

CANTINE



FLORIO

1833

Liquid Art





## About Us

“1833 - Florio is the first Italian winery to produce the fortified wine Marsala”

Ever since it was established in 1833 by Vincenzo Florio, a young entrepreneur from Sicily, its goal was to make a name for itself on the market for its high-quality Marsala wine. To this day, Cantine Florio upholds the original vision of its founder, promoting a creative supply chain from agronomy to the terroir of ageing in oak.

# History

“1833 – Florio is the first Italian company to produce Marsala”

## 1773 The Origins of Marsala

In 1773, **John Woodhouse** departed from England and landed in Sicily in the port of Marsala and was literally won over by the traditionally produced wine. So he decided to add alcohol to it, bring it to England and begin marketing it.

Marsala fortified wine was born.

## 1806 Marsala innovation

Following the Continental Blockade, **Benjamin Ingham** set out from Yorkshire to Palermo to start producing and marketing Marsala wine. The first agronomic and oenological studies on Marsala.

## 1810 Trade

When the Whitaker, the grandchildren of the Ingham family, arrived, they opened the largest business in the town of Marsala.

## 1833 Cantine Florio Foundation

Vincenzo Florio founds Italy's first Marsala winery. He decides to espouse quality as the trademark of his fortified wine.

## 1924 Cantine Florio and the historic houses

Between 1924 and 1929, the company Cinzano from Piedmont took over the historic houses, Woodhouse, Ingham e Whitaker of Marsala, bringing them together under one company.

## 1998 Continuity

Reina family acquires Cantine Florio, espousing quality project

## 2022 Intimate Vision

New Geography is launched, a new line that conveys the intimacy of the Florio Wine Cellars.



## The Historic Wine Cellars

“An emblem of the Geography of Ageing and Listening Winemaking”

Founded by Vincenzo Florio in 1833 in Marsala, Western Sicily, the Florio Wine Cellars gaze out towards the sea. With grapes caressed by breezes and flavourful due to the proximity to the sea, the magnificent and silent Florio Wine Cellars house the oak barrels where the Marsala Florio wines age, seemingly motionless. Hundreds of barrels, vats and kegs, each holding its own story, breathe the sea through the tuff-stone floor, in the high aisles where perfumes and architecture blend. This wonderful place is the theatre where the Sicilian idea of beauty is distilled, and our oenologist – through the wise use of space, time and oxygen – creates Marsala wine by slowly blending all its sensorial potentials.



## Marsala D.O.C.

The Marsala Appellation of Origin covers a circumscribed area of western Sicily, and just within it, in the coastal strip of Marsala, lies the agronomic range of the white grapes from which Marsala Florio wines are created.

The vineyards, raised in sandy, dry, sun-baked soils, experience a special bond with the sea.

Here, the extreme conditions, given by high temperatures and strong winds, combined with the strong influence of the sea, uniquely mark the soul of Grillo white grapes.



# The creation of Marsala Florio

“First Act - The Florio Agronomy  
and Fermentation”



# The Florio Agronomy and Fermentation

“Hard Agronomy and Fermentation”

The unique and wild territory accompanies Cantine Florio in extreme agronomy in slight over-ripening of the fruit.

