

FEUDI DI  
SAN  
GREGORIO

19th-21st APRIL 2023

#oldvinefieldtrip

## GUEST PROFILES - PRESS & TRADE

*- An immersive field-trip to the ancient vineyards of Campania -*



THE OLD VINE CONFERENCE

@ouoldvines - @feudi\_di\_san\_gregorio - @basilisco\_vini

#oldvines - #oldvinesfieldtrip - #heritagevineyards - #campaniawine - #feudidisangregorio - #irpinia - #basiliscovini - #vulture - #basilicata

# OUR HOST

Antonio Capaldo  
Owner - Feudi di San Gregorio

@feudi\_di\_san\_gregorio  
[www.feudi.it/en](http://www.feudi.it/en)

Based in Irpinia in Campania, Italy, Feudi di San Gregorio is a leader in the Italian movement to protect, preserve and make wines from old vines. Led by Antonio Capaldo this family winery has been making and bottling old vine wines consistently since 1986 and they were one of the first wineries in Italy to do so. They are custodians of many pre-phylloxera vineyards, some over 150 years old and in continuous use.

Before returning to his family's home region, Antonio worked around the world in global finance and strategy and his former career is evident in his approach to running the winery. Consumer research and a series of 'Feudi studies' are just some of the initiatives he has invested in and all feed into his unwavering belief in the opportunities, and the reality of the challenges, to build an old vine category that is meaningful for consumers.



# OUR HOSTS



Ben Smith  
Freerun PR

Ben runs Freerun PR, supporting drinks businesses of every shape and size in the UK. He has previously held communications roles at several leading UK wine companies, and (trivia fans) played bass guitar professionally when he was much younger.

@freerunpr  
[www.freerunpr.co.uk](http://www.freerunpr.co.uk)



Emilie Richomme  
Intl Marketing Manager Feudi di San Gregorio

After graduating from Toulouse Business School Emilie pursued a career in luxury marketing in Paris for Chanel and The Estee Lauder Companies. She followed her passion for luxury with travel and spent 3 years working in Dubai. In 2021 she moved to Rome to study Italian luxury where she met Antonio Capaldo & joined Feudi in January 2022 to oversee International Marketing for all wineries of Tenute Capaldo.

# GUEST SPEAKER

## Pierpaolo Sirch – Director of Production, Feudi di San Gregorio

Pierpaolo Sirch is a native of Friuli, in north-eastern Italy. Following his studies, Pierpaolo spent ten years gaining experience in various Friulian wineries. He then set up Preparatori d'Uva (Grape preparers) company with Marco Simonit, which later became the Vine Master Pruners. This partnership offers consultation and training in viticulture, working with clients around the world including Bordeaux, Napa Valley and South Africa.

In the mid 2000s Pierpaolo began to work with Feudi di San Gregorio, the most important winery in Campania and among the most famous wineries in the south of Italy. Today he is Director of Production for Feudi di San Gregorio, and oversees its 300 hectares of vineyards across 800 parcels across the region. Among the many parcels in his care in Irpinia are very ancient vineyards of Aglianico and Fiano, including the celebrated 'Dal Re' vineyard of pre-phylloxera Aglianico vines which provide the fruit for Feudi di San Gregorio's celebrated Serpico wine.

Pierpaolo has also helped to steer the Feudi Studi research project, which over many years has focused on better identifying how some native vines, such as Fiano, Greco and Aglianico, can have very different characteristics depending on the soil and climatic conditions of the individual micro-zones. In addition, Pierpaolo offers his unparalleled wealth of experience and advice to the other winemakers in the Tenute Capaldo group of wineries, Campo alle Comete in Tuscany and Basilisco in Basilicata.



# GUEST SPEAKER

## Professor Attilio Scienza

After becoming a Doctor in Agricultural Sciences in 1969 he began his academic career in 1974 as a Full Assistant at the Tree Cultivation Institute of the University of Milan. Since 1983 he has held the position of Associate Professor of "Phytohormones and plant growth regulators in arboriculture" and since 2004 he has been Full Professor of Tree cultivation at the same University. He taught Vine Genetic Improvement in the viticulture and oenology degree course at DiSAA in Milan and Territorial Viticulture at the inter-university Viticultural and Oenological Master's Degree course (Milan, Turin, Palermo, Foggia and Sassari) in Viticultural and Oenological Sciences until 2015, the year in which he retired.

He has been responsible for numerous national research projects in the field of agronomy, physiology and genetics of the vine. Winner of the Peter Morio Prize in 2002, nominated by the BFA of Geilweilerhof for the best foreign viticultural geneticist. He was awarded the AEI Prize for scientific research in 1991 and the Morsiani International Prize in 2006 and won the OIV international prize for the best book in the Viticulture discipline in 2003, 2008, 2011 and 2012, 2017 and 2020. He is president of the Sanguis Jovis Foundation of the Banfi Foundation and is scientific director of the Vinitaly International Academy. He is President of the Miraaf DOC Wine Committee.

