family. The winery opens its doors with an approach that goes beyond mere tasting, transforming every visit into an insightful journey.

The experience offered by Ventiventi is a journey that begins in the vineyards and culminates in the glass. Guests are guided through a path that touches on the production choices, vineyard work, the adoption of innovative technologies, and the sustainability philosophy that permeates every stage of production. The itinerary weaves through vineyards managed with certified organic agriculture and spaces dedicated to grape processing, providing insight into what it means to oversee the entire production chain.

But it's not just a technical visit. The welcome is also about meeting, sharing, and storytelling—a moment where wine becomes a bridge between the family and the visitors. Those who visit Ventiventi don't just experience a tasting; they hear the voices of those who live wine every day. *"We don't just want to show the winery; we want to tell who we are,"* explain the Razzaboni brothers. As guests stroll through the vineyards, uncovering the secrets of the winery and engaging in conversations with those who work daily among the vines and stainless steel tanks, they truly grasp the authentic essence of the Ventiventi project.

At the heart of the welcome is the tasting, the moment when every story becomes a sip. The wines are not just consumed; they are interpreted, listened to, and understood. From the Blanc de Blancs to the Rouge de Noirs, from the Rosé to the ancestral labels, each bottle fits into a broader narrative—the story of a family project that has chosen the Classic Method and total control of the production chain as its hallmark. The approach is neither formal nor improvised; it's an authentic and spontaneous narration that aims to make the experience of wine feel like a shared story.

The goal is clear: to convey the value of care and sustainability, instilling the awareness that each label is the result of a complex balance between nature, technique, and time. The attention given to visitors mirrors that dedicated to the vineyard and the wine. This hospitality is not just about wine and food tourism; it's also an opportunity for dialogue with enthusiasts, journalists, and industry operators. Ventiventi has chosen to make wine tourism a cornerstone of its strategy, understanding that sharing its story in a direct and transparent way is the best approach to strengthening its identity and its market position.

A welcoming experience that is young, dynamic, and open to the future, following the rhythm of the territory while looking beyond local boundaries. Ventiventi aims to be more than just a stop; it wants to create an experience that leaves a lasting impression, transforming each visit into a story to take home.

A NETWORK THAT UNITES, AN IDENTITY THAT STRENGTHENS

Since November 2023, Ventiventi has joined the FIVI - Italian Federation of Independent Winegrowers, a choice that strengthens the company's identity and certifies its authentic and transparent approach. Being part of FIVI means embracing a production vision where the winemaker cultivates their own vineyards, produces their own wine, and manages the sales personally. This model of a short and controlled supply chain ensures quality, consistency, and total traceability.

Joining FIVI is not just a formal recognition; it's an entry into a network of producers who share the same values. Transparency, independence, and direct responsibility for the product are the pillars of this community, which fosters constant dialogue among its members,



encouraging discussion and collective growth. For Ventiventi, joining FIVI represents a further affirmation of its identity as artisan winemakers, committed to preserving the territory and bringing its most authentic expression into the glass.