



# DIADEMA ROSSO



Our most representative wine was born from the selection of the best grapes grown in the sunny hills of Tuscany: Diadema Rosso is the perfect union between the main variety of Tuscan enology, Sangiovese, and the best expression of Cabernet Sauvignon and Syrah in a wine rich in elegance, structure and complexity, a worthy representative of the best expression of the enological Tuscany.

APPELLATION: IGT TOSCANA RED

REGION: Toscana

GRAPES: Sangiovese, Cabernet Sauvignon and Syrah

ENOLOGIST: Emiliano Falsini

LANDS: medium-textured with the presence of limestone for Sangiovese, rich in skeleton for Cabernet Sauvignon and Syrah

TIME OF HARVEST: end of September for Sangiovese, beginning of October for Syrah and mid October for Cabernet Sauvignon

REFINING: Barrels for 16-18 months

VINIFICATION: the carefully selected grapes are harvested by hand when perfectly ripe, after a gentle destemming, the grapes are softly pressed and vinified in containers at a controlled temperature, the fermentation is carried out by the yeasts naturally present on the grapes and the contact with the skins is prolonged for about 4 weeks during which soft daily pumping over is carried out in order to have an extraction of the noble substances contained in the skins.

Once the skins and the wine have been separated, malolactic fermentation begins which occurs spontaneously partly in steel and partly in barrique. This is followed by an aging of the individual varieties for about 16-18 months in French oak barriques.

The wine is not subjected to clarification or stabilization to maintain the organoleptic characteristics unaltered, it is bottled and subjected to subsequent refinement in the bottle for at least 6 months before being placed on the market.

TASTING NOTES: dark ruby red in color, Diadema Rosso stands out on the nose for its complexity and aromatic richness; the notes of ripe fruit blend perfectly with the balsamic notes of aromatic herbs; the spicy nuances give a fresh and intense bouquet.

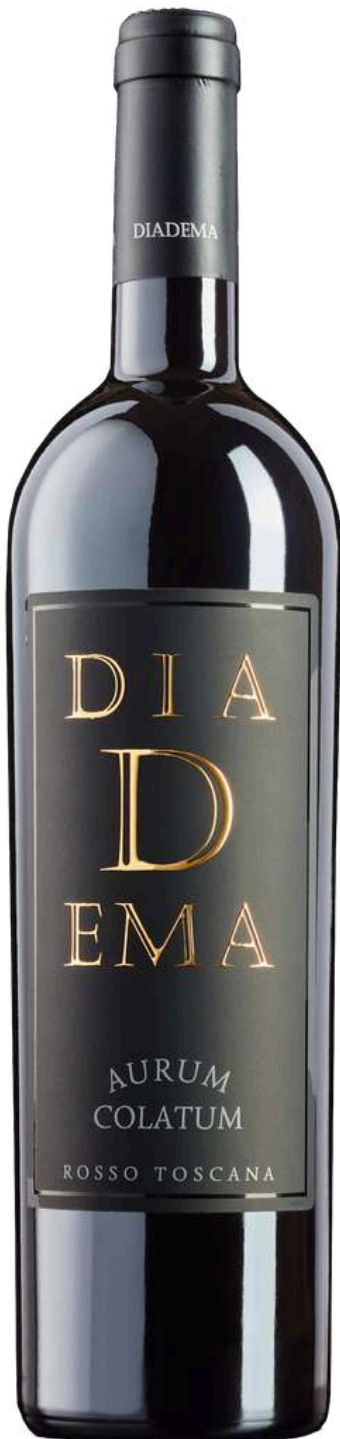
The taste is rich, enveloping with soft and silky tannins capable of transmitting elegance, character and an excellent expression of the fruit. The long and very persistent finish gives the sip gustatory length and a prospect of great aging.

ELEVATION: Bottle for 6 months

SERVICE TEMPERATURE: 18° - 20° C

VOLALC: 14% VOL

AGING POTENTIAL: 15-20 years



# AURUM COLATUM



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REGION: Toscana

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ENOLOGIST: Emiliano Falsini

LANDS: medium-textured with the presence of limestone for Sangiovese, rich in skeleton for Cabernet Sauvignon and Syrah

TIME OF HARVEST: end of September for Sangiovese, beginning of October for Syrah and mid October for Cabernet Sauvignon

REFINING: Barrels for 16 - 18 months

VINIFICATION: the carefully selected grapes are harvested by hand when perfectly ripe, after a gentle destemming, the grapes are softly pressed and vinified in containers at a controlled temperature, the fermentation is carried out by the yeasts naturally present on the grapes and the contact with the skins is prolonged for about 4 weeks during which soft daily pumping over is carried out in order to have an extraction of the noble substances contained in the skins.

