Lungarotti launches Progetto 1962 to blend Umbrian tradition with modern global wine appeal

New initiative reimagines historic labels and lifestyle branding to strengthen presence in international hospitality markets

Tuesday, April 15, 2025



In April 2025, Lungarotti, one of Umbria's most historic wineries, officially launched "Progetto 1962," a strategic initiative aimed at reconnecting with its roots while presenting a modern vision of Umbrian wine and lifestyle to the global market. The

project marks the beginning of what the company calls its fourth life cycle, following a year-long internal and external review that revealed untapped potential in both brand identity and product offering.

Founded in Torgiano, Umbria, Lungarotti has been a symbol of regional winemaking since 1962, when Giorgio Lungarotti introduced the now-iconic Rubesco and Torre di Giano labels. These wines helped establish the winery's reputation both in Italy and abroad. Over the decades, the company has remained family-run, with each generation contributing to its evolution. After Giorgio's death in 1999, his daughters Chiara and Teresa took over leadership, initiating a third phase focused on sustainability and modernization.

The new initiative is named after the year 1962 to honor the original release of Rubesco and Torre di Giano. These two wines have now been reimagined as Rubesco 62 and Torre di Giano 62. The updated versions feature a fresher, more accessible style while maintaining their connection to Umbrian terroir. The wines are made from Sangiovese and Trebbiano grapes—varieties known for their resilience to climate change—and are produced using techniques that emphasize varietal clarity and regional expression. For example, red wines undergo fermentation at lower temperatures to reduce extraction, while whites spend more time on fine lees to enhance structure.

The visual identity of the wines has also been updated. The new labels draw inspiration from Lungarotti's original 1960s designs but are adapted for today's market. This aesthetic shift is part of a broader communication strategy that includes digital tools and storytelling aimed at conveying the values of Umbria: simplicity, authenticity, and a slower pace of life.

Chiara Lungarotti, managing director of the company, described Progetto 1962 as more than just a product launch. "This is about bringing Umbria's lifestyle to the world," she said. "We want our wines to reflect not only our land but also our way of living—calm, rooted in tradition, yet open to innovation."

The project is part of a three-year plan that includes changes across all areas of the business. New professionals have joined the team to support operations alongside family members. The winemaking approach has shifted toward greater drinkability

without sacrificing elegance or authenticity. Marketing efforts now focus on emotional engagement and narrative depth.

Hospitality is also being redefined. The Enoteca della Cantina wine shop has been completely renovated to offer both tastings and dining experiences. It complements other Lungarotti properties such as Poggio alle Vigne farmhouse and Osteria del Museo restaurant near the Wine Museum in Torgiano.

Lungarotti’s transformation reflects a broader trend among heritage wineries seeking to stay relevant in a changing market while preserving their core identity. By focusing on timeless values like family, territory, and continuity—and expressing them through contemporary wines—the company aims to strengthen its position in both domestic and international markets.

Progetto 1962 is designed primarily for the Horeca channel (hotels, restaurants, catering), targeting consumers who appreciate quality wines with a story behind them. According to Lungarotti leadership, this is just the beginning of a renewed commitment to sharing Umbria’s culture through wine.

The initiative underscores how tradition can serve as a foundation for innovation when guided by clear vision and purpose. For Lungarotti, that purpose is now firmly centered on representing Umbria not just as a place but as an experience—one glass at a time.