



VINITY
WINE COMPANY

Campanelli Azienda Vinicola

Verdicchio dei Castelli di Jesi "Follonica"

Overview

- Follonica is a wind-swept ridge contested for centuries between the villages of Staffolo, Cupramontana, and San Paolo di Jesi, rising over 360 meters where most of the appellation sits lower and softer. What sets it apart is its orientation: Follonica faces north and northeast, an unusual, less coveted exposure that most growers avoid — but it's exactly what Francesco Campanelli is after. Cooler, slower ripening, and constantly ventilated, with loose, sandy arenaria at the surface, this is a site built for tension rather than richness. Campanelli is one of the few producers in the appellation to draw on the DOC's old geographic place-names rather than bottling everything as one blend, and Follonica is his coolest, highest-strung expression of Verdicchio: organically farmed, hand-harvested, soft-pressed, and aged on fine lees in steel and cement.

Appellation: Verdicchio dei Castelli di Jesi D.O.C. Classico Superiore.

Type: White, dry wine.

Varietal: 100% Verdicchio.

Winemaking and Vineyard Notes

Vineyard: Follonica — one of the DOC's historic geographic place-names ("menzioni geografiche"), a hill straddling the border of Staffolo, Cupramontana, and San Paolo di Jesi.

Exposure: North / northeast — an atypical, cooler exposure for the appellation

Soil: Medium-textured, with a strong surface presence of loose arenaria (sandstone).

Pressing: Soft pressing (house practice).

Aging: On fine lees, in stainless steel and cement.

Tasting Notes

Color: Brilliant straw yellow with greenish highlights.

Bouquet: Citrus peel, white flowers, green apple, light herbal notes.

Palate: Fresh, structured, savory; vibrant acidity, mineral finish.

Alcohol: 13.5% (varies with vintage).

Serving temperature: 10/12° C (50-54° F).

Food Pairing

Serve as an aperitivo, with fresh fish and sushi, seafood, light primi piatti.



Francesco Campanelli founded his family estate in San Paolo di Jesi in 2021, turning a small agricultural holding into an ambitious project centered on Verdicchio. Rather than blending across the Castelli di Jesi appellation, he vinifies each vineyard separately, bottling single-cru wines named for their contrada of origin: Palombare in Serra San Quirico, San Michele in Cupramontana, and San Nicolò in San Paolo di Jesi, alongside the multi-cru Le Contrade. The vines are organically farmed and hand-harvested; fermentation relies on indigenous yeasts, aging happens in steel and cement without oak. The result is a growing, vibrant portrait of Verdicchio's many terroirs.