Once the skins and the wine have been separated, malolactic fermentation begins which occurs spontaneously partly in steel and partly in barrique. This is followed by an aging of the individual varieties for about 16 - 18 months in French oak barriques.

The wine is not subjected to clarification or stabilization to maintain the organoleptic characteristics unaltered, it is bottled and subjected to subsequent refinement in the bottle for at least 6 months before being placed on the market.

TASTING NOTES: dark ruby red in color, Diadema Rosso stands out on the nose for its complexity and aromatic richness; the notes of ripe fruit blend perfectly with the balsamic notes of aromatic herbs; the spicy nuances give a fresh and intense bouquet.

The taste is rich, enveloping with soft and silky tannins capable of transmitting elegance, character and an excellent expression of the fruit. The long and very persistent finish gives the sip gustatory length and a prospect of great aging.

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## Filtration Gallery





# VILLA L'OLMO

Villa L'Olmo, Diadema's latest project, looks at the past, to the history of the Giannotti Family and their influence on the territory of Impruneta since the mid-1700s. Villa L'Olmo, the family's countryside residence, has always represented the retreat of this prominent family and still now signifies the love and significant connection with the Impruneta territory. The elegant label indeed depicts the countryside estate where the family still resides. Villa L'Olmo by Diadema is a blend of Cabernet Sauvignon, Cabernet Franc, and Merlot carefully cultivated in the vineyards of Impruneta.

APPELLATION: IGT TOSCANA RED

REGION: Toscana

GRAPES: Cabernet Franc, Cabernet Sauvignon, and Merlot

ENOLOGIST: Emiliano Falsini

LANDS: Rich in gravel for Cabernet Franc and Cabernet Sauvignon, with excellent clay content for Merlot.

HARVEST TIME: Early September for Merlot, late September for Cabernet Franc, early October for Cabernet Sauvignon

AGING: French oak barriques for 18 months, Anforae for 4 months

VINIFICATION: Carefully selected grapes are manually harvested at perfect ripeness. After gentle destemming, the berries are softly pressed and vinified in containers at controlled temperature. Fermentation is conducted by the naturally occurring yeasts on the grapes, and the contact with the skins is extended for about 4 weeks. Daily pump-overs are performed during this time to extract the noble substances from the skins. Once the skins and the wine are separated, spontaneous malolactic fermentation begins, with a part in steel and a part in barrique. This is followed by aging of individual varieties for approximately 16-18 months in French oak barriques. The wine is not subjected to clarification or stabilizations to preserve its organoleptic characteristics. It is then bottled and undergoes further refinement for at least 6 months before being released to the market.

TASTING NOTES: The wine has a typical intense ruby red color. On the nose, there are prominent notes of ripe red berries, sweet spices, and tobacco. On the palate, it is well-structured, enveloping, with a pleasant fruity aftertaste that adds to its enjoyability and persistence. It is an elegant wine with excellent structure and taste complexity.

Minimum of 6 months

Serving Temperature: 15-16°C

Alcohol Content: 14.5% Vol.

Aging Potential: 15-20 years



# VILLA L'OLMO in the Filtration Gallery

Villa L'Olmo is Aging in the Filtration Gallery of Impruneta: A Tribute to Our Land  
Diadema is pleased to announce that its prestigious Villa L'Olmo, a refined wine made from Cabernet Sauvignon, Cabernet Franc, and Merlot grapes, is resting for six months in the historic Filtration Gallery of Impruneta. This initiative represents a significant step in further strengthening the bond with our land, highlighting the winemaking tradition of the area.

The choice to use the Filtration Gallery of Impruneta as the aging location is no coincidence. This ancient site, carved into the characteristic soil of Impruneta, offers ideal environmental conditions for the wine's rest. A constant temperature of 14 degrees Celsius and optimal humidity allow Villa L'Olmo to fully develop its potential, integrating the characteristics of the grape varieties and enhancing the typical notes of the Tuscan terroir.

