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Vallepicciola will invest €3 million to expand premium wine distribution.

The Chianti Classico winery also overhauled its leadership, betting on stronger HoReCa reach in Italy and abroad.

Monday, June 22, 2026



Vallepicciola, a Chianti Classico winery owned by the Bolfo family, said it will invest €3 million to strengthen distribution capacity and improve services for customers, sales agents and partner wineries as it reshapes its management structure for a new growth

phase.

The company said the plan is aimed at supporting its next industrial cycle with a renewed governance model, shared investment and a long-term strategy focused on expanding in Italian and international markets. It also said the changes are intended to reinforce its position in the premium segment and open new opportunities in the HoReCa channel, the trade shorthand for hotels, restaurants and cafes.

Hee Soo Bolfo has been named chairman, with responsibility for representing the ownership and ensuring continuity in the Bolfo family's business vision. Nicola Vercellotti was appointed chief executive officer and will oversee overall operations and execution of the group's industrial plan.

Gaia Cinnirella will join as general manager. Vallepicciola said she previously worked as an internal winemaker at Ornellaia and Masseto and has also held roles at Allegrini, Tenuta San Guido and Biondi-Santi, where she was vineyard manager. The company noted that Fortune Italia included her in its under-40 ranking of emerging figures in the wine sector.

Alessandro Cellai will remain as a strategic adviser to the Bolfo family on winemaking, providing ongoing support on both commercial and enological goals, according to the company.

At the same time, Vallepicciola said it is deepening its relationship with the Balan family in distribution. Distribuzione Balan, in which Vallepicciola acquired a minority stake in 2025, will continue to operate as an independent multibrand distributor led by Daniele and Fabio Balan, who will retain full responsibility for commercial strategy, portfolio management and relations with represented producers and the sales network.

The Bolfo family and Vallepicciola's management will take part directly in Distribuzione Balan's governance while preserving its multibrand identity and operating autonomy, the company said. Vallepicciola described the distributor as one of Italy's main references in premium wine distribution.

Hee Soo Bolfo said the strengthened partnership should significantly increase Vallepicciola’s presence in HoReCa and speed up its commercial development. For the beverage sector, the move points to continued investment in premium wine distribution even as producers face a difficult market environment, with greater control over routes to market becoming more important for wineries seeking growth at home and abroad.