



Masseria Altemura and PianOstuni, together for the enhancement of modern-day Salento

With great enthusiasm, the Masseria Altemura winery becomes the main sponsor of PianOstuni

For Masseria Altemura, the decision to support PianOstuni was a natural one: in line with the sensibility of the Estate, which combines care for tradition and the territory with an interest in the new and in experimentation, PianOstuni stands out because it is a music festival dedicated to the many contemporary expressions of a classical instrument such as the piano.

The festival takes place in Ostuni, the enchanting White City, symbol of the outstanding features of the Salento region. It boasts a rich array of cultural attractions and top-class food and wine, perfectly capable of satisfying the expectations of the quality-focused tourism that also appreciates the world of Masseria Altemura. Now in its third year, PianOstuni will be held from **13th to 15th July**, and during the three days of concerts in and around Ostuni, there will be **several opportunities to taste Masseria Altemura wines**.

The Masseria Altemura wine estate in Puglia has been owned by the Zonin family since 2000. Located in the heart of the Salento peninsula, equidistant from Puglia's two seas, the Ionian and the Adriatic, the company extends for some 270 hectares, 130 of which are planted with vines. This special geographic location, characterized by pleasant sea breezes and intensely radiant sunlight, is the ideal place for growing grapes. Furthermore, the beauty of the surrounding environment means that the Estate is increasingly appreciated by wine lovers and enthusiasts of refined tourism alike.

"This land brings together wine, art, history, landscapes and gastronomy", says Francesco Zonin, vice-president of the Family-run company, who adds: "Bringing new guests to this part of Puglia means enabling them to fully discover the essence of a region that is increasingly popular with tourists who come to Italy from all over the world. It was very important for us, therefore, to decide to enhance the appeal of Masseria Altemura in Salento, an area of enormous charm, since the very beginning of our work here. Today we are extremely proud to have set down roots in such a stimulating territory and we hope to make it more and more accessible to lovers of beauty and fine wine and food, thanks also to the important partnerships we have forged in the area, including with the organizers of PianOstuni, who share with us the passion for culture in all its forms."

Masseria Altemura has been designed according to the specific criteria of functionality and typicity and demonstrates its **vocation for hospitality** in the area dedicated to tastings. Accompanied by the best gastronomy from the local area, guests have the opportunity to taste **Salento wines with distinctive character and personality**, crafted with a skilful combination of **vigour, freshness and finesse**.

The decision was made to cultivate only autochthonous vines in the 130 hectares of estate vineyards, such as **Primitivo**, **Negroamaro** and **Aglianico** and, among the white grape varieties, **Fiano** and **Falanghina**, all via a production chain that is coordinated with great care and foresight by the Zonin family and supervised under the precious expertise of the winemaker Stefano Ferrante, the agronomist Giacomo Manzoni and the Director-agronomist of Masseria Altemura, **Antonio Cavallo**.

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