"Diadema, once again, has done something unique. We chose to explore new horizons without ever forgetting our deep roots in the territory of Impruneta. This wine thus becomes a symbol of excellence and tradition, enriched by the unique environment where it rested, the Filtration Gallery of Impruneta, honoring our tradition and strengthening our connection to the land," said Alberto Giannotti. "This unique aging process not only enhances our wine but also serves as a tribute to the history and culture of one of Tuscany's most iconic areas, our Impruneta."

Villa L'Olmo, with its balanced blend of Cabernet Sauvignon, Cabernet Franc, and Merlot, represents a perfect fusion of elegance and structure. The aging period in the Filtration Gallery imparts a unique complexity and depth to the wine, winning over even the most discerning palates.

Villa L'Olmo 2021 will be available starting in January 2025.

Diadema invites all wine enthusiasts to discover and taste the fruit of this extraordinary collaboration with the land, a sensory journey that celebrates the best of Tuscany's winemaking tradition.





# CANDEGLI



CANDEGLI is obtained from a meticulous selection of Sangiovese grapes with a small amount of Cabernet Sauvignon grown in the Impruneta area and aged in terracotta amphorae; a tribute to our territory and to the traditions that have always inspired our project with the desire to revive ancient processing techniques already used at the time of the Etruscan civilization in a modern key.

APPELLATION: IGT TOSCANA RED

REGION: Toscana

GRAPES: Sangiovese and small amounts of Cabernet Sauvignon

ENOLOGIST: Emiliano Falsini

LANDS: medium texture with the presence of limestone

TIME OF HARVEST: end of September for Sangiovese and mid October for Cabernet Sauvignon

AGING: in Impruneta terracotta amphora for 9-12 months

VINIFICATION: The manually harvested grapes ferment naturally without the use of selected yeasts in cement containers at a controlled temperature of around 25°C, the contact with the skins is around 2 weeks.

The wine ages for about a year in terracotta amphorae where, thanks to the particular micro-oxygenation of the material, the wine acquires complexity and pleasantness that make it harmonious and fruity.

TASTING NOTES: The color is bright ruby red, the nose for its complexity is varied with notes of ripe red fruits enhanced by balsamic sensations with characteristic mineral-earthy nuances deriving from the aging in terracotta amphora.

The tannins are elegant, fully integrated into a well balanced structure, medium bodied with a savory and flavorful finish.

ELEVATION: Bottle for 6 months

SERVICE TEMPERATURE: 18°-20° C

VOLALC: 14% VOL

AGING POTENTIAL: 15-20 years



# DAMARE ROSSO



Damare Rosso was born from the desire to express the great vocation of the Tuscan territory in an international key; Cabernet Sauvignon, Merlot and Petit Verdot together to express harmony, elegance and pleasure in a modern wine with an unmistakable Tuscan style.

APPELLATION: IGT TOSCANA ROSSO

REGION: Toscana

GRAPES: Cabernet Sauvignon, Merlot and Petit Verdot

ENOLOGIST: Emiliano Falsini

LANDS: Hilly 300m asl, clayey for Merlot, rich in skeleton for Cabernet Sauvignon and Petit Verdot

TIME OF HARVEST: First ten days of September for Merlot, mid-October for Cabernet Sauvignon and Petit Verdot

REFINING: French Barrels for 14 months

VINIFICATION: the carefully selected grapes are harvested by hand when perfectly ripe, after a gentle destemming, the grapes are softly pressed and vinified in containers at a controlled temperature, the fermentation is carried out by the yeasts naturally present on the grapes and the contact with the skins is prolonged for about 3 weeks during which a soft daily pumping is carried out in order to have an extraction of the noble substances contained in the skins. Once the skins and wine have been separated, the malolactic fermentation begins which occurs spontaneously partly in steel and partly in barrique. This is followed by an aging of the individual varieties for about a year in French oak barriques. The wine is not subjected to clarification or stabilization to maintain the organoleptic characteristics unaltered and is bottled and subjected to subsequent refinement in the bottle for at least 3 months before being placed on the market.

TASTING NOTES: Damare Rosso has an intense, almost purplish ruby red color. On the nose, the notes of ripe red fruits and sweet spices are supported by vegetal, spicy and balsamic notes that give complexity and aromatic freshness. On the palate the pleasantness of the drink is supported by a good structure and harmony that make the wine elegant, long and persistent in the gustatory finish.

