MEDICI ERMETE



Alberto & Alessandro Medici

Owners

Medici Ermete has been owned and operated by five generations of the Medici family, who have devoted themselves to the winery since its inception in 1890. Alberto Medici, who oversees the production of Medici wines was born in Reggio Emilia and educated in Economics at the University of Parma. He represents the fourth generation of the Medici family, along with his cousin, Pierluigi, and his sister, Alessandra. The fifth generation, represented by Alessandro Medici, joined the family winery with the aim of both preserving and evolving the historic family property.

Alberto Medici is responsible for revolutionizing the production of Lambrusco wines by lowering yields and developing a unique fermentation process to elevate the quality of the wines. Under his stewardship it became possible to release Concerto, the world's first single vineyard Lambrusco. He chaired the Young Entrepreneurs Association of Italian Wine (AGIVI) from 1998 to 2001. And in 2002 he was elected to the Board of the preeminent Italian wine association, Unione Italiana Vini, a prominent position he continues to hold.

Alessandro Medici is the Brand Ambassador and Board of Directors Member of the Medici Ermete Company, heading up global communication and marketing activities for the winery. Alessandro's first project with the winery was the creation of Phermento, a Lambrusco produced in the ancestral or 'pet-nat' method, which embraces ancient techniques and modern winemaking simultaneously. He has also spearheaded the sustainability campaign "Generation 2031," which represents the winery's commitment to the future and environmental, ethical-social and economic sustainability. The goal of this campaign is to reduce and ultimately eliminate their carbon footprint and support biodiversity through organic viticulture. Alessandro is also the VP of the Emilia-Romagna Confederation of Young Entrepreneurs, Member of Directors of Consorzio Italia del Vino and Co-Founder of the Italian gastronomic podcast "Juice it up," which is the most listened podcast in Italy for food and wine.



Three generations of the Medici family, left to right: Pierluigi, Alberto, Alessandro, Giorgio & Alessandra Medici

The Medici family's dedication has been rewarded by the success of its wines worldwide. Today Medici Ermete wines are exported to more than seventy countries around the world. Their message of quality has been resoundingly reinforced by elite accolades such as Gambero Rosso's coveted "Tre Bicchieri" award and the best in show Champion Trophy, earned at the 2010 International Wine Challenge in London.