



The Marche region was above all a *coup de cœur* for me.

The sea and inland areas have ever different views and panoramas in store; it is a perpetual seesaw at the service of beauty.

It all began with Grottammare, especially Incasato, the old hilly zone that retains ancient charm and greets you at the entrance to the tiny hamlet with a panel bearing verses from T. S. Eliot's *Four Quartets*: "Footfalls echo in the memory, Down the passage which we did not take, Towards the door we never opened." The perfect invitation accompanying you into the old centre and expanding the existential reflection on which directions to take.

Later came the vineyards and the wine. One wine in particular. Campo San Giorgio.

A view of the Conero headland from the sea where, from the water, the perspective redesigns the geometric silhouettes of the landscape, accompanying you towards a discovery of a part of Italy rightly envied worldwide.

Campo San Giorgio responds to the appellation Conero and is descended from the single vineyard after which it is named. From its birth until the most recent extraordinary vintages, it has rewritten the paradigm of this oenological area.

Behind it is a family that conceived and produced it with a specific, ambitious and romantic idea, creating distinction and elevating Conero to the level of international wine excellences. An act of love for a beloved land along with a desire to affirm at the highest levels a regional drive still to some degree in search of a creator.

Massimo and Michele Bernetti are its architects, father and son gifted with a rare sense of perspective and overall vision. They began travelling the world in pioneering times and built the history of Umani Ronchi with their own story, starting to spread the gospel of verdicchio globally and demonstrating that Conero was more than just the keeper of the splendid reflections of a blue sea that glitters along the coastline.

Sometimes they say businesses resemble their owners.

They resemble the people who have had faith and did not retreat in the face of adversity, standing firm and sure. Always and whatever.

This is one of those examples.