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Ressort: Reise & Tourismus

Bolgheri, the kingdom of wine.

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Bolgheri, kingdom of wine and Tuscan beauty: gentle hills kissed by the sun, vineyards descending toward the sea, and the scent of the Mediterranean scrub. Here, elegant and powerful wines are born — the fruit of a unique land and a timeless passion.

Bolgheri, an enchanting village on the Tuscan coast, is reached by traveling along the famous Cypress Avenue, a five-kilometer road celebrated by Giosuè Carducci in his poem Davanti San Guido, inspired by the poet's childhood memories. Among stone alleys, wine shops, and sea views, Bolgheri captivates with its authentic charm. The secret of its wines lies in the unique soil—rich in sand, clay, and gravel—that gives structure and complexity to Italy's most prestigious reds, such as Sassicaia and Ornellaia. A place where nature, history, and wine blend in perfect harmony.

The structured red wines produced in this area are often made from international grape varieties such as Cabernet Sauvignon, Cabernet Franc, Merlot, and Petit Verdot. These are sometimes blended with Sangiovese to create intense and complex wines.

The most renowned labels:

Sassicaia – Tenuta San Guido: the progenitor of the Supertuscans, among the first to break traditional Tuscan rules in the 1960s.

Ornellaia – Tenuta dell'Ornellaia: elegant and profound, a symbol of modern Bolgheri.

Masseto – 100% Merlot, one of Italy's most sought-after reds.

Guado al Tasso – Antinori: a balanced and refined classic.

Here's a 2-day itinerary in Bolgheri designed to enjoy wineries, tastings, and the village:

Day 1 – Discovering the village and main wineries

Morning

Arrival in Bolgheri along the Cypress Avenue, strolling among the iconic cypress trees and enjoying the scenery.

Visit the medieval village: stone streets, wine shops, and artisan boutiques.

Lunch

Tasting of typical Tuscan dishes in a local restaurant: cured meats, cheeses, and wild boar specialties.

Afternoon

Guided tour of Tenuta San Guido (Sassicaia): learn about the history of the wine and its production process.

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Wine tasting, including the famous Sassicaia.

Evening

Aperitif or dinner in a panoramic restaurant overlooking the hills and the sea, paired with local wines.

Day 2 – Vineyards and tailored tastings

Morning

Walk among the vineyards of the surrounding gentle hills.

Visit Ornellaia or Guado al Tasso, with a winery tour and tasting of their prestigious wines.

Lunch

Light lunch at an agriturismo: local dishes paired with the estate's wines.

Afternoon

Visit smaller Bolgheri DOC wineries for more intimate and in-depth tastings.

Shop for premium bottles and local gastronomic products to take home.

Evening

Evening stroll in the village, admiring the sunset over the hills and toasting with a glass of Bolgheri red.

If you are a true wine connoisseur, Bolgheri is a must-visit: an enchanting village nestled among gentle hills and vineyards producing some of Italy's most prestigious wines. Stroll through its stone streets, breathe in the scent of the Mediterranean scrub, and let yourself be guided through the wineries where the famous Supertuscans, such as Sassicaia, Ornellaia, and Masseto, are born. Every glass tells the story of a unique land, rich in passion and tradition. Experience it fully: taste, explore, and fall in love with Bolgheri, the kingdom of wine.

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