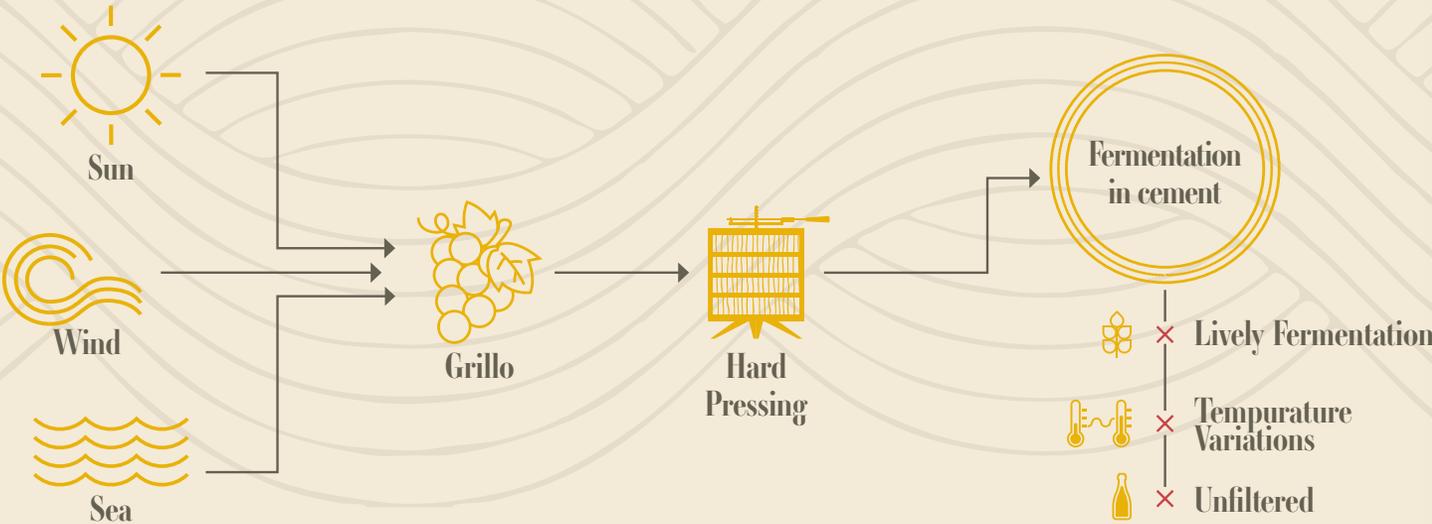
The Grillo grapes, from which Marsala Florio is made, tell of an important palatal skeleton, crisp and with marine hints.

The result is Vino Florio, the wine “fit to give Marsala DOC,” the initial act upon which our winemaker will create Marsala Florio.

A pure expression of the “agromarino” Terroir of Western Sicily, Florio wine is created with pure instinct by our winemaker.

# Vino Florio

Vino Florio is the wine used to make Marsala DOC. All Marsala wine categories originate from its various levels of fortification.





# The creation of Marsala Florio

“Second Act – Fortification”



## Fortification

Once fermentation is complete, Florio wine is ready to ‘fall in love’, that is, to be combined with alcohol, which will then determine its organoleptic evolution.

The combination of wine and alcohol marks the official birth of Marsala winemaking. ‘Falling in love’ indicates the transition between the processes involved in ‘making Wine’, which are shaped by their agronomic season, and those involved in ‘making Marsala’, marked by the succession of seasons during ageing in the wine cellar.

It is the christening of a ‘new creature’, Marsala, which grows and lives in the Florio Wine Cellars, in a heterogeneous climate, made of oak, time and human aspirations.



## Fortification

‘Falling in love’ is one of the most important decisions that the oenologist has to make, since it is during this ‘act’ that the type of Marsala is decided, trying to ‘imagine the impossible’, that is, the future of its organoleptic evolutions. The oenologist tastes, listens and ‘feels’ the batches of ‘Basic wine with high alcohol content’ made after the harvest. For each one, the oenologist chooses the most suitable type of ‘falling in love’ (fortification) by using the tools at his disposal: ethyl alcohol of wine origin, mistelle\* or cooked must\*.

\*MISTELLE (SIPHON): obtained by adding alcohol to the must to stop fermentation and preserve grape sugars (from the grapes used to make Marsala wine).

\*COOKED MUST: obtained by cooking the must (from the grapes used to make Marsala wine) over direct heat for several hours.

# The Marsala Florio

“It is divided into two families”

