



SAN FELICE
BORGO

HOTEL BORGO SAN FELICE



PRESS KIT 2021



SAN FELICE

BORGO

HISTORY

SAN FELICE AND THE BORGO TODAY

PHILOSOPHY

THE ALBERGO DIFFUSO

The Rooms and Suites

The Villas

The Enoteca

The Botanic Spa

The Sports Facilities

THE RESTAURANTS

Il Poggio Rosso

L'Osteria del Grigio

THE ORTO FELICE

BORGO SAN FELICE EXPERIENCES



SAN FELICE

BORGO

HISTORY

The origins of this hamlet located in the heart of Chianti Classico, near Castelnuovo Berardenga and Siena, date back to Etruscan times, as evidenced by archeological findings on the grounds of the estate traced to the peoples of Etruria, who transformed the territory around Chianti, moving from nomadic sheep farming to agriculture and the beginnings of vine cultivation.

But the Borgo - borgo is the Italian word for hamlet - as we know it today dates back to Medieval times. The first written mention of it was in the year 714 AD, during a period of bitter controversy between the bishops of Arezzo and Siena regarding certain parishes in the area of Tuscany. San Felice in Avana - the borgo's original name - was among the contested villages.

In medieval times, having religious holdings with land, woods, and houses meant not only spiritual domination, but earthly domination as well. On July 5, 715, during a gathering of all the bishops in Tuscany, it was declared that San Felice in Avana was the property of the bishop of Arezzo. Nonetheless, the controversy lasted another five centuries and was only resolved in the 18th century, when Pope Onorio II definitively assigned the contested lands and parishes to Arezzo.

In 1700, the Grisaldi Del Taja, a noble family from Siena, made the main house in Borgo San Felice their main residence, and toward the middle of the 1800s, they introduced urbanistic and architectural variations that still stand to this day. Foreseeing the great agricultural potential of the area, Giulio Grisaldi Del Taja invested in rural holdings and was part of the group that founded the Consorzio del Chianti Classico in 1924.

In 1978, San Felice was acquired by the Gruppo Allianz S.p.A., who decided to embark upon a significant restoration and preservation project, highlighting the unique artistic and architectural characteristics of the Borgo. The group also began to dedicate time and resources into the innovation and development of the agricultural lands of the estate, which eventually became an avant-garde leader in wine production in the most prestigious areas of Tuscany: Chianti Classico, Montalcino, and Bolgheri.



SAN FELICE
BORGO

SAN FELICE AND THE BORGO TODAY

San Felice today is a thriving reality comprising 685 hectares of vineyards, olive groves, fields and woods. The vineyards area extends into prestigious designations of origin, with 150 hectares in Chianti Classico, 23 in Montalcino and 6 in Bolgheri.

The Borgo is the heart of the estate, rising from the hilltops of Castelnuovo Berardenga near Siena, surrounded by the peaks and valleys of Chianti. The Borgo was once again renovated in 1991 and converted into a 5-star albergo diffuso, and is part of the Relais & Chateaux group - the only such property in Chianti Classico. It boasts two restaurants, a pool, a gym, two tennis courts, and a spa. It is above all a wine resort, located among the property's beautiful vineyards and olive groves.

Borgo San Felice's main piazza was constructed in the Middle Ages, and on it stands Palazzo Patrizio, built in the 18th century, which in turn is located in front of the neogothic Cappella della Madonna del Libro, built in 1899 and renovated in 1922 and again in 1933. Inside the chapel stands a wooden sculpture of Sant'Antonio da Padova carved by the Florentine Domenico Cafaggi (1530-1608) and a Madonna del Rosario from the early 1600s.

On tiny winding Medieval streets leading off the piazza stand the old houses and annexes which now house the 29 rooms and 31 suites of the Relais, two restaurants - the Michelin starred Il Poggio Rosso and Osteria del Grigio curated by the Executive Chef Juan Quintero - and Bar Archi, which boasts an outdoor terrace that leads to the pool.

Walking through the small streets leading to flowering gardens and private courtyards, guests stumble upon fascinating alleyways, tabernacles, loggias, and an old well from 1792. What was once the bakery is now the reception area of the Relais, which also houses a lounge with a library, a bar, and rooms on the upper floors; what was once the olive mill has become the spa.