ELEVATION: Bottles for 3 months

SERVICE TEMPERATURE: 18°-20° C

VOL. ALC: 14% VOL

AGING POTENTIAL: 10-15 years



IVINI di  
VERONELLI  
87





# DAMARE ROSATO

From the same Sangiovese that we use for our most representative wine, Diadema Rosso, comes Damare Rosato, a delicate wine with strong and intense aromas, son of the noble Tuscan winemaking tradition.

APPELLATION: IGT TOSCANA ROSATO

REGION: Toscana

GRAPES: Sangiovese

ENOLOGIST: Emiliano Falsini

LANDS: medium mixture with the presence of limestone

TIME OF HARVEST: starting from the beginning of September

REFINING: steel for about 5 months

VINIFICATION: from the first harvest of Sangiovese grapes grown in the same vineyards from which we obtain the Diadema Rosso, we get a selection of grapes that are gently pressed, followed by a cold static clarification and alcoholic fermentation at a temperature of about 16 ° C in steel and a aging sur lies for about 5 months.

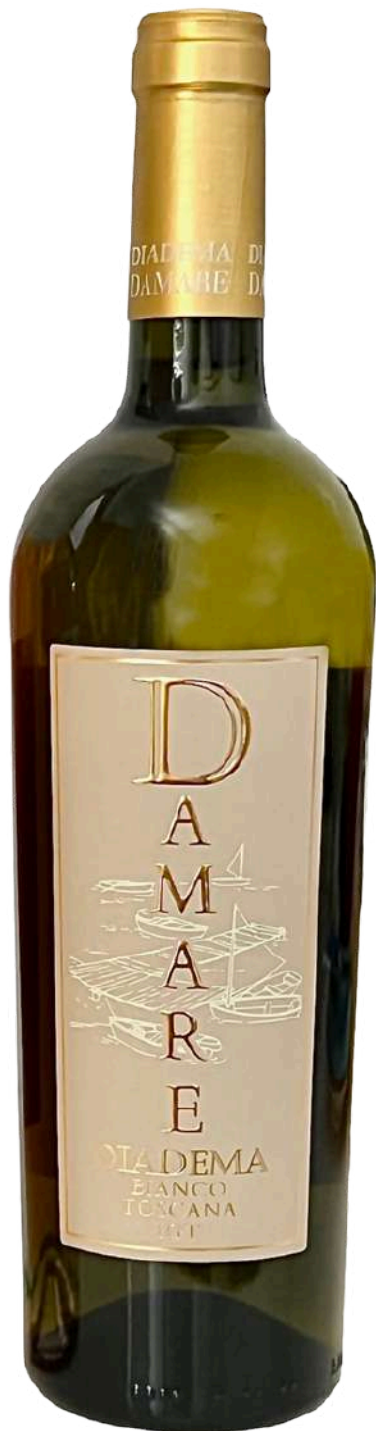
TASTING NOTES: Damare Rosato has a powder pink color, on the nose the fragrant notes of red fruit and light more ripe hints of yellow pulp fruit blend with floral and balsamic hints. The palate is vibrant, with a pleasant freshness and a fruity and persistent finish.

ELEVATION: Bottles for 3 months

SERVICE TEMPERATURE: 8° -10°C

VOL. ALC: 13% VOL

AGING POTENTIAL: 5-8 years



# DAMARE BIANCO



The perfect synthesis between Vermentino and the noble vines of Viognier and Sauvignon Blanc gives a wine with a strong personality, fresh, mineral and savory; a perfect white wine for any occasion.

APPELLATION: IGT TOSCANA BIANCO

REGION: Toscana

GRAPES: Vermentino, Viognier e Sauvignon Blanc

ENOLOGIST: Emiliano Falsini

LANDS: Basically sandy

TIME OF HARVEST: from the beginning of September

REFINING: steel for about 6 months

VINIFICATION: the carefully selected grapes are gently pressed, followed by a static cold clarification and alcoholic fermentation at a temperature of about 16 ° C in steel tanks. The assembly of the wines takes place in February and follows the subsequent bottling and aging in the bottle before being placed on the market.

TASTING NOTES: floral and fruity notes emerge on the nose with typical sensations of Mediterranean scrub, sage and thyme; the mouth is fresh, elegant and delicate with a good gustatory structure. A wine with a refreshing and savory finish, perfect in food pairings and as an aperitif.

