





"Guarding the past,
planning the future"

It all started in 2004 when our father Alberto laid the foundations of what is today Diadema, producing a wine that has the lively and decisive taste of Tuscany, the same Tuscany that we still live in, love and in which we have our roots as a family. He did so by creating an innovative, impactful label that best expresses how much this place, our home and our wine are something so precious and bright for us that we have to set it on top of the bottle.

Aware of what has been and of the dreams we have, we take this dream, we develop it, working every day to see the Diadema project more and more brilliant.

Giulia e Livia



2004

BIRTH OF DIADEMA. Born on the idea and project of Alberto, Diadema, a wine with a purely Tuscan taste, son of the vineyards of this land with the 2002 vintage, whose label, composed of crystals selected by the Family and set by the skilled hands of Florentine artisans, becomes company icon and symbol.

2007

With the HARVEST the first affirmations of our work arrive after the first five years, Diadema Rosso receives the first awards from the critics.

2010

THE DAMARE LINE ENTERS THE MARKET. In the Red, White and Rosé versions, the Damare line is our IGT line, a mirror of the territory in a more direct, simple and ready-to-drink form.

2018

FATTORIA DI COLLEFERTILE in an estate of 450 hectares, in the heart of Mugello, the Collefertile farm project was born, here our production idea takes more and more field with organic extra virgin olive oil and organic jams.

2020

GIULIA AND LIVIA Diadema is home and family. We take care of this project making it the right combination of our ideas and visions.



PROTECTION RESEARCH AND DEVELOPMENT this is Diadema Project

In **2016** our father decided to rent the company having us undertaken other work and life paths, but the call of the family and the land brought us back home and our father, finding in us new stimuli and new energy, decided in the 2020 to bring Diadema home. This family decision has led us to demand, desire and seek a new face, a new path for Diadema. We did it, with a careful search for the best grapes of Tuscany trying to follow and never limit the expression of these lands, of these plants, carefully chosen to become part of the second life of Diadema. We are not alone on this path, in addition to the presence and experience of our father, Francesco Bellini with Diadema since 2005, supports us in every choice.

In **2020** Emiliano Falsini joins the team, a very important point of reference for achieving that qualitative goal that we have set for ourselves. Since 2018 Emiliano begun to collaborate in friendship with our father for wines that were destined for the old Fattoria Villa l'Olmo brand and which, with the return of Diadema in our hands, had a different baptism.



What is the Diadema Project? We wanted the voice of Tuscany to come together under the Diadema brand, not unique and single, but united in a chorus of different terroirs, which united they could speak the same Tuscan voice. Vineyards, near and far with different climatic peculiarities, morphologically varied territories, soils with different compositions, gathered and carefully selected to give our wines the high quality Tuscan interpretation we are looking for.



DIADEMA ROSSO



DIADEMA ROSSO

Our most representative wine was born from the selection of the best grapes grown in the sunny hills of Tuscany: Diadema Rosso is the perfect union between the main variety of Tuscan enology, Sangiovese, and the best expression of Cabernet Sauvignon and Syrah in a wine rich in elegance, structure and complexity, a worthy representative of the best expression of the enological Tuscany.

APPELLATION: IGT TOSCANA RED

REGION: Toscana

GRAPES: Sangiovese, Cabernet Sauvignon and Syrah

ENOLOGIST: Emiliano Falsini

LANDS: medium-textured with the presence of limestone for Sangiovese, rich in skeleton for Cabernet Sauvignon and Syrah

TIME OF HARVEST: end of September for Sangiovese, beginning of October for Syrah and mid October for Cabernet Sauvignon

REFINING: Barrels for 16-18 months

VINIFICATION: the carefully selected grapes are harvested by hand when perfectly ripe, after a gentle destemming, the grapes are softly pressed and vinified in containers at a controlled temperature, the fermentation is carried out by the yeasts naturally present on the grapes and the contact with the skins is prolonged for about 4 weeks during which soft daily pumping over is carried out in order to have an extraction of the noble substances contained in the skins.

Once the skins and the wine have been separated, malolactic fermentation begins which occurs spontaneously partly in steel and partly in barrique. This is followed by an aging of the individual varieties for about 16-18 months in French oak barriques.