## Marsala Vergine



Time

Minimum 5 Years Marsala Vergine

Minimum 10 Years Marsala Vergine Riserva

### Pleasantness

Possible sugar residues from fermentation  
<10 g/l residual sugar

### Alcohol Degree

At least 18%

## Marsala Superiore



Time

Minimum 2 Years Marsala Superiore

Minimum 4 Years Marsala Superiore Riserva

### Pleasantness

Secco: 0-39 g/l natural residual sugar

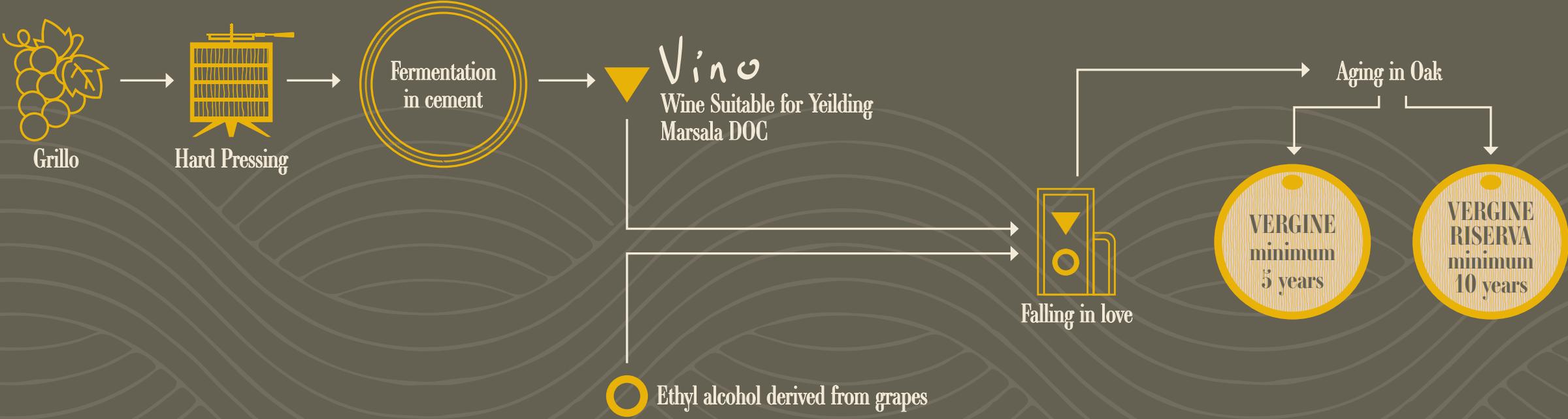
Semisecco: 40-100 g/l natural residual sugar