He is also the author of 380 scientific publications in international and national journals and conferences, guides and academic books and has written 28 books relating to the culture of vine and wine.



# GUEST SPEAKER

Viviana Malafarina

Winery Manager, Basilisco

@basilisco\_vini  
www.basiliscovini.it

Viviana Malafarina trained as a teacher and linguist, and went on to work (as both sommelier and crew) on super yachts before accepting a short-term role at Feudi. Here she found her metier and was captivated by viticulture - "the vineyard land and landscape, our role in the landscape, and in the ambience of life", as she says.

She had been in the job for just 3 months when owner Antonio Capaldo spotted her talent with vines, and offered her a permanent position as viticulturist at Basilisco. "What you don't know, we can teach you. And we will find you the very best teachers", is what he promised her. A year later, Viviana was running the winery. Antonio kept his promise about teachers and she learned viticulture from Pierpaolo Sirch and was mentored by the late Denis Dubordieu for 3 years. "He showed me what to aim for", Viviana says.

Her first act upon assuming leadership of Basilisco in 2012 was to persuade Antonio Capaldo to bottle the ancient 2-hectare vineyard, "Storico", as a single cuvée Aglianico. She was supported by Pierpaolo Sirch, who describes the mountainous plot of ancient ungrafted vines as "an open air museum". That Storico survives is a credit to the previous owner who had preserved the ancient but labour intensive "a capanno" training method for decades. Viviana is one of the brightest young talents of Italian vine growing, and collaborates with like-minded winemakers in the region.



# THE OLD VINE CONFERENCE TEAM

@ouoldvines  
www.oldvines.org



Sarah Abbott MW  
Co-founder

Sarah is the director of marketing agency Swirl Wine Group, and has worked in the wine industry for 25 years. Her interest in ancient varieties and the origins of wine is long-standing. She works with generic and national wine bodies, advising them on how to communicate their shared identity and increase their collective brand value.



Michèle Shah, OVC  
Regional Ambassador, Italy

Michèle Shah has championed Italian wines for more than 30 years. A noted marketer, writer, communicator and judge, she works with producers across Italy. A great lover of Italian gastronomy and heritage, Michèle also organises wine tours for businesses and enthusiasts. These allow her to share her love for Italian culture & deep wine knowledge with many inspiring figures in Italian wine.



Belinda Stone, Consultant  
Head of Marketing

Belinda has more than twenty years of experience as a wine marketer. She holds the WSET Diploma and is one of very few Chartered Marketers in the wine trade. She has worked with some of the worlds leading wine brands and now runs her own wine marketing and media agency.

# OUR GUESTS



# ELIE LLOYD ELLIS

@decanter

[www.decanter.com](http://www.decanter.com)

Elie joined Decanter in March 2022. After studying German and Italian at university, she spent several years working in project management and quality assurance in the translation sector, where she got a taste for writing.

She completed her WSET Diploma in 2021.



# LISSE GARNETT

Freelance writer, The Buyer

Lisse Garnett, ex BBC Newsreader, waitress, Scottish land agent, SA wine importer, whisky tour guide and prison lecturer, there are few jobs she hasn't tried. To hospitality, history, journalism and the vine she has remained true.



# GEORGIE FENN

@winingawaytheweekend

Georgie Fenn runs a successful wine Instagram called @winingawaytheweekend alongside a media company that helps other wine businesses with their social media and marketing strategy.

Georgie 'fell into wine' from a young age, blaming port on ponies, 'There's always going to be wine where horses are involved.' With a background in Marketing and Journalism, Georgie's strengths are in creativity and writing, 'It's by complete accident that I am able to do this about my dream subject, wine!'



# HANNAH CROSBIE

@hannahcrosb

[www.hannahcrosbie.com](http://www.hannahcrosbie.com)

Hannah Crosbie is a wine writer and broadcaster from Edinburgh. She poured her first bottle in a restaurant when she was seventeen, and has been fascinated by wine, food and restaurant culture ever since. Now, she throws events and writes for a variety of publications; all with the aim of making the world of wine accessible to a new generation of drinkers.

She is the founder of inclusive event series Dalston Wine Club, which she founded in 2020. For these events, she curates wine lists and events for the Soho House and the Hoxton. She has been featured in the Evening Standard, Mob, Frieze, Sheerluxe, Foodism and the Sunday Times.

She first appeared on Sunday Brunch in 2022 as a regular wine presenter. She also co-hosts the top-charting podcast 'i'll have what she's having' with her friend Sophie Wyburd.



