



- use this scale for the points of attention



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1.Positive aspect: in this photo we can see the main facade of the winery. We photographed it because it is very characteristic and it is a very beautiful location, especially for tourists who come from outside Italy. **2.Negative aspect:** In this aspect we can see some cisterns. We decided to photograph them because they have a serious impact on the environment.



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3.Positive aspect: this photo is very interesting because we can see some barrels where the wine is kept inside. We decide to put this image to show the interior of the cellar and how it is kept well. It is definitely a healthy environment!! **4.Negative aspect:** the picture represents a photo of some chandeliers of an artist. These are very ugly!!



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5.Positive aspect: this is a picture of various types of wines that are produced in this winery. We can see many red wines, white wines (in particular Chardonnay) and sparkling wines. All these wines are Chianti. The quality is excellent. **6.Negative aspect:** this is a photo of the road to get to the winery. As we can see this road is full of holes and needs to be rebuilt.



6

Thanks to this project, we came out of this experience enriched both from a technical agronomic point of view and from a commercial point of view. To better face the visit we had to put ourselves in the shoes of both the consumer and the producer. We were guided by the staff at all stages of production, up to the tasting, making us touch what's behind a glass of wine: passion, sweat, satisfaction.

POINTS OF ATTENTION:
Selection of wines: Wide and refined.
Friendliness and know-how of staff: very nice, friendly and qualified staff
Pricing: competitive price
Wine Quality: excellent quality
Overall impression: We have approached this visit with eyes different from the simple tourist, observing everything with a critical sense.

- Tip 1: cover / hide the tank area at the cellar entrance with hedges and trees.
- Tip 2: increase food during the tasting. This company is a producer of extra virgin olive oil, so it is an additional opportunity to introduce our products
- Tip 3: the first impression of a visitor at the entrance of the company is the most important. Therefore increase the maintenance of internal roads.