The wine is not subjected to clarification or stabilization to maintain the organoleptic characteristics unaltered, it is bottled and subjected to subsequent refinement in the bottle for at least 6 months before being placed on the market.

TASTING NOTES: dark ruby red in color, Diadema Rosso stands out on the nose for its complexity and aromatic richness; the notes of ripe fruit blend perfectly with the balsamic notes of aromatic herbs; the spicy nuances give a fresh and intense bouquet.

The taste is rich, enveloping with soft and silky tannins capable of transmitting elegance, character and an excellent expression of the fruit. The long and very persistent finish gives the sip gustatory length and a prospect of great aging.

ELEVATION: Bottle for 6 months

SERVICE TEMPERATURE: 18°-20° C

VOLALC: 14% VOL

AGING POTENTIAL: 15-20 years

VINTAGE ON THE MARKET: 2018

AWARDS:

2018: Annuario dei migliori Vini Italiani – Luca Maroni 97/99, James Suckling 92/100, Gambero Rosso 2 glasses, Guida Veronelli 90/100, Wine Enthusiast 91/100, WinesCritic 93/100

2016: Wine Critic 93/100, James Suckling 92/100, Guida Veronelli 91/100, Annuario dei migliori Vini Italiani – Luca Maroni 90/99, Vitae Guida Vini AIS 3 tralci, Bibenda 4 grappoli

2015: James Suckling 92/100, Guida Veronelli 91/100, Luca Maroni 91/100

2013: James Suckling 93/100, Guida Veronelli Super 3 stars

2012: Guida Veronelli Oro 93/100 Super 3 stars, Wine Enthusiast 90/100, Annuario dei migliori Vini Italiani – Luca Maroni 91/100, Gambero Rosso 2 bicchieri, Decanter WASA 90/100, Tasted 100%Blind 90/100

2011: James Suckling 92/100, Guida Veronelli 93/100 Oro Super 3 stelle, Annuario dei migliori Vini Italiani – Luca Maroni 90/100, Wine Enthusiast 89/100, Guida Duemilavini 4 tralci, Gambero Rosso 2 glasses.

2010: James Suckling 93/100 (Among the Best 100 SuperTuscan), Wine Enthusiast 91/100, Wine Spectator 91/100 3 stars, Guida Duemilavini 4 tralci, Diploma di Menzione Speciale X° Selezione Vini di Toscana (Top 100 Tuscan Wines), Gambero Rosso 2 glasses

2009: James Suckling 91/100, Wine Enthusiast 93/100, Guida Veronelli Oro 90/100 3 stars, Guida Duemilavini 4 tralci, Annuario dei migliori Vini Italiani – Luca Maroni 90/100, Gambero Rosso 2 glasses

2007: Wine Spectator 95/100, Guida Veronelli Oro 90/100, Annuario dei migliori Vini Italiani – Luca Maroni 92/100, Gambero Rosso 2 glasses

DAMARE ROSSO



DAMARE ROSSO

Damare Rosso was born from the desire to express the great vocation of the Tuscan territory in an international key; Cabernet Sauvignon, Merlot and Petit Verdot together to express harmony, elegance and pleasure in a modern wine with an unmistakable Tuscan style.

APPELLATION: IGT TOSCANA ROSSO

REGION: Toscana

GRAPES: Cabernet Sauvignon, Merlot and Petit Verdot

ENOLOGIST: Emiliano Falsini

LANDS: Hilly 300m asl, clayey for Merlot, rich in skeleton for Cabernet Sauvignon and Petit Verdot

TIME OF HARVEST: First ten days of September for Merlot, mid-October for Cabernet Sauvignon and Petit Verdot

REFINING: French Barrels for 14 months

VINIFICATION: the carefully selected grapes are harvested by hand when perfectly ripe, after a gentle destemming, the grapes are softly pressed and vinified in containers at a controlled temperature, the fermentation is carried out by the yeasts naturally present on the grapes and the contact with the skins is prolonged for about 3 weeks during which a soft daily pumping is carried out in order to have an extraction of the noble substances contained in the skins. Once the skins and wine have been separated, the malolactic fermentation begins which occurs spontaneously partly in steel and partly in barrique. This is followed by an aging of the individual varieties for about a year in French oak barriques. The wine is not subjected to clarification or stabilization to maintain the organoleptic characteristics unaltered and is bottled and subjected to subsequent refinement in the bottle for at least 3 months before being placed on the market.