Not far from the borgo, Villa Colonna and Villa Casanova stand tall above the vineyards of San Felice and are the ideal choice for those looking for a private, exclusive experience. Guests there enjoy all of the services and amenities of the five- star hotel.





SAN FELICE

BORGO

Since 2007, the Borgo San Felice Board of Directors has been chaired by Mario Cuccia. The Maître de Maison Danilo Guerrini, with his consolidated experience in 5-star hospitality and the grace and attention typical of a “good host,” coordinates a staff of 80 people. Since 2020, Danilo Guerrini is also President of the Relais & Chateaux Italian Delegation.

PHILOSOPHY

Attention to every last detail, passion and love for beauty, appreciation for the local land, protecting the environment, and social responsibility are the key aspects of the San Felice philosophy.

Adhering to these principles, San Felice has supported a number of projects through the years aimed at preserving the Borgo’s history and uniqueness. The restorations that have been carried out at the Borgo, which are in perfect harmony with its original structural characteristics and the surrounding land, make it a corner of Tuscany where time seems to stand still. These strong ties to the local territory are also reflected in the Borgo’s culinary offerings, whose ingredients come straight from the property’s vegetable garden, the “Orto Felice.”

Borgo San Felice also does its part for the environment, focusing much attention on sustainability. Energy is supplied by solar panels and a centralized biomass that feeds the temperature control system of the entire resort. In addition, the water used at the resort is purified and then used to irrigate the property, reducing water waste to a minimum.

San Felice’s vineyards are tended to with precision viticulture, and the vineyard management team aims to protect the environment through an integrated approach aims both to protect the environment by carefully coordinating all phases of the production process, and to protect the health of consumers. San Felice always puts people first – both clients and employees – and proposes to improve the quality of life for those facing challenging times through the promotion of philanthropic initiatives, including the Allianz Foundation’s UMANA MENTE project, which, among other initiatives, supports the “Orto e l’Aia nel Borgo,” aimed at helping the social integration of children with disabilities. The



SAN FELICE BORGO

“Orto” offers these children the opportunity to learn about and take care of vegetables and barnyard animals and allows them the chance to take ownership of something important, to socialize, and to actively feel part of a group that makes a difference.

THE “ALBERGO DIFFUSO”

The Rooms and Suites

The Borgo’s Medieval buildings are home to 29 rooms and 31 suites renovated in modern style that nonetheless maintain the enchantment and atmosphere of another era. Large, bright, and elegantly furnished, the rooms and suites are done in warm, natural tones that recall the surrounding countryside. Gorgeous natural wood and marble dialogue harmoniously with the artisanal ceramics and fine fabrics that adorn the rooms. Each has a spectacular view of vineyards or the most enchanting corners of the Medieval village.

The Villas

Just a few steps from the borgo, among cypress trees and olive groves, Villa Casanova and Villa Colonna combine the peace and simplicity of country life with all the services and amenities of the hotel.

Surrounded by a large garden with a pool, Villa Casanova has three fully equipped, independent apartments for a total of nine rooms, all in Tuscan style with a touch of Provençal. Villa Colonna is a more intimate option that can host up to four guests and is perfect for couples. There are two bedrooms, a bright sitting room, and a kitchen that opens onto the patio next to the pool.

Every last detail is attended to in order to satisfy clients’ expectations and desires, guaranteeing a carefree vacation. Guests can opt for home delivery to the villa, or purchase vegetables from the Orto Felice, or even organize a barbecue under the stars with the help of the Borgo’s chefs.

Both villas can be reserved as full buy-outs and are available year-round.



SAN FELICE BORGO

The Enoteca

The enoteca welcomes guests in an elegant outdoor space in front of the “Giardino delle Erbe Buone” herb garden, where the aromatic herbs used to enhance the restaurants’ gourmet dishes grow. Inside, guests are charmed by the old stone walls and barrel vaults of the recently restored building. Here, guests can taste San Felice’s wines, perhaps after a walk in the vineyards and a tour of the wine cellar, to enjoy with tasty bites prepared by the borgo’s Head Chef, Juan Quintero. San Felice’s wine, grappa, and extra virgin olive oil are all available for purchase at the Enoteca.

