



- use this scale for the points of attention



The company boasts the production of many types of wine, which differ in the grapes and in the vinification techniques used, such as aging. On the other hand, the means of production are obsolete and do not guarantee an excellent quality control.



In addition to many types of wine, the company produces other products, such as extra virgin olive oil and grappas, which are distilled from the pomace produced during vinification. The company can also boast saffron production; a spice whose cultivation is not usual in that area. It is thus possible to widen the offer to various market segments with different needs.

**POINTS OF ATTENTION:**  
Selection of wines: excellent  
Friendliness and know-how of staff: great  
Pricing: great  
Wine Quality: good  
Overall impression: great



The company has two farmhouses which have been used for tourists for a few years.

However, many production means, such as the press, are placed outside and this does not confer complete protection from atmospheric and biological agents.



The attached farmhouse provides the company an additional source of income and it also allows the company to get in touch with costumers. In order to make the most of the farm products, the company does not use them only in the farmhouse kitchen: it also offers them to food agencies for tasting of local cuisine.

**POINTS OF ATTENTION:**  
Selection of wines: excellent  
Friendliness and know-how of staff: great  
Pricing: great  
Wine Quality: good  
Overall impression: great



Outside the company there is an outdoor tasting area, which has a broad view of the Tuscan territory.

The company's warehouse is not very organized, both for its small size and for the untidy arrangement of boxes and planks. This makes it difficult to locate wines quickly.



The company can easily be found on maps and it is close to roads and major communication infrastructures. This allows easy transportation of products nationally and internationally. However, neither the website of the company is nice (aesthetically speaking) and regularly edited, neither they're active on social media channels. Furthermore, the company is not very active in social media channels.

**POINTS OF ATTENTION:**  
Selection of wines: excellent  
Friendliness and know-how of staff: great  
Pricing: great  
Wine Quality: good  
Overall impression: great

Our suggestions for a perfect visit of the winery concern the customer involvement. We recommend to talk about the history of the winery and how it was born, to better understand the value of the products and, above all, to present these products with tastings and tastings. The staff must be welcoming and prepared, in order to provide the costumers with detailed information about the various processes occurring within the company (since many people don.t even have the slightest idea of what is there behind a finished product).