TASTING NOTES: Damare Rosso has an intense, almost purplish ruby red color. On the nose, the notes of ripe red fruits and sweet spices are supported by vegetal, spicy and balsamic notes that give complexity and aromatic freshness. On the palate the pleasantness of the drink is supported by a good structure and harmony that make the wine elegant, long and persistent in the gustatory finish.

ELEVATION: Bottles for 3 months

SERVICE TEMPERATURE: 18° - 20° C

VOLALC: 14% VOL

AGING POTENTIAL: 10-15 years

VINTAGE ON THE MARKET: 2018

AWARDS:

2018: Annuario dei migliori Vini Italiani – Luca Maroni 92/99, James Suckling 92/100, Gambero Rosso 2 glasses, Veronelli 90/100, Wine Enthusiast 89/100, WinesCritic 91/100

2017: Guida Veronelli 90/100, Gambero Rosso 2 glasses, Guida Vitae 2 grapes.

2016: Wine Critic 92/100, James Suckling 91/100, Annuario dei migliori Vini Italiani – Luca Maroni 91/100, Gambero Rosso 2 bicchieri, Guida Vitae 3 tralci, Wine Hunter Gold Medal

2015: James Suckling 91/100, Annuario dei migliori Vini Italiani – Luca Maroni 90/100

2014: James Suckling 92/100, Annuario dei migliori Vini Italiani – Luca Maroni 89/100, Gambero Rosso 2 glasses, Guida Veronelli 89/100

2013: James Suckling 92/100, Vini Di Veronelli 2016 90/100, Bibenda 4 tralci, Gambero Rosso 2 glasses , Annuario dei migliori Vini Italiani – Luca Maroni 89/100

2012: James Suckling 92/100, Wine Enthusiast 88/100, I Vini Di Veronelli 2015 3 Stelle 90/100, Bibenda 4 tralci, Tasted 100% Blind 88/100, Gambero Rosso 2 glasses, Annuario dei migliori Vini Italiani – Luca Maroni 89/100, Decanter WASA medaglia Bronzo

2011: Wine Enthusiast 89/100, International Wine Challenge SILVER MEDAL, Guida Duemilavini 4 tralci, Gambero Rosso 2 glasses.

2010: Wine Spectator 90/100, Wine Enthusiast 90/100, James Suckling 88/100, Guida Duemilavini 4 tralci, Selezione Vini di Toscana Diploma d'Onore X°, Gambero Rosso 2 glasses.

2008: James Suckling 90/100, Guida Duemilavini 4 tralci, Gambero Rosso 2 glasses.

2007: Wine Spectator 92/100, Gambero Rosso 2 glasses.

DAMARE ROSATO



DAMARE ROSATO

From the same Sangiovese that we use for our most representative wine, Diadema Rosso, comes Damare Rosato, a delicate wine with strong and intense aromas, son of the noble Tuscan winemaking tradition.

APPELLATION: IGT TOSCANA ROSATO

REGION: Toscana

GRAPES: Sangiovese

ENOLOGIST: Emiliano Falsini

LANDS: medium mixture with the presence of limestone

TIME OF HARVEST: starting from the beginning of September

REFINING: steel for about 5 months

VINIFICATION: from the first harvest of Sangiovese grapes grown in the same vineyards from which we obtain the Diadema Rosso, we get a selection of grapes that are gently pressed, followed by a cold static clarification and alcoholic fermentation at a temperature of about 16 ° C in steel and a aging sur lies for about 5 months.

TASTING NOTES: Damare Rosato has a powder pink color, on the nose the fragrant notes of red fruit and light more ripe hints of yellow pulp fruit blend with floral and balsamic hints. The palate is vibrant, with a pleasant freshness and a fruity and persistent finish.