# JANINA DOYLE

@eatsleep\_winerepeat

[www.eatsleepwinerepeat.co.uk](http://www.eatsleepwinerepeat.co.uk)

Janina is a Sommelier, Wine Educator and Wine Brand Ambassador, qualified to WSET diploma level. She has over 10 years experience in the wine industry, including Head Sommelier positions in London, Brand Ambassador for Ventisquero Wine Estates, a premium Chilean winery and now Brand Ambassador for acclaimed English wine estate, Balfour Winery.

She owns the company Eat Sleep Wine Repeat. Through this company she has hosted wine lunches representing generic bodies, presented masterclasses on focus regions, given private wine classes and books for wine parties and events. She is the presenter of The Eat Sleep Wine Repeat Podcast which has been featured in Decanter and The Radio Times.



# ANNA SPOONER

@annaspoonerwine

Anna is a Stage 2 Master of Wine student who has recently (end of March) left her position as head of online events at The Wine Society, UK to follow her dreams of living in the Southern Rhône where she has just bought a house and will continue freelance wine writing and hosting online events (as well as in person ones of course!)



# CYNTHIA CHAPLIN

@kiss\_my\_glassx

[www.cynthia-chaplin-wine.com](http://www.cynthia-chaplin-wine.com)

Cynthia Chaplin is a Vinalty International Academy certified Italian Wine Ambassador, a professional sommelier with Fondazione Italiana Sommelier and the Worldwide Sommelier Association, a member of Le Donne del Vino, and a Professor of Italian Wine and Culture.

She is the Host of VOICES covering DEI in the wine industry every Wednesday for Italian Wine Podcast and a contributing author and editor for the recently published Wine Democracy (2022) and Italian Wine Unplugged 2.0 (2023). She has her own consulting business, Cynthia Chaplin Wine, and she works with Vinalty International as Project and Events Manager, WSET Certified Educator, Editorial Manager and Coordinator of Vinalty International Academy.



# LARS J. LEICHT

@sommjournal

www.sommjournal.com

Lars is Sherpa-in-Chief of Vino Viaggio, an agency specializing in wine exploration, education and adventure. He is also VP of Education for The SOMM Journal and Tasting Panel Magazine. A former news reporter in upstate Oneonta, NY, his passion for Italian culture lured him to the wine business. Over a 33-year career with leading US wine importer Banfi Vintners, he held various leadership roles in sales, marketing, and public relations, working and living in the U.S., Europe, Canada, the Caribbean, and Asia.

A habitual speaker at sommelier conferences, cooking schools and culinary universities, he appeared in the movie *Somm II: Into the Bottle*. His Sherpa moniker derives from guiding scores of scribes, wine lovers and professionals through vineyards, wineries and food meccas of Italy and Chile, including scholarship trips with SommFoundation and SommSouth. As founder and de facto "Dean" of Cru Artisan College, he has brought Italian winemakers on barnstorming trips across the U.S. for insightful seminars and exceptional tastings.





# GASTÓN ADOLFO

@67pall\_mall  
www.67pallmall.com

Gastón was born in Buenos Aires, but raised in Florence. Five years ago he moved to London to start the WSET path and this year finish the Diploma. In the meantime, he also passed the Certified CMS!

In London he has worked in Michelin star and fine dining restaurants. and is now a senior sommelier at 67 Pall Mall.



# JOSE QUINTANA

@vagabondwines

Winemaker for Vagabond Wines

Despite his name, Jose grew up on a farm in Sussex. After a couple of other mini-careers, in 2016 he retrained at Plumpton College with a BSc in Viticulture and Oenology. Most of his work since has been in vineyards and wineries in the UK - Davenport, Wiston, Hennes, Westwell and now as winemaker for Vagabond where he make wines in their urban winery in Battersea.

Jose has also worked with family and friends in Spain, mainly with old vine Garnacha in the Gredos region near Madrid with Daniel Landi, ComandoG and Vitícola Mentrídana.

Outside of wine Jose spends a lot of time walking and writing and performing music around Brighton.



# LORENZO TONELLI

Head Sommelier, Maison Estelle

Born in Italy, Lorenzo moved to the UK in 2012 where he started to work in the London restaurants scene and then moved to the sommellerie.

He escalated rapidly the ranks and gained experience from some of the top names in the industry working under names like Clement Robert MS and Matteo Montone MS. In his experience he can also add 2 years in the wine world in Barcelona, Spain where he expanded his knowledge and gained an insight into a different type of European market.

Now Lorenzo is Club Head Sommelier at Maison Estelle in Mayfair, London, studying for CMS Europe and taking part in different UK based competitions in which he has already achieved great results (Runner up UK young sommelier of the year 2021 and regional finalist of the UK sommelier of the year 2022)



# CONTACT US

QUESTIONS?

[sarah@oldvines.org](mailto:sarah@oldvines.org)  
[belinda@oldvines.org](mailto:belinda@oldvines.org)

[@ouoldvines](#)  
[www.oldvines.org](http://www.oldvines.org)

