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Cavazza Unveils Vibrant New Cicogna Wine Label, Reviving 1980s Art and Local Heritage

Historic Veneto winery updates flagship red line and offers rare vintages dating back to the late 1980s for collectors

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Cavazza, a historic winery based in Montebello Vicentino, Italy, has introduced a new label for its Cicogna line of red wines. The change marks a significant update to the visual identity of the estate's flagship wines from the Colli Berici region. The

announcement was made in October 2025 at the winery’s headquarters in Vicenza province.

The Cicogna line has been central to Cavazza’s portfolio for more than three decades. According to Stefano Cavazza, who leads the family business with his cousins Andrea, Elisa, and Mattia, the redesign is part of a broader rebranding effort that began several years ago. The new label draws inspiration from the original designs created in the late 1980s by a local artist and family friend. The updated look features a larger, more colorful stork illustration—a nod to the Italian word “cicogna,” which means stork—and retains the varietal name on each bottle, such as Merlot, Cabernet, or Syrah.



The name Cicogna is rooted in local history. It refers to an old Venetian noble family that once used the Berici Hills as a seasonal retreat. In previous centuries, Venetian aristocrats would escape the damp air of Venice by wintering in these hills, which were accessible by a network of canals. Over time, Cicogna became a place name in the area around Alonte, and its presence can be traced on maps dating back more than two hundred years.

Cavazza acquired Tenuta Cicogna in 1987 after decades of producing Garganega-based wines in Gambellara. The family recognized the potential of the Colli Berici’s calcareous soils and unique microclimate for producing structured and long-lived red wines. The original Cicogna labels were designed soon after this acquisition and have now been reinterpreted for today’s market.

The new label is intended to highlight both tradition and innovation. Stefano Cavazza said that the goal was to bring more clarity and brightness to the brand while emphasizing its connection to place and grape variety. The stork image remains central, symbolizing continuity with past generations.

In addition to updating its packaging, Cavazza has introduced a dedicated price list for older vintages of Cicogna wines. This move is unusual for producers in the region and reflects a commitment to aging as a way to showcase the land’s character. Some bottles available date back to the late 1980s, offering collectors and wine professionals access to rare examples from the estate’s cellar.

Cavazza was founded in 1928 and is considered one of Veneto’s historic wine producers. The estate manages 130 hectares across two main appellations: Gambellara Classico DOC, known for its volcanic soils and white wines made from Garganega; and Colli Berici DOC, which has marine-origin soils well suited for both native varieties like Tai Rosso and international grapes such as Merlot and Cabernet Sauvignon. Annual production is about 600,000 bottles.

The winery holds SQNPI certification for sustainable practices and places strong emphasis on biodiversity and renewable energy use. With its latest initiatives, Cavazza aims to reinforce its reputation as a leading producer in northern Italy while honoring its roots and adapting to changing market expectations.