

BRANCAIA



The Brancaia Collection 2024

The Brancaia Collection is a limited edition of the wine “TRE” by Brancaia. It entails 6 bottles, each one with an artistic and unique label designs, creating a special combination of enjoyment with art.

Each year a different artist from around the world brings their creativity to answer the challenge of creating different artistic designs with 1 rule only: to keep the 2-square layout of the iconic Brancaia logo.



More about Brancaia Collection: <https://brancaia.com/en/products/brancaia-collection/>

BRANCAIA



THE COLLECTION 2024

The 2024 Brancaia Collection was designed by Swedish artist **Jeanette Innala** who was given the same task as the artists before: create six different Brancaia labels as a series with the single requirement that the two-square layout must remain.

Inspired by the Brancaia wine and its beautiful, lush region, she created colorful labels letting green, blue, and earthy notes play with flowery colors, like pink, orange, yellow and red, creating a bouquet of color. By challenging the boundaries between multiple mediums and techniques, she invites the viewer to an inner journey beyond the tangible world.



More about the 2024 Collection: <https://brancaia.com/en/products/collection-2024/>

JEANETTE INNALA – THE ARTIST

Jeanette Innala's work has been exhibited in galleries in Sweden and in the UK. Her work is held in numerous corporate and private collections as well as public collections including a large collection of public works at the prominent international Deji Art Museum, in Nanjing. Today she is working fulltime from her studio in southern Sweden.

Jeanette Innala website: <https://www.innalaart.com/>

The wine: Brancaia TRE

When it came to deciding which of Brancaia wines to choose for the artist labels, the Widmer Family (owners of the estate) immediately agreed that TRE was the ideal one. It is an all-rounder, showing the versatility which has become indispensable in today's wine world. The Widmers firmly believe that art and great wine should be accessible to everyone. There is hardly anything better than being able to enjoy each expression of art in everyday life!

The name TRE stands for the three grape varieties Sangiovese, Merlot and Cabernet Sauvignon and for the three Tuscan vineyards (Maremma, Castellina and Radda in Chianti). The blend is dominated by Sangiovese with 75%, but Merlot and Cabernet Sauvignon also bring their charm with 15% each. This well-structured, medium-bodied wine ages for 12 months before being bottled. Two-thirds of the ageing takes place in French tonneaux and one-third in cement tanks. This elegant wine offers plenty of drinking pleasure and pairs well with any kind of food and cuisine.

More about the wine TRE: <https://brancaia.com/en/products/wines/tre/>

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How to buy a Brancaia Collection

The limited edition is exclusive and available in a small quantity. The elegant black cardboard box contains 6 bottles of TRE in the 0.75l format, each one with an artistic design by Innala.



It is available only by few exclusive international partners. For information on where to find this edition abroad, an email can be sent to brancaia@brancaia.it

In Italy, it is available at the Brancaia winery shop in Radda in Chianti, as well as on the online shop, with free shipping across the country.

Link to the Brancaia e-commerce (for Italy only):

<https://shop.brancaia.it/products/brancaia-tre-collection-by-jeanette-innala>

Communication materials

Link to the photo repository: <https://photostation.westhive.com/photo/share/bKE5bFdp>

For any communication, we are very grateful if you could tag Brancaia's official Social Media Profiles (@brancaia.winery):

INSTAGRAM: <https://www.instagram.com/brancaia.winery/>

TIKTOK: <https://www.tiktok.com/@brancaia.winery>

FACEBOOK: <https://www.facebook.com/Brancaia>

LINKEDIN: <https://it.linkedin.com/company/brancaia>

CONTACT

If you need any additional info or material, do not hesitate to contact Brancaia Marketing Department through sara@brancaia.it