A number of different Wine Tours are also available:

Simple Tastings: ranging from ‘Friendly Tastings’ to the ‘Classic Tour & Tasting’ to the ‘Premium Tour & Tasting,’ including a visit to the wine cellar and a walk through the vineyards followed by a tasting of San Felice’s various wine offerings

Thematic Tastings: ‘Pugnitello Rarities’ - including a walk through the Vitiarium, the experimental vineyard populated with indigenous varieties; ‘Milestones’ and ‘Tuscany Matters Experience’

Special Edition: ‘Harvest Tour’ and ‘Barrel Tasting with the Winemaker’ - a barrel tasting accompanied by small plates prepared by Executive Chef Quintero

Wine tastings are also available at the enoteca at Campogiovanni, San Felice’s estate in Montalcino, including

Simple Tastings: ‘Walk in Tasting’ and ‘Campogiovanni Experience’

Thematic Tastings: ‘Campogiovanni Rarities’ and ‘Picnic in the Pine Grove’

The Botanic Spa

The Spa is located within the old olive mill. As a testament to the historic origins of the property, there are still exposed beams and large, high windows that create a relaxing, welcoming atmosphere for both spiritual and physical wellness.



SAN FELICE

BORGO

There are two different spa experiences: the “water zone,” with a bio-sauna for healthy skin, and the “Kneipp experience” with alternating baths of cold and hot water that stimulate microcirculation. There are also a number of relaxation areas where guests can treatment rooms. The hydromassage bath and the “emotional shower” offer moments of pure enjoyment.

Guests will also find three lines of exclusive products: the Spagyric Line, created by internationally recognized Italian Maître Parfumeur Maria Candida Gentile, takes inspiration from ancient know-how which, through the alchemical transformation of active principles of plant origin, releases its beneficial effects on the body and mind; the professional product line created by renowned French skincare brand CODAGE offers face and body treatments based on the idea of ultra-personalization. Finally, the Anthology Line by Dr. Gian Maria Amatori provides top quality skincare treatments with formulas focused on anti-aging and wine therapy.

All of these cosmetics lines comply with rigorous quality standards and scientific protocols that take sustainability into consideration, sharing the same essential values that are at the core of Borgo San Felice’s philosophy. All formulas are free of parabens, mineral oils, artificial colors, sulfates, and animal products.

One Day Spa

The Botanic Spa is also open to external guests wishing to spend a day of absolute relaxation, to restore mental and physical balance and enjoy a full immersion in Borgo San Felice.

A Spa Therapist is at their disposal for consultations on their health conditions and the most appropriate treatments in order to customize each client's wellness path. The nutritionist then integrates medical check-ups with personalized diets for a complete *remise en forme*. The One Day Spa also includes the Wellness Kit (bathrobe, slipper set, courtesy shopper), as well as free access to the wet area and the outdoor heated swimming pool of the Botanic Spa.



SAN FELICE BORGO

To make the day even more rejuvenating, guests can enjoy a lunch or a snack at the outdoor Bar Archi or dinner in one of the Hotel's restaurants: the starred Poggio Rosso or the Osteria del Grigio.

For those wishing to extend their spa experience at home, it is possible to purchase the products from the Botanic Spa's exclusive new Codage and Maria Candida Gentile cosmetic lines, including the full selection of the Wellbeing line food-supplements. Created by Dr. Luca Naitana, a nutritionist and biologist, the Wellbeing method focuses on teaching a new concept of well-being with fundamental pillars: Nutrition, Purification, Acid-base balance and Intestinal Health. Based on this approach, guests can choose between different paths - Detox, Antistress-Immune Defense and Antiaging - relying on a team of experts at their complete disposal.

The Sports Facilities

For indoor sports fans there is a modern gym complete with Technogym equipment, open all day every day for guests. For lovers of the outdoors, the surrounding natural landscape is perfect for walking, running, or cycling on one of the hotel's courtesy bikes.

Just beyond the Borgo, immersed in the vineyards, are two tennis courts and a bocce ball court. Two Tesla charging stations are available, and there is a heliport. There is also a golf course and a horse pasture near not far from the Borgo. Finally, there is the pool, framed by gardens, terraces, and vineyards near Bar Archi and Poggio Rosso restaurant.