Dolce: more than 100 g/l natural residual sugar

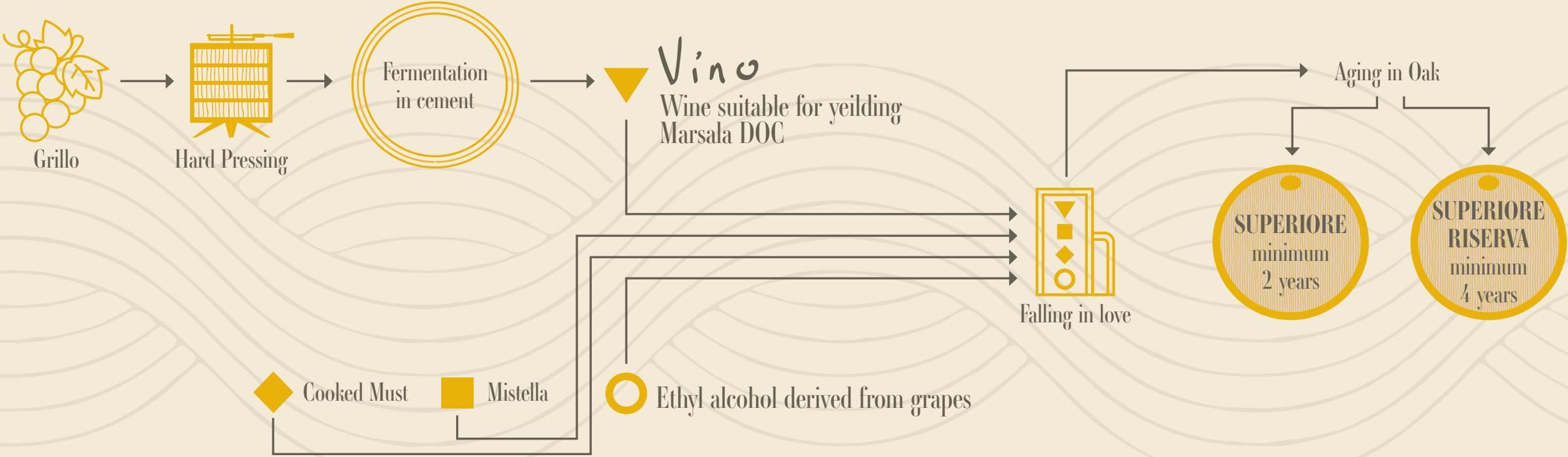
### Alcohol Degree

At least 18%

# Marsala Vergine



# Marsala Superiore



A photograph of a wine cellar. The room is filled with rows of large, wooden barrels, each bound with dark metal hoops. The barrels are arranged in a perspective that leads the eye down a central aisle. The ceiling is composed of a series of stone arches supported by wooden beams. The lighting is warm and focused, highlighting the texture of the wood and the structure of the arches. A semi-transparent text box is overlaid on the right side of the image.

# The creation of Marsala Florio

“Third Act – Ageing in the Florio  
Wine Cellars”

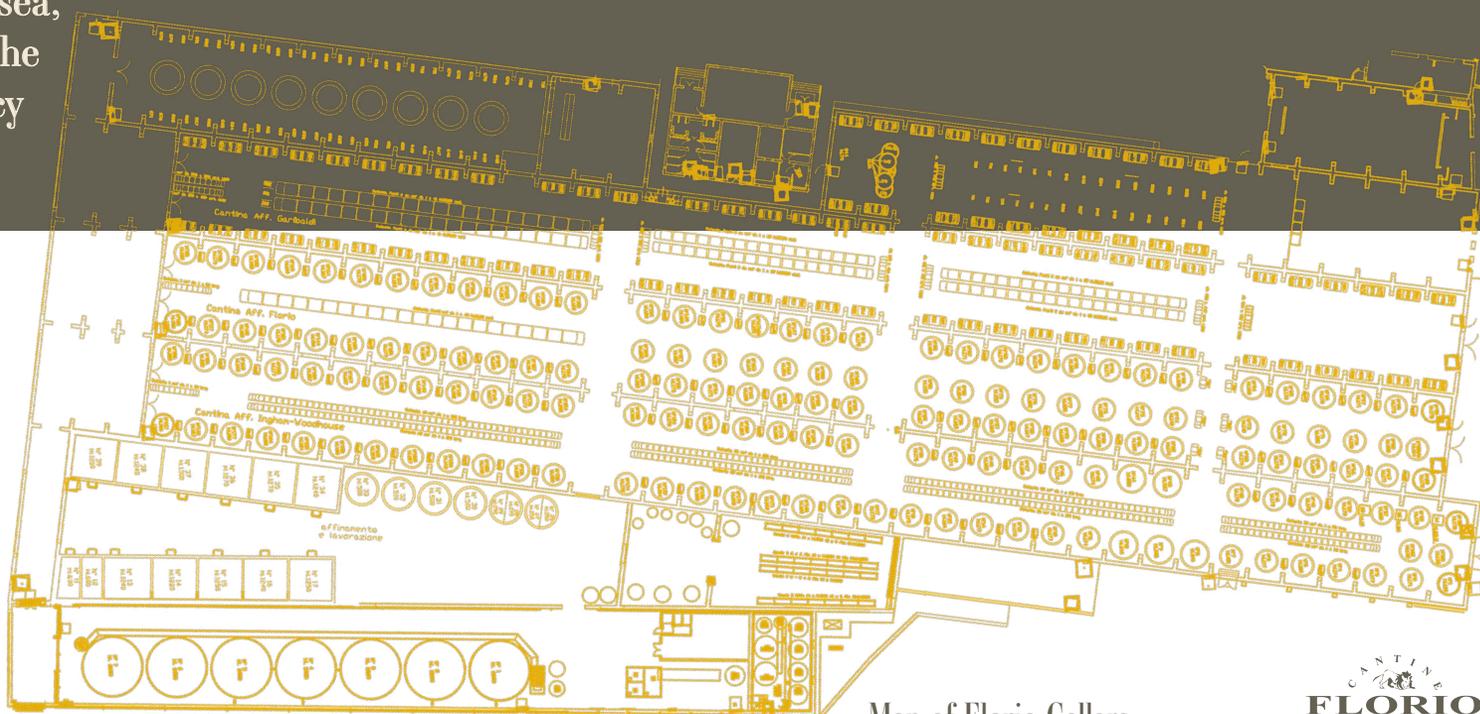
## Place of Ageing

The sea influences the time it takes for the wine to age, changing the concentration of the wine and its aromatic profile. For the same amount of time aging in oak, when the barrels are stored close to the sea, the temperature drops, humidity rises and the concentration of Marsala will be lower, with predominantly brackish notes. On the other hand, when they are stored away from the sea, the temperature rises and humidity decreases, while the concentration of Marsala will be greater and the spicy notes will be stronger.