ELEVATION: Bottle for at least 3 months

SERVICE TEMPERATURE: 8°-10°C

VOL. ALC: 13% VOL

AGING POTENTIAL: 5-8 years





# D'VINO



D'VINO Rosso is a modern wine, ready to drink, with intense aromas and vibrant tannins and which responds to the request for wines with less structure, more freshness and a lower alcohol percentage.

APPELLATION: IGT TOSCANA RED

REGION: Toscana

GRAPES: Sangiovese, Cabernet Sauvignon, Merlot and Petit Verdot

ENOLOGIST: Emiliano Falsini

LANDS: medium-textured with the presence of limestone for Sangiovese, rich in skeleton for Cabernet Sauvignon, Merlot and Petit Verdot

TIME OF HARVEST: First ten days of September for Merlot, end of September for Sangiovese, mid-October for Cabernet Sauvignon and Petit Verdot

REFINING: Oak

VINIFICATION: the carefully selected grapes are harvested by hand when perfectly ripe, after a gentle destemming, the grapes are softly pressed and vinified in containers at a controlled temperature, the fermentation is carried out by the yeasts naturally present on the grapes and the contact with the skins is prolonged for about 4 weeks during which soft daily pumping over is carried out in order to have an extraction of the noble substances contained in the skins.

Once the skins and the wine have been separated, malolactic fermentation begins which occurs spontaneously partly in steel and partly in oak This is followed by an aging of the individual varieties in oak.

The wine is not subjected to clarification or stabilization to maintain the organoleptic characteristics unaltered, it is bottled and subjected to subsequent refinement in the bottle for at least 3 months before being placed on the market.

TASTING NOTES: The intense ruby red color, the typical fruity scents of strawberry, cherry and raspberry are released in the glass accompanied by balsamic hints.

The mouth is vibrant, fresh and juicy with a soft, dynamic and very pleasant sip. An everyday wine capable of excellently accompanying first courses, pizzas and grilled meats..

ELEVATION: Bottle for 3 months

SERVICE TEMPERATURE: 16°-18° C

VOLALC: 13% VOL

AGING POTENTIAL: 10 years







# CHAMPAGNE DOSAGE ZÉRO

Champagne certifié Vin Biologique et Vin Demeter



APPELLATION: AOC CHAMPAGNE

LANDS: FRANCE-Buxeuil and Montgueux (Côte des Bar)

GRAPES: 67% Pinot Noir, 33% Chardonnay

ELABORATION: in steel vats and barriques (28%)

MALOLACTIC FERMENTATION: yes

DOSAGE: No Dosage

VOL. ALC: 12,5% VOL

SERVICE TEMPERATURE: 8° - 10°C

**TASTING NOTES:** To offer maximum complexity and full expression of its blends, this cuvée ages up to five years before being offered to our customers all over the world. Only the best wines from various vintages contribute to the Dosage Zéro Diadema Selected. Pinot noir from the renowned village of Buxeuil provides the essential backbone for taste, structure and longevity, it is present in 67% of the cuvée and brings aromas of fresh red fruit, wild strawberries and citrus to the nose. The remaining 33% of the blend contains Montgueux chardonnay which adds shades of green apple, vanilla and caramel, a hint of toasted almonds, hazelnut biscuit, leavened dough and a touch of lime and acacia flowers. This champagne is sans année but it would be more correct to define it as a multi vintage because each bottle includes three different vintages of which the oldest guarantee the right softness and depth essential to balance the spicy acidity and freshness of the younger vintage. After a moment of rest in the glass and even with a few more degrees of temperature it shows its sophisticated character in the glass. As in all Diadema products, freshness, complexity and remarkable persistence are extremely important to give moments of immediate pleasure but also the ability to follow their evolution in the glass during the evening and during the drink.

Produced from organically grown grapes ECOCERT N°10/67336

**FOOD PAIRINGS:** Perfect on dishes that include white meats (pork, even grilled or roasted chicken or fruit), fish with a slight presence of fat (croaker, sea bass), fresh seafood and sweet and soft cheese.