ELEVATION: Bottles for 3 months

SERVICE TEMPERATURE: 8° - 10°C

VOLALC: 13% VOL

AGIONG POTENTIAL: 5-8 years

VINTAGE ON THE MARKET: 2020

AWARDS:

2020: WinesCritic 90/100, Annuario dei migliori Vini Italiani – Luca Maroni 94/99

2019: Annuario dei migliori Vini Italiani – Luca Maroni 93/99, Wine Critic 90/100, James Suckling 90/100, Veronelli 87/100

2018: Annuario dei migliori Vini Italiani – Luca Maroni 89/99, Guida Ais Vitae 2 tralci, Veronelli 87/100

2017: Annuario dei migliori Vini Italiani – Luca Maroni 87/99

2016: Annuario dei migliori Vini Italiani – Luca Maroni 86/99

DAMARE BIANCO



DAMARE BIANCO

The perfect synthesis between Vermentino and the noble vines of Chardonnay and Sauvignon Blanc gives a wine with a strong personality, fresh, mineral and savory; a perfect white wine for any occasion.

APPELLATION: IGT TOSCANA BIANCO

REGION: Toscana

GRAPES: Vermentino, Chardonnay e Sauvignon Blanc

ENOLOGIST: Emiliano Falsini

LANDS: Tenzionalmente sabbioso

TIME OF HARVEST: a partire da inizio Settembre

REFINING: acciaio per circa 6 mesi, Chardonnay in barrique per 3 mesi

VINIFICATION: the carefully selected grapes are gently pressed, followed by a static cold clarification and alcoholic fermentation at a temperature of about 16 ° C in steel for the Vermentino and Sauvignon Blanc while the Chardonnay ferments in barriques and refines for about 3 months. The assembly of the wines takes place in February and follows the subsequent bottling and aging in the bottle before being placed on the market.

TASTING NOTES: floral and fruity notes emerge on the nose with typical sensations of Mediterranean scrub, sage and thyme; the mouth is fresh, elegant and delicate with a good gustatory structure. A wine with a refreshing and savory finish, perfect in food pairings and as an aperitif.

ELEVATION: Bottiglia per almeno 3 mesi

SERVICE TEMPERATURE: 8°-10°C

VOLALC: 13% VOL

AGING POTENTIAL: 5-8 anni

VINTAGE ON THE MARKET: 2020

AWARDS:

2020: WinesCritic 93/100, Annuario dei migliori Vini Italiani – Luca Maroni 93/99

2019: Annuario dei migliori Vini Italiani – Luca Maroni 92/99, WinesCritic 92/100, James Suckling 92/100, Gambero Rosso 1 Bicchiere, Veronelli 86/100

2018: James Suckling 90/100, Annuario dei migliori Vini Italiani – Luca Maroni 89/99 Guida Veronelli 85/100, Gambero Rosso 2 bicchieri, Guida Ais Vitae 2 Tralci

2017: Annuario dei migliori Vini Italiani – Luca Maroni 90/99, Guida Veronelli 90/100, Gambero Rosso 2 bicchieri, Guida Vitae 2 tralci

2016: James Suckling 91/100

2014: James Suckling 91/100

2013: Annuario dei migliori Vini Italiani – Luca Maroni 87/100

2010: Wine Enthusiast 88/100, Annuario dei migliori Vini Italiani – Luca Maroni 87/99, 2012: Annuario dei migliori Vini Italiani – Luca Maroni 86/100

2009: Annuario dei migliori Vini Italiani – Luca Maroni 84/99

2008: Annuario dei migliori Vini Italiani – Luca Maroni 86/99

2007: Annuario dei migliori Vini Italiani – Luca Maroni 84/99

2006: Annuario dei migliori Vini Italiani – Luca Maroni 80/99

D DIADEMA

Produit de France

Champagne certifié Vin Biologique et Vin Demeter



CHAMPAGNE DOSAGE ZÉRO

Champagne certifié Vin Biologique et Vin Demeter



CHAMPAGNE DOSAGE ZÉRO

APPELLATION: AOC CHAMPAGNE

LANDS: FRANCE-Buxeuil and Montgueux (Côte des Bar)

GRAPES: 67% Pinot Noir, 33% Chardonnay

ELABORATION: in steel vats and barriques (28%)

