



Vinum Hadrianum

Description

The Romanesque title of this write up refers to the eponymous winery located in the **Abruzzo wine region** in central Italy.

This boutique wine house believes that *“when you drink Vinum Hadrianum wine, time stands still”* and this is because these wines are made using the “same tools and techniques developed during the height of the Roman Empire, which makes them timeless”. I shall elaborate more on this later in the post.

Vinitaly India Road Show 2025

My own tryst with this winery happened during the **Vinitaly India Road Show** which was organised recently at New Delhi under aegis of **Embassy of Italy in India**.



Vinitaly India at Hotel Taj Vivanta at Dwarka Delhi

Conducted by the **Indian Chamber of Commerce** this event had representation from **twelve wine producers spread across the map of Italy**, each of which showcased their range of wines at dedicated enclosures in a huge hall at Hotel Taj Vivanta at Dwarka Delhi.

Vinum Hadrianum Winery



Marta Lupoletti at Vinum Hadrianum enclosure

Enclosure No 12 at Vinitaly India caught my attention, probably due to the unique shape of the displayed wine bottles, which I noticed looked different than the standard 750 ml wine bottles used world over.

Well this was the enclosure of Vinum Hadrianum Winery where I was warmly greeted by **Marta Lupoletti** who told me as to how her winery takes inspiration from the **Roman Era winemaking know how** in making wines.



Visitors tasting wines of Vinum Hadrianum

Sparked with curiosity I requested her to tell more, to which she obliged and went on to explain the guiding philosophy of her wine house, the brief of which is in following paragraphs.

Vinum Hadrianum Winery is located in Abruzzo wine region of Italy around the medieval village of **Atri** – a place which has been stated by **Pliny** as a **famous city of wine**.

Research has revealed that the local artisan here used to make the fabulous elongated wine amphorae by using clay of this area – an activity which has been dated back to 2nd Century BC.



Modern day Amphorae at Vinum Hadrianum

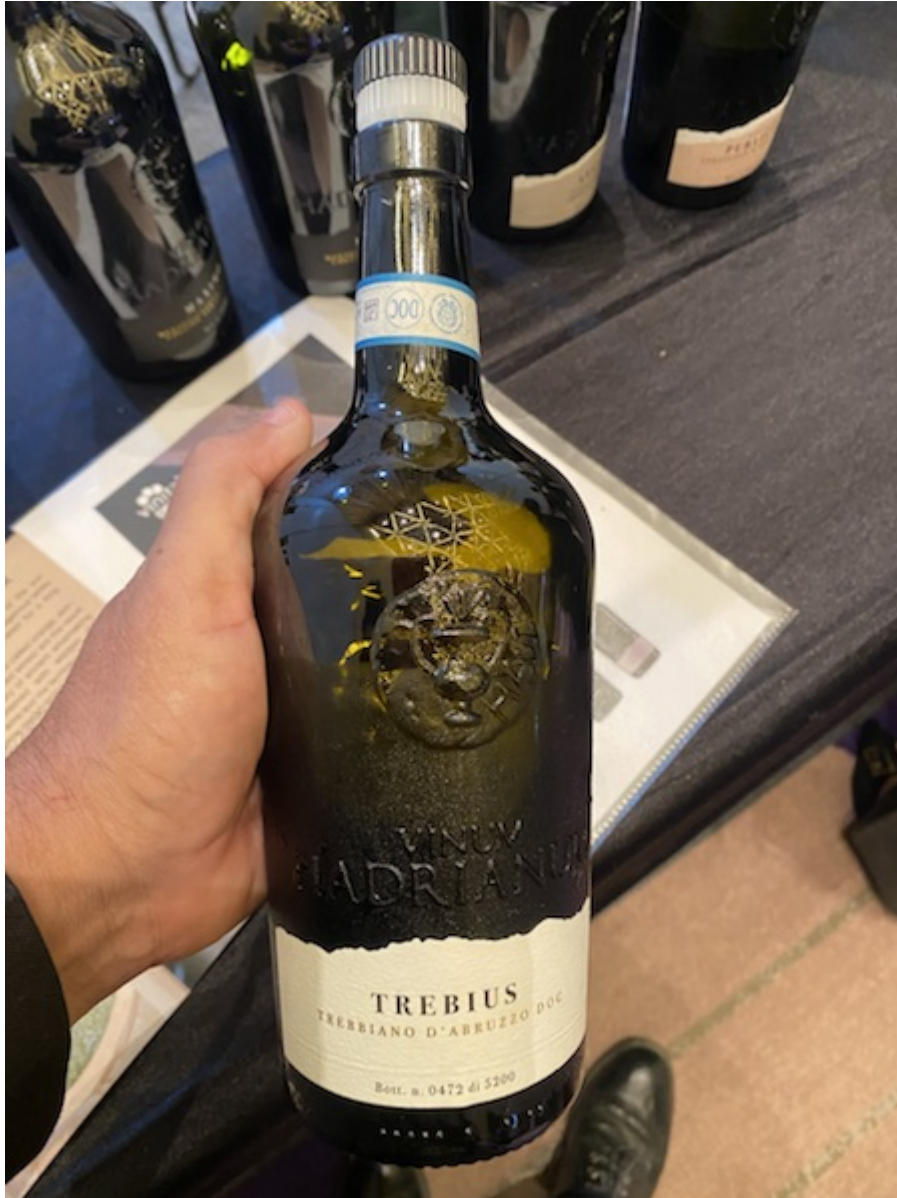
Fast forward to present day, the Vinum Hadrianum felt that instead of looking for contemporary and even futuristic methods for making wine, why not rediscover and adopt the successful methods of their ancestors like using using amphora in their winemaking process. And this formed the basis of the philosophy of their winemaking:

By marrying ancient techniques and tools with thousands of years of accumulated knowledge, Vinum Hadrianum wines offer the perfect blend of historical and contemporary excellence in what can be called as a ***magical union of old and new.***

This also explains the uniqueness in the shape of their wine bottles which is designed to highlight the difference in their winemaking philosophy from other wine houses.

The Wines

At Vinitaly India, Vinum Hadrianum had showcased a large number of wines from their portfolio which included all most all of signature Abruzzo varietals like Montepulciano dâ??Abruzzo, Cerasuolo dâ??Abruzzo, Trebbiano dâ??Abruzzo and Pecorino etc. Here are pictures some of these which I clicked:











So that was my amazing rendezvous with the wines of Vinum Hadrianum. Hope you liked reading about it.

PS : you may watch my short video interview with Ms Marta Lupoletti of Vinum Hadrianum [here](#) .

Cheers !!