## Time

Time is irreplaceable and of the essence in the Florio Wine Cellars. As seasons go by, Marsala Florio wines slowly develop, depending on the size and position of the container, until they reach their ultimate potential in terms of taste on the palate and until aged to perfection.



## Angel's Share

The Angel's Share is closely connected to the geography of ageing: it is the amount of Marsala that evaporates in the Wine Cellars during the ageing period due to the fact that the oak barrels are naturally porous. Angel's Share is not a fixed share; in fact, it is variable. It is directly proportional to ambient temperature and the time of ageing, while it is inversely proportional to the size of the container. By choosing the exact location in terms of climate in the Florio Wine Cellars, the size of the barrels

and the period of ageing, the Oenologist shapes his vision of how Marsala should be aged. The Angel's Share is an organoleptic index that indicates in percentage terms the work of the Oenologist's palate and nose, the strokes of the chisel which, one after another, help to create this work of art. A lower Angel's Share will mean that the Marsala is more gentle and fruity, while a higher percentage will mean that it is more concentrated and mature, suggesting that the Marsala is more full-bodied, complex and deep.





## Listening Winemaking

Extreme oenology: listening, and deep intimacy with the cellars, is vital to the liquid art of Marsala creation. Ancestral skills and know-how, understanding grape ripening times, pressing times, 'falling in love' time, evolution in oak-wood time... all listened to, by the Oenologist's smoothly beating heart: the ancient whisper of Marsala. Visceral art, carried out every day, for love and with love, conjured up by delicacy and intelligence... and well aware of creating something that many years later will tell our story to those who drink a glass of Marsala Florio.

# Cultural Label

“The intimacy of Marsala Florio in a cultural label”

- 01 **Year of Fortification** | The Marsala vintage marks the moment in which wine and alcohol fall in love
- 02 **Wine cellar geography** | In each Marsala wine, the stylised image shows the relevant aisle and the distance from the sea, which is only 95 metres in the part nearest to the sea. For some barrels, the wine ageing process takes place in all the aisles, while other barrels remain in the same place as the wine ages. The geography of ageing plays a crucial role. In fact, the sea is an important climatic factor, since it influences the temperature and humidity in the wine cellar, changing the concentration of the wine and its aromatic profile. When wine barrels are stored close to the sea, the temperature drops and humidity increases, resulting in a lower Angel’s share. On the other hand, when they are stored away from the sea, the temperature rises and humidity decreases, and so the Angel’s share is higher.



# Cultural Label

“The intimacy of Marsala Florio in a cultural label”

- 03 **Blend Report** | A unique code that indicates the precise moment in which wine and alcohol fall in love
- 04 **Years of ageing** | The years of ageing in Oak
- 05 **Marsala Route** | It explains how Marsala ages in oak
- 06 **Angel's Share** | the percentage of Marsala that evaporates during the ageing process. The Angel's share is the result of a combination of factors: the ageing time, the size of the container, the type of oak in which the wine rests, temperature, humidity, and the place where the container is stored



# New Geography

“The liquid art of Marsala”

The entire complex journey of Marsala towards expressing its individuality in the bottle is embodied in the Florio ‘narrative labels’ of the New Geography product line.



\*Marsala vintage subject to change based on availability

A photograph of a wine cellar. The foreground and middle ground are filled with rows of large wooden barrels, some lying horizontally and others standing vertically. The barrels are made of dark wood with visible staves. In the background, a pyramid of smaller barrels is stacked on a wooden pallet. The ceiling is a vaulted, arched structure with a grid pattern. The lighting is warm and focused on the barrels.

**Thank You**