MALOLACTIC FERMENTATION: yes

DOSAGE: No Dosage

VOLALC: 12,5% VOL

SERVICE TEMPERATURE: 8° - 10°C

TASTING NOTES: To offer maximum complexity and full expression of its blends, this cuvée ages up to five years before being offered to our customers all over the world. Only the best wines from various vintages contribute to the Dosage Zéro Diadema Selected. Pinot noir from the renowned village of Buxeuil provides the essential backbone for taste, structure and longevity, it is present in 67% of the cuvée and brings aromas of fresh red fruit, wild strawberries and citrus to the nose. The remaining 33% of the blend contains Montgueux chardonnay which adds shades of green apple, vanilla and caramel, a hint of toasted almonds, hazelnut biscuit, leavened dough and a touch of lime and acacia flowers. This champagne is sans année but it would be more correct to define it as a multi vintage because each bottle includes three different vintages of which the oldest guarantee the right softness and depth essential to balance the spicy acidity and freshness of the younger vintage. After a moment of rest in the glass and even with a few more degrees of temperature it shows its sophisticated character in the glass. As in all Diadema products, freshness, complexity and remarkable persistence are extremely important to give moments of immediate pleasure but also the ability to follow their evolution in the glass during the evening and during the drink.

Produced from organically grown grapes ECOCERT N°10/67336

FOOD PAIRINGS: Perfect on dishes that include white meats (pork, even grilled or roasted chicken or fruit), fish with a slight presence of fat (croaker, sea bass), fresh seafood and sweet and soft cheese.

CHAMPAGNE CUVÉE ROSÉE

Champagne certifié Vin Biologique et Vin Demeter



CHAMPAGNE CUVÉE ROSÉE

APPELLATION: AOC CHAMPAGNE

LAND: FRANCE-Buxeuil and Montgueux (Côte des Bar)

GRAPES: Pinot Noir

ELABORATION: in steel vats and barrels (28%)

MALOLACTIC FERMENTATION: yes

DOSAGE: 5 g/L

VOLALC: 12,5% VOL

SERVICE TEMPERATURE: 8°-10°C

TASTING NOTES: Intense in colors, the Cuvée Rosée Diadema Selected explodes with red fruits and freshness that are prolonged in a round harmonic taste capable of marrying any table and situation. This Champagne Rosé complex is a 100% pinot noir from the village of Buxeuil that acquires structure and elegance thanks to the limestone soils of this area. The intensely rounded taste is obtained thanks to the aging of part of the wines in French oak barrels and the presence in the cuvée of vintage wines dating back to their relative softness. Pinot Noir comes with its classic extraordinarily intense aroma of wild strawberries and a wonderful hint of citrus, blood orange and bergamot, completing the initial bright aroma of pomegranate and damask rose. There is also a vanilla texture of cream and notes of biscuits and butter along with almonds and hazelnuts and a finish of kentucky tobacco and amaretto. The bubble is very fine and persistent, with a note of fresh and intriguing chalkyness that continues in the sip that is exceptionally affected by the great balance and maturity of the starting fruit: the dosage is low and enhances the freshness of the wine without losing creaminess and fruity cadence. Rosé Champagnes generally come with a shade of pink that tends to orange: the Diadema selection instead stands out for its authentically pink hue of beautiful intensity, which suggests its great versatility in combination.

Produced from organically grown grapes ECOCERT N°10/67336

FOOD PAIRINGS: It is an ideal companion for dishes that include red meats (tartare and beef, grilled beef) or white meats (especially game birds and fried foods), as well as fish with a good fat structure (such as salmon and tuna), seafood au gratin (scallops and mussels) and medium-aged and hard cheese.



Olio Extravergine di Oliva



Fattoria Villa l'Olmo arrives in the current owner's family in the mid-1700s when it was bought from the Davanzati family. At the end of the 19th century, the first mill for grinding olives was installed. Until then, the main agricultural activities of the farm have been the production of oil and wine.

Since 2020, part of De.Co Impruneta, a project that arises from the need to identify a distinctive sign for all the products based in Impruneta such as agri-food and crafts. An initiative aimed at protecting the existing resources and safeguarding local production peculiarities, thus representing an effective tool for promoting the area and its excellence.

A particular attention to the harvest as well as to the pressing methods have brought another great satisfaction, a selection of our conventional oil with the Tuscan IGP denomination.

