

Colangelo & Partners Named Agency of Record for Avignonesi Winery

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Avignonesi, one of Tuscany's most forward-thinking estates, announced its partnership with Colangelo & Partners, a leading fine wine, spirits, and lifestyle public relations agency. The collaboration signals a strategic expansion in the United States, aimed at deepening Avignonesi's presence while reinforcing its position as a benchmark producer from Montepulciano and as a model for responsible viticulture.

"We are excited to partner with Colangelo & Partners as Avignonesi enters a period of growth," said Matteo Giustiniani, CEO & Winemaker of Avignonesi. "Our size allows us to have a meaningful impact - on the land, on our community, and on the global perception of Vino Nobile di Montepulciano. We believe that scale does not dilute craftsmanship: rather, it increases our responsibility. Through agricultural honesty, regenerative practices and a deep understanding of terroir, we aim to demonstrate that large estates can lead with integrity while crafting wines of precision and ch

Founded in 1974 and named for the Avignonesi family, the estate has long been a leading producer in Montepulciano. Since its acquisition by Virginie Saverys in 2009, the family-owned winery has become a model of regenerative viticulture, fully embracing organic and biodynamic practices and embedding long-term environmental stewardship into its philosophy, as reflected in its Benefit Corporation certification. Today, under the leadership of Virginie's children, Basile and Eline Aloy, the 400-acre estate spanning Montepulciano and Cortona has reduced emissions by 45% since 2018, transitioned to 80% renewable energy, and planted over 3,000 trees to enhance biodiversity. Through this place-conscious approach, Avignonesi not only nurtures the land but also cultivates a community of ambassadors who champion its values of quality and sustainability in Montepulciano.

Avignonesi is also contributing to the renewed momentum of Vino Nobile di Montepulciano. Long overlooked and often confused with Montepulciano d'Abruzzo, the appellation is experiencing a measured resurgence. Its savoury, terroir-driven

expression of Sangiovese—structured yet refined, vibrant yet age-worthy—aligns naturally with growing American appreciation for wines defined by freshness, balance, and authenticity.

At the same time, the estate continues to honour its history in Cortona, where international varieties have found a distinctive voice in clay-rich soils. Desiderio Toscana IGT, a benchmark Merlot since its first vintage, remains an iconic expression of the estate — a wine whose depth and lively energy resonate strongly as Merlot experiences renewed appreciation in the U.S. market.

"Avignonesi represents a compelling evolution within Tuscany," said Megan DeAngelo, Italian Group Director at Colangelo & Partners.

"It is rare to see an estate of this scale operate with such clarity of purpose and transparency. Its commitment to stewardship, combined with wines that speak clearly to American palates, positions Avignonesi as a leader not only within Montepulciano, but within the broader conversation about the future of fine wine."