# CHAMPAGNE CUVÉE ROSÉE

Champagne certifié Vin Biologique et Vin Demeter



APPELLATION: AOC CHAMPAGNE

LAND: FRANCE-Buxeuil and Montgueux (Côte des Bar)

GRAPES: Pinot Noir

ELABORATION: in steel vats and barrels (28%)

MALOLACTIC FERMENTATION: yes

DOSAGE: 5 g/L

VOLALC: 12,5% VOL

SERVICE TEMPERATURE: 8° - 10°C

**TASTING NOTES:** Intense in colors, the Cuvée Rosée Diadema Selected explodes with red fruits and freshness that are prolonged in a round harmonic taste capable of marrying any table and situation. This Champagne Rosé complex is a 100% pinot noir from the village of Buxeuil that acquires structure and elegance thanks to the limestone soils of this area. The intensely rounded taste is obtained thanks to the aging of part of the wines in French oak barrels and the presence in the cuvée of vintage wines dating back to their relative softness. Pinot Noir comes with its classic extraordinarily intense aroma of wild strawberries and a wonderful hint of citrus, blood orange and bergamot, completing the initial bright aroma of pomegranate and damask rose. There is also a vanilla texture of cream and notes of biscuits and butter along with almonds and hazelnuts and a finish of kentucky tobacco and amaretto. The bubble is very fine and persistent, with a note of fresh and intriguing chalkyness that continues in the sip that is exceptionally affected by the great balance and maturity of the starting fruit: the dosage is low and enhances the freshness of the wine without losing creaminess and fruity cadence. Rosé Champagnes generally come with a shade of pink that tends to orange: the Diadema selection instead stands out for its authentically pink hue of beautiful intensity, which suggests its great versatility in combination.

Produced from organically grown grapes ECOCERT N°10/67336

**FOOD PAIRINGS:** It is an ideal companion for dishes that include red meats (tartare and beef, grilled beef) or white meats (especially game birds and fried foods), as well as fish with a good fat structure (such as salmon and tuna), seafood au gratin (scallops and mussels) and medium-aged and hard cheese.





# DIADEMA EVO

BACK LABEL CUSTOMIZATION AVAILABLE  
500ml

CULTIVAR: Moraiolo, Frantoio e Pendolino

Characterized by its brilliant and intense green color, the Diadema Extra Virgin Olive Oil is fruit of Fattoria Villa l'Olmo's carefully selected olives, which are picked once they are perfectly ripe, and the olives reflect a delicate golden yellow tone and a good consistency. The aroma perceived is fresh-cut grass and green tomatoes. At a first tasting, the palate perceives a complex taste of almonds with an aftertaste reminiscent of artichokes and ripe olives; afterwards, the taste is fruity with touches of well-proportioned spices while the final sensation is delicate and pleasantly tangy. The suggestive Tuscan production of extra virgin olive oil at Fattoria Villa l'Olmo goes back many centuries to the first half of the XVIIIth century. Today, the orchard covers approximately 23 hectares of the estate where the Moraiolo, Frantoio and Pendolino olives are cultivated. Pruning is carried out every two years. Once ripe, the olives are handpicked. This begins at the end of October and continues until the first ten days of November. The olives are cold pressed in the Fattoria Villa l'Olmo's oil mill, pressed on the very same day they are picked.







# CANDEGLI 500ml **OLIO EXTRAVERGINE DI OLIVA**

CANDEGLI ExtraVirgin Olive Oil is the result of a special olive harvest and an exclusive selection of Fattoria Villa l'Olmo

The label was made in "Terracotta" to reiterate the essential bond of Diadema with the land and its territory Impruneta, while the name "Candegli" recalls the exact geographical area of Impruneta where we collect.

The terracotta label is produced by the most ancient furnace in Impruneta, the MITAL furnace

The combination of manual harvesting and skilful processing give the final product a strong and intense green colour.

The scent is persuasive and penetrating, delicate but decisive the taste, its great balance and its incisiveness on the palate make the CANDEGLI selection Extra Virgin Olive Oil an excellent product which enhances the flavor of each preparation.

The manual harvest of the olives is carried out according to the state of ripeness from the end of October until the first ten days of November. The olives, on the same day of the harvest, follow the cold pressing process in the mill inside the property.





# DA NOI A VOI

## OLIO EXTRAVERGINE DI OLIVA

500ml

The cultivars of Fattoria di Collefertile BIO oil are Moraiolo, Frantoio and Leccino.

The combination of manual harvesting and skilful processing give the final product a green color marked by golden reflections.

The persuasive, penetrating scent and delicate flavor make this oil perfectly balanced.

It is a particular product but at the same time capable of enhancing the flavors of the dishes.

organic product - controlled and certified operator n. EK31 - CCPB