



Telling Sicily's Diverse Essence

An Interview with Roberto Magnisi,
Director, Duca di Salaparuta Group

EDITORS' NOTE In 2004, Roberto Magnisi began his career in wine with the historic Florio Marsala winery. In 2009, he was appointed Director of Research & Development for the Duca di Salaparuta Group. Since then, the Reina family entrusted Magnisi to establish a state-of-the-art microbiological-chemical laboratory to support the winemaking team's professional know-how. Research and development allow for continuous control from the vine to the winery so that each step can take place in its natural element and allow the resulting wine to be the highest expression of its territory. This is fundamental to Magnisi's contemporary winemaking style.



Roberto Magnisi

WINERY BRIEF The Duca di Salaparuta Group (duca.it/en) owns three historic wine brands that represent Sicily and Italy worldwide: Corvo and Duca di Salaparuta, founded in 1824, and Florio, launched in 1833. Gathered into one group by the Reina family, the two companies together constitute the largest private wine group in Sicily. They express the island's history and its land through their suggestive Estates and the historic Marsala and Casteldaccia Wine Cellars, but above all through their wines.

Will you provide an overview of the history of Duca di Salaparuta?

Our journey, celebrating 200 years in 2024, has been marked by a commitment to winemaking and remarkable achievements. Established in 1824, Duca di Salaparuta continues to grow and succeed fueled by its love for Sicily and an irreverent spirit that has characterized the company and its people throughout the centuries. With solid and vibrant roots, we draw inspiration from our heritage to continually seek to do better, without ever stopping.

Will you highlight Duca di Salaparuta's winery and wines?

Situated overlooking the sea in Casteldaccia, a few kilometers from Palermo, our wineries are located in a breathtaking territory, rich in nature and culture, that has inspired artists and poets alike. Our wines tell Sicily's diverse essence, from the volcanic wines crafted at Tenuta di Vajasindi nestled at the foot of Mount Etna, to the heart of the island at Tenuta di Suor Marchesa, where we cultivate our Nero d'Avola.

What do you consider to be the keys to Duca di Salaparuta's industry leadership?

Our industry leadership stems from a desire to showcase an incredible territory and history while maintaining a forward-looking approach, constantly seeking new challenges to face.



How crucial is innovation to Duca di Salaparuta's culture, and where do you see innovation driving the business?

Innovation is integral to our philosophy and manifests in many different forms. Duca di Salaparuta has consistently prioritized sustainability and meticulous production practices, ensuring unparalleled quality from vineyard to bottle for those who select our wines.

Will you discuss Duca di Salaparuta's investment in technology?

The quality of our enological creative supply chain is crucial for expressing our character and showcasing our Sicily. From the vineyard to cellar operations, we prioritize attention to detail, with consistent investments in precision and governance technology. I'm particularly proud of the technological advancements we've implemented to seamlessly integrate our cellar and bottling activities. Bottling, being a critical phase for wine, directly impacts its sensory profile and longevity. By using mechanical and computer technology, we've transformed our bottling process from discontinuous to continuous, ensuring a dynamic operational flow and effective oxygen management.

Duca di Salaparuta is committed to sustainability. Will you discuss this focus and its integration into the company's values?

We have always worked with the aim of safeguarding environmental, social, and economic sustainability to ensure the quality of our wines, preserve the land, and foster social culture. This commitment has led us to strive for two important certifications, making us the first in Sicily to achieve them – VIVA and Equalitas. However, our commitment goes beyond this; each day, we work not only to maintain the standards we've established, but also to enhance them continuously, for example supporting the development of cultural initiatives within the region.

Where did your passion for the wine industry originate?

My passion for the wine industry began during my university years while researching for my chemistry thesis. It was a moment that initiated my lifelong dedication to the world of wine. ●



Duca di Salaparuta in Sicily, Italy