



VERMENTINO THE SEA WHISPERER

GERMANY

The group of young and talented chefs and winemakers who are changing the game

PRIMITIVO AND MURCIA

Primitivo is always the first grape to ripe in Puglia. Here Women in Wine draw a new tourism route

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For the Pugliese Movement, she is the first woman president. Maria Teresa lives and works in the Primitivo area: she does not come from a family of wine producers, but has married one, Cosimo Varvaglione, who has been linked to the land and grapes for four generations. Her maiden name is Basile, but Maria Teresa is so invested in the company that has made the surnames interchangeable. In fact it's with her that the Varvaglione brand (leader in sales of bulk wine in Puglia until the beginning of the 90s) decided to start bottling, conquering yet another record: the company today is the first in the region in terms of turnover and

MARIA TERESA VARVAGLIONE

PRESIDENT MOVIMENTO
TURISMO DEL VINO PUGLIA

production. "Clearly it was an agreed decision - the President recalls - but Cosimo made the idea his own knowing that he could count on me, so I started traveling around the world as head of foreign markets while raising three small children. Now it's time to get the kids to work and leave them the necessary space". The new generation is in fact Marzia, Angelo and Francesca: the first two involved in curating the commercial and communication aspects of the brand, while the latter is finishing her viticulture and oenology studies. "I have no problem telling her - Maria Teresa concludes - that if necessary (and often) I can also step in as a Jack of all trades! And then my new job offers the opportunity to promote this part of Apulia tarantina: with its marine coasts proudly marked by so many cleanest ocean Blue Flags, between dunes and coves: Wine also helps for this"..