

# Company Profile - Tenuta La Macchia

The Small Winemakers of the Tuscan Coast



## 1. Who We Are

Tenuta La Macchia is an excellence-driven boutique winery located in Montescudaio, in the vibrant heart of the Tuscan Coast. Here, centuries-old winemaking tradition blends harmoniously with deep respect for nature, environmentally sustainable practices, and a precise, modern entrepreneurial vision.

The winery was born from the synergistic encounter between winemaker Christian Carignani and Dr. Letizia Martelli, head of marketing and corporate image. Together, they created a new and original interpretation of winemaking, founded on limited productions, meticulous artisanal care for every detail, and an unbreakable bond with their native territory.

Entirely surrounded by the evocative Mediterranean scrub — from which the estate proudly takes its name — the property covers just three hectares of cultivated vineyard. This intentionally small, tailor-made dimension becomes a true competitive advantage: every single bottle tells the story of a precise place, a unique ecosystem, and a production philosophy centered on protecting and respecting the land.



## 2. Vision and Mission

### Our Vision

"Think big by choosing to remain small."

For Tenuta La Macchia, absolute quality is never the result of quantity, but of the ability to preserve authenticity, identity, and value unchanged over time.

The strategic goal is not increasing production volumes, but building a viticultural and emotional heritage capable of crossing generations — passing down vineyards cultivated with love and wines able to narrate the Tuscan Coast without compromise. As the founders like to say: "What is essential is invisible to the eye."

## Our Mission

To produce wines of exceptional quality through fully sustainable viticulture, enhancing the uniqueness of the territory and offering authentic wine-tourism experiences. Every bottle is created with the precise purpose of forging a deep connection between people, nature, and wine culture — transforming respect for the land into pure sensory emotion.

## 3. Production Philosophy and Distinctive Value

### Vineyard Philosophy

For the winery, wine is born first and foremost in the fields. Every agronomic intervention is carefully designed to guide the vine toward its natural biological balance, minimizing invasive practices and allowing the terroir to freely express its character. The surrounding Mediterranean scrub is an integral and active part of the estate's ecosystem, fostering biodiversity and creating unique microclimatic conditions for every harvest. Organic farming is embraced as a daily and essential responsibility toward the environment and the future.

### The Value of Craftsmanship

The choice to maintain a small company size is the cornerstone of the market positioning strategy. In a global context often oriented toward taste standardization, Tenuta La Macchia focuses on niche productions, maintaining direct and meticulous control over every stage of the supply chain. Each bottle is personally overseen by winemaker Christian Carignani and crafted through artisanal processes aimed at preserving elegance, freshness, and original territorial identity.

## 4. Our Wines

The winery's production revolves around four identity-driven labels, each designed to interpret and express the territory's characteristics in different ways. Quantities are intentionally limited to guarantee the highest standards of quality control and selection.

- **SCUTUM** – Toscana IGT Rosso  
(Cabernet Sauvignon, Merlot x Petit Verdot)
- **ARYAH** – Toscana IGT Bianco  
(100% Sauvignon Blanc)
- **MATERIA** – Toscana IGT Rosato  
(Merlot x Petit Verdot)
- **CONTINUO** – Spumante Brut Rosato Long Charmat  
Method (Merlot x Petit Verdot)



## 5. Wine Tourism Experience and Hospitality

Tenuta La Macchia offers an innovative model of experiential hospitality designed to transform the classic winery visit into an emotional and immersive journey. The founders personally welcome and guide guests through the secrets of the estate, leading tastings directly in the places where the wine takes shape.

- **Dinner in the Vineyard:** An exclusive and atmospheric format that allows guests to dine among the rows under the stars, pairing local specialties with the estate’s wines.
- **Lunches and Sunsets in the Vineyard:** Enchanting appointments created to enjoy the beauty of the Tuscan landscape during the most magical moments of the day.
- **Events and Sensory Pathways:** Seasonal initiatives and introductory wine workshops designed to guide enthusiasts and curious visitors toward a deeper understanding of wine culture.



## 6. Wine, Culture, and Territory

For Tenuta La Macchia, wine is a cultural expression before being a product. Every bottle is born from the territory but finds its truest meaning in encounters with people, places, and experiences capable of narrating Italian excellence.

In line with this vision, the winery has developed collaborations with prestigious cultural institutions and leading organizations in entertainment, sports, and lifestyle.

Among these are the “**Teatro Verdi of Pisa**” (sponsor for the 2025–2026 season), the “**Gran Ballo della Venaria Reale**” in Turin, the “**Figli del Vento Polo Cup**” at the Polo Club of Forte dei Marmi, the “**Sporting Club Monterosa**” in Novara, and “**LEG – Live Emotion Group**”, one of the main organizers of live events and shows in Tuscany, partner of productions involving nationally and internationally renowned artists.

These collaborations reflect the desire to promote Made in Italy through the dialogue between wine, art, culture, music, sport, and territory — creating authentic experiences where quality, elegance, and conviviality become tools for connection and enhancement of Italian heritage.

## 7. Relational Business and Community

### A Strategic Partner for Companies

The winery successfully engages with the corporate world, offering dedicated solutions for relational business, networking, and customer loyalty activities. For entrepreneurs and professionals, gifting a niche wine from Tenuta La Macchia means offering not a simple commercial item, but a story of authenticity and Italian excellence capable of conveying strong emotions and strengthening valuable professional relationships.

### The Community: T.M. Wine Class

Through the T.M. Wine Class project, an exclusive community has been created for wine enthusiasts who wish to follow the evolution of the winery closely.

Membership, completely free, grants early access to production news, limited editions, reserved events, and special initiatives across the territory.

## 8. Key Numbers

- **3 hectares** of vineyard immersed in Mediterranean scrub
- **Organic** production
- **4** identity-driven labels
- Limited productions from **2,600 to 11,000 bottles**
- **Highest number of five-star reviews** on the Tuscan Coast, thanks to visitors from all over Europe and many countries worldwide
- Wine-tourism experiences personally curated by the founders

## 9. Our Positioning

Tenuta La Macchia embodies a new idea of Italian excellence: small productions with high identity value.

In a market increasingly oriented toward homogenization, the winery chooses the path of distinctiveness, making small scale, sustainability, and authenticity its main distinguishing features.

Every wine is created with a precise goal: not to chase the market, but to faithfully represent the territory it comes from.

Because true excellence is not measured in production volumes, but in the ability to leave a lasting impression on those who encounter it



## 10. Awards and Institutional Partnerships

The value of Tenuta La Macchia's journey is demonstrated by important synergies with national and institutional organizations:

- **Asso Made in Italy:** The winery operates as Exclusive Partner and holds the significant role of Ambassador of Excellence, actively promoting Italian agrifood and business culture.
- **ITDIFESA:** As an official member, the estate shares and supports principles of ethics, social responsibility, peace culture, and enhancement of national heritage in institutional contexts.
- **Premio Italia del Merito:** As recognition of the project's quality, the winery has been nominated for the XV edition of this prestigious award. The official ceremony will take place at Palazzo Montecitorio, seat of the Chamber of Deputies, acknowledging the valuable contribution made to enhancing Italy's image worldwide



## 11. Company Information and Contacts

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