vinetur

Zorzettig Opens New Winery in Friuli to Unite Production on One Site

The family producer says Cantina Viva will also anchor wine tourism, cultural events and a broader modernization drive.

Monday, October 12, 2026



Zorzettig, a winemaker based in the Colli Orientali del Friuli in northeastern Italy, inaugurated a new winery on Monday in Spessa di Cividale, in the province of Udine, as the family-owned company moves to concentrate production and expand its hospitality

business.

The new facility, called Cantina Viva, was presented by Annalisa Zorzettig as the latest stage in a company history that dates its first labels to 1874. According to the company, the project was designed not only to meet growing production needs but also to bring together winemaking, visitor services and cultural activities in one site.

The opening took place in the heart of the Colli Orientali del Friuli, a wine area near Cividale del Friuli, with local and regional officials attending. Among them were Cividale Mayor Attilio Vuga, Monsignor Livio Carlino, archpriest of Cividale, and Stefano Zannier, the Friuli Venezia Giulia regional councilor for agri-food, forestry, fisheries and mountain resources.

The event also included a public presentation hosted by Luciano Ferraro, deputy editor of Corriere della Sera, with remarks from Tommaso Cerno, editor-in-chief of il Giornale. The program featured contributions from Agriculture Minister Francesco Lollobrigida and Matteo Zoppas, president of the Italian Trade Agency, focused on the role of the wine sector and the outlook for Italian exports.

Cantina Viva replaces a more fragmented production setup by combining operations in a single site, according to the company. Part of an existing building was incorporated into a new wing, while the historic barrel cellar was preserved and remains in use for older vintages. Zorzettig said the reorganization is intended to simplify internal processes and improve working conditions for employees.

In remarks released for the inauguration, Annalisa Zorzettig said the family wanted to build more than a technical production space and aimed instead to create a place that reflects how the company works and receives visitors. Her statement linked the investment to a broader effort to modernize the business while keeping a strong connection to the local landscape and the family’s history in Friuli.

The site has been planned as both a winery and a destination for wine tourism. Visitors can move between the older cellar, housed in an 18th-century building, and newer spaces used for production and hospitality. The company said the concept is meant to show the work behind each bottle, including vineyard management, cellar decisions

and the people involved in the process.

Architecturally, the building was designed to follow the slope of the hillside rather than stand apart from it. The company said the structure uses iron, glass, wood and local sandstone to create a contemporary look tied to rural building traditions in Friuli.

Sustainability was a central theme of the presentation. Zorzettig said the winery includes systems intended to improve energy efficiency, reduce consumption and recover water. The company also tied the new project to its longer-term work on biodiversity, including the planting of traditional local fruit tree varieties such as apple, pear, cherry and plum alongside vineyard parcels. According to the company, that practice is meant to restore some of the agricultural diversity that historically characterized the Colli Orientali landscape.

Several interior spaces were presented as part of that link between past and present. One, called the Library, is intended to house historic bottles and older vintages as an archive of the company’s development. Another, the Focolare, draws on the traditional hearth that once served as a gathering place in Friulian farm homes. Zorzettig said the room will be used to welcome guests, while a staff kitchen was designed to preserve the practice of employees sharing lunch together.

The inauguration also comes during a period of broader change for the winery’s product and brand strategy. Zorzettig said it began working this year with winemaker Luca D’Attoma, a move the company described as an effort to give greater emphasis to individual vineyard sites and to make the wines reflect their place of origin more clearly. The company said the collaboration will build on its existing focus on vineyard balance and a restrained approach in the cellar.

At the same time, Zorzettig has been updating its visual identity with Studio Idee Materia, a creative agency based in Teglio Veneto and led by Antonio Dore. The redesign began with the Tenaci range and later extended to Myò, before becoming a wider brand repositioning effort that includes labels, sales materials and digital communications. The company said the new identity grew out of discussions with the family and staff around ideas of humility, persistence and continuous improvement.

Those ideas are reflected in how Zorzettig is presenting its two principal wine lines. Tenaci is being positioned as a range tied to the work of cultivating the land over time, while Myò, which takes its name from the Friulian word for “mine,” is described by the company as the selection that most directly expresses the estate’s identity through fruit from selected vineyards.

For Zorzettig, the opening of Cantina Viva marks an investment in production capacity, tourism and branding at the same time, as wineries across Italy face pressure to strengthen direct relationships with visitors and consumers while also maintaining export visibility. In this case, the company has chosen to do that through a site that keeps its historic cellar in place, adds new production infrastructure and creates new spaces aimed at turning the winery itself into part of the product it sells.