SAN FELICE BORGO

THE RESTAURANTS

Borgo San Felice's restaurants – the starred Poggio Rosso and Osteria del Grigio – offer an eloquent interpretation of the local territory, which has, throughout the years, become a destination for food lovers and an important point of reference in the world of Tuscan cuisine.

Since 2019, with the oversight of the multi-starred Chef Enrico Bartolini, the restaurants of Borgo San Felice are curated by Executive Chef Juan Quintero, who in 2020 won the coveted recognition of the Michelin star with Il Poggio Rosso, thus entering the Olympus of Italian fine dining.

The young and talented Chef Quintero, who originally hails from Colombia, fell in love with Italy and runs his team with passion and insight, bringing his most important characteristics to the dishes he creates: a cosmopolitan approach to taste, international experience and culture, great technical ability, creativity, and the ability to combine flavors that exalt ingredients in a completely natural way. His cuisine is respectful of local values, elegant, and authentic, and it allows guests to appreciate every last nuance of flavor, proposing unusual but harmonious pairings. The lightness of his dishes and their seeming simplicity gratify and surprise even the most distinguishing palates. The pursuit of excellence is also apparent in Chef Quintero's relationship with local producers, who supply the restaurants with the highest quality raw materials.

The carefully curated wine list offers a wide selection both by the glass and by the bottle. In addition to the 20 San Felice wines, including some exclusive older vintages of Poggio Rosso, the list boasts wines from all of Italy, France, Germany, and Spain, including classic method sparkling wine, Champagne from the most prestigious zones of the area, and Italian and French dessert wines.

Poggio Rosso

The gourmet Poggio Rosso is intimate and refined. The exposed wooden beams, stone walls, and terracotta floors create an elegant atmosphere that goes perfectly with the



SAN FELICE BORGO

surrounding landscape and the gastronomic offerings. The outside is just as elegant, immersed in our rose garden.

When Executive Chef Juan Quintero first arrived at Poggio Rosso, his vision was clear: he wanted the dining experience to be a moment of immense happiness during which the aromas and flavors of every dish tell the story of San Felice and the Borgo, as well as the taste and authenticity of the local ingredients. These words are part of the chef's "manifesto," and they are written on the restaurant's menu. Like an artist who is able to create a work that evokes emotions, Quintero does the same, imagining the sensorial impact that his dishes will have on his clients without ever losing sight of the bounty and quality of the raw materials that come straight from the garden and the property's small farm. At Poggio Rosso, clients embark upon a culinary journey that evokes Tuscany, a place to which the chef feels strong ties. That fact is evident in his signature dishes: the Stuzzichino Classico, an amuse-bouche that is a savory version of the traditional Sieneese panforte spice cake with chicken liver, dried fruit, and candied orange; and the Risotto del Chianti with wild boar, olives, and cypress leaves. To make for an even more unforgettable experience, guests can opt for wine pairings with old vintages of San Felice wines available exclusively at the restaurant.

Osteria del Grigio

The Osteria del Grigio is simple and welcoming. Outdoor terraces are protected from the sun and framed by vines, creating a romantic, decidedly Chianti-esque atmosphere.

The bar that looks into the kitchen gives patrons the opportunity to interact directly with the kitchen team, watching as all the dishes are prepared. The cuisine at the Osteria del Grigio is traditional in spirit and modern in presentation, offering dishes that win over the palate thanks to the straightforward goodness of the tastes and flavors, and for the genuine raw materials used in every dish. The woodburning oven for pizza and the grill for barbecued meat allow for a versatile menu, perfect for fun, informal lunches and dinners.



SAN FELICE
BORGO

THE ORTO FELICE

The Orto Felice began in 2012 as a social welfare project promoted by the Allianz Foundation UMANA MENTE in collaboration with San Felice, the Region of Tuscany, the Town of Castelnuovo Berardenga, and the nonprofit Terza Età. The philanthropic endeavor was created to improve the quality of life of children with disabilities by promoting social integration through activities like gardening and animal husbandry.

