

SANTAFIORA 1870



An History of Passion and Tradition

1867

1900

1925

2014

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This is when the story of Vermut Bracci begins, in Terranova Bracciolini, a small pleasant borough in Arezzo. After his studies, the oenologist Giuseppe Bracci, dedicated himself completely to finding a solution for the aging of Vinsanto, his first great passion. Thanks to his work he discovered that wines could be aromatized: this brought him to experiment various solutions that led to the creation of the one that later would be known as Vermut.

Soon after Giuseppe Bracci obtained a liquor producer licence. He was in third place, with Martini in first.

In those years a great number of wine companies emerged, particularly in southern Piedmont, between Canelli and Nizza. In the face of the growing requests, the most important Vermut producers emerged.



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Giuseppe Bracci tries to pass his great passion and the family tradition to his son Simone who, with great commitment, shows remarkable entrepreneurship and wide views. It is thanks to Simone that the international branches open in the United States and Belgium.

From this moment the company sees a great expansion and growth.



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Simone creates a variation of the traditional Vermut Bianco, starting from the Sicilian Alcamo, an important fresh and versatile wine. Thanks to the extraordinary characteristics of Sicily, the Alcamo had an incomparable flavor, with a strong and fresh aromatic base.

It is from this choice that the Santafiora Bianco is created, a wine rediscovered nowadays as QOR. A white vermut suitable for young people all over the world. An aromatic and unequalled wine with a fresh twist, brought by the fusion of Ribera organic orange rind, Madagascan cocoa beans and Sri Lankan cinnamon, as well as other 45 secret spices.



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Lorenzo Gasbarro, Simone Bracci's great grandson, finds his grandfathers hand written recipese in the country family home. An aenologist himself, he decides to reintroduce on the market this incomparable vermut, taking on the family's passion. From the same initiative he creates QOR, a modern vermut radicated in the past traditions. Ideal for the young people, but also for all those who wish to taste a product with over 100 years of history, it is perfect for toasting to modernity and to the flavor of one of the most antique wine traditions in Italy.



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