

Maurizio De Simone, Oenologist, Viticulturist, "Visionary"

Maurizio was born in Naples 12 September 1963 however he felt as a young man ill at ease living in the city. The fascination of farming life was passed on from his grandfather and father who owned pieces of property with olive trees and vineyards north of Naples in the valley of Sessa Arunca in which he became acquainted from a young age: evenings around the open fire listening to traditional tales of local farmers, the smells and senses livened by the uncontaminated countryside left him to dream of a life in the country in synthesis with a career.

He received his high school diploma from a farming high school with a specialization in feeding and invitro techniques of large animals which brought him work in that field in various farming industries. He was then hired as director of a large wine farm called Marini di Matelica where he first gained an interest in the field of oenology. The unification of his knowledge of the vineyards themselves and the complex field of oenology formed his philosophy: to express through the wine the personality of who makes it and the territory of its origin.

He then decided his career as he pursued his specialization followed by the meeting with famed oenologist Clemente Vassanelli of Bussoleto who saw his potential and offered him the position of head oenologist and director of the winery Villa Matilde in Cellole where he was center in the discovery and recreation of the DOC Falerno del Massico dating back to the roman era. After eight years of practical application in the field of oenology, he received the title of Enotechician at the Institute of Avellino, followed by his degree in Oenology at the Institute of Alberobello.

His studies with the great Vassanelli taught him that the importance of precision, energy and passion are key to being technically impeccable. However, Maurizio made his own discovery. He began to understand that wine is a living and vital element which has always accompanied man and that a demanding market of global products and consumerism is expropriating its essence.

He began the battle to recover nearly lost vines. The rediscovery of ancient wine making methods and the adaptation of these in modern winemaking techniques make incredibly unique wines possible. His interest in finding the ancient vineyards led him to the discovery of vineyards without the California root that survived the devastation in the early 1900's. Some of the ancient wines he discovered are: Lentisco a white wine made of Bellone grapes and set in chestnut wine barrels, The Grecomusc' of Taurasi, The Cesanese of Olevano Romano, The Asprinio of Aversa, ancient vineyards of Sangiovese of Montalcino and Punta Fieno of Ponza.

In 1996 he decided to break out as a private wine consultant traveling the world and developing 42 vineyards on several continents. In 2002 he founded Pro.Vit.E. srl a partnership of professionals in viticulture and oenology with the main office in Montalcino. His passion carried over into teaching at professional high schools, specifically the sommelier sector.

Maurizio is presently technical expert with "BIOMA", a Swiss company dedicated to chemical free farming options that have created a natural non- sulfite substitute, which replaces the usual use of sulfites to preserve wine. He has been doing research on this since 2006 with various Universities including the University of Bordeaux. His expertise also extends to biodynamic and organic farming without the use of pesticides on all vineyards, olive trees and fruits and vegetables.