Simone, Andrea, Antonio, Piergiorgio, Daniele, and Matteo take care of the garden, each with a specific task, and each with his own distinct personality. They learn from the wisdom and experience of local elderly volunteers - known as the "grandparents" - overseeing the vegetable garden and the chickens whose organic, farm-to-table products are the main ingredients in Chef Quintero's culinary creations as well as the raw materials used in the restaurants or sold in local markets.



SAN FELICE BORGO

BORGO SAN FELICE EXPERIENCES

In order to satisfy the requests and expectations of an Italian and international clientele, Borgo San Felice offers tailor-made itineraries and experiences, for art lovers, wine lovers, families looking for peace and relaxation, and everything in between. The diversity of our offerings is of primary importance and is guaranteed by the support of our expert collaborators and our incomparable experience in the field of hospitality.

Luxury Experiences

Our luxury experiences include driving behind the wheel of a Ferrari Rossa along the winding roads of the Chianti countryside; a Heli Wine Tour aboard a helicopter above the peaks and valleys of the Val d'Orcia or the Maremma, stopping at the most prestigious wineries in the area, like Castello di Bolgheri, Avignonesi, or Podere le Ripi.

CYCL-e around™ - PIRELLI

Pirelli offers the quintessential environmentally-friendly mode of transportation, a passe-partout to discover the Tuscan landscape from a new perspective: CYCL-e around™, an exclusive sustainable way to get around. At Borgo San Felice you will find premium e-bikes with pedal assist to move around freely and enjoy unique experiences with pre-designed routes, custom tours, and the option of a private guide. The e-bikes can be rented for a half or full day. There is also a package available that includes time at the Spa.

Ayurvedic Treatments

Inspired by Ayurvedic medicine, the Borgo San Felice Spa offers three wellness options to rebalance your psychophysical energy. Abhyanga involves the use of warm oils to deeply nourish the skin;

Pindasweda integrates herbs and essences from the Orto Felice; and Shirodara offers a sense of complete relaxation.



SAN FELICE BORGO

Hot Air Balloon Ride

See the Chianti countryside and the Borgo San Felice estate from above. Choose from a classic group ride or a private ride that includes breakfast and waiter service to start the day by touching the sky.

Cooking Classes

We offer cooking classes in the Borgo's kitchens. Spend the day having fun and learning to make traditional Tuscan dishes with the help of Chef Quintero or one of his team members.

Dinner Under the Stars

The perfect way to surprise your significant other: an intimate dinner under the stars on the terrace of the Giardino delle Erbe Buone with a dedicated waiter at your service.

Tours of Siena and UNESCO Sites

Discover the Medieval city of Siena with, among Tuscany's most celebrated destinations, with a private guide, walking the tiny stone streets and stopping to browse at small artisans' shops, admire the Duomo, and enjoy a relaxing lunch in the historic Piazza del Campo. Clients can also opt to explore the area's numerous UNESCO World Heritage.

Sites: San Gimignano, Pienza, and the Val d'Orcia, including visit to Montalcino, Pienza, or the little-known Radicofani.

Tours of Campogiovanni Estate, Montalcino

San Felice has always been an important reference point for those who wish to fully understand Tuscany's wine culture. In 2019, the Campogiovanni Estate in Montalcino became part of the San Felice wine family, and guests can enjoy tastings and tours of the wine cellar and vineyards.

Laboratories at the Orto Felice - experiential activities for families

L'Orto Felice and L'Aia nel Borgo organize workshops dedicated to adults and children, particularly suitable for families, to be carried out at the Orto Felice where it will be possible to experience, through playful activities, the practices of sowing, cultivation and



SAN FELICE

BORGO

harvesting, by entering in contact with the rhythms of nature and getting to know the animals raised in the farmyard.

PIC-NIC

Immersed in the peace offered by our vineyards and the Orto Felice, guests can reserve a picnic in order to enjoy a romantic lunch for two or an outdoor experience for the family.

This is an especially good option for young children, who can visit the animals on our small farm.

Sports

Borgo San Felice guests can practice yoga or Pilates in either private or group lessons for a maximum of six people. Personal trainers are also available upon request. The two tennis courts are always available to guests, and we also have an on-staff tennis pro.