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Badia a Coltibuono Welcomes Italian Wine Industry Veteran Andrea Cabib as CEO

📄 Press Release 📅 June 23, 2025



June 23, 2025 (Gaiole in Chianti, Italy) — Emanuela, Paolo, Guido and Roberto Stucchi Prinetti, fifth-generation sibling-owners of the historic family-owned Tuscan wine and olive oil estate Badia a Coltibuono, are pleased to announce that Andrea Cabib has joined the company as Chief Executive Officer.

Cabib comes to Badia a Coltibuono with over three decades of experience driving growth and innovation at some of Italy's most influential wine businesses and is the first person outside of the Stucchi Prinetti family to hold an executive position at the company. Andrea was born in his mother's hometown of Basel, Switzerland, and raised in Genoa, Italy. He grew up in a family of antiques dealers and began his wine career in sales at Celebrity Imports. In the 1990s, under the mentorship of General Manager Gianfranco Caci, he joined Illva Saronno Group, working with iconic brands such as Duca di Salaparuta, Corvo and Florio. He rose to commercial director, building and leading a sales team of more than 130 agents.



CEO Andrea Cabib of Badia a Coltibuono with his son Tommaso

Andrea fell in love with Tuscany in 2002 when he joined Castellare di Castellina, where he would remain for over 16 years, ultimately serving as commercial director and administrator of two companies within the group. During his tenure, the company evolved from a single Tuscan winery producing under 200,000 bottles to a portfolio of three estates—Castellare di Castellina in Chianti, Rocca di Frassinello (a Maremma joint venture with Domaines Barons de Rothschild-Château Lafite) and Feudi del Pisciotto in Sicily—with total production surpassing 1.3 million bottles.

Most recently, Andrea served as general manager of D&C, the importing and distribution arm of Milan-based Eurofood Group, overseeing corporate strategy, operations and market expansion across premium Champagne, wine, spirits and gourmet food portfolios.

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As CEO of Badia a Coltibuono, Cabib is leading a comprehensive brand evolution rooted in nearly a millennium of heritage. His initiatives include the addition of “A.D. 1051” to the estate name, refreshed packaging across product tiers, the launch of a new chillable red wine targeting the new generation of wine drinkers and an expanded hospitality program designed to transform the historic abbey into a vibrant cultural destination. New guest experiences include a brand new casual, all-day gathering space called L’Avamposto (“The Outpost”), and will soon include programming such as concerts, open-air cinema and immersive events that connect visitors to the estate’s deep history and remarkable beauty.

“Preserving a history as unique as this in the wine world, while opening the gates of this historic fortress to the public, makes my work deeply meaningful,” said Cabib. “I genuinely believe that there’s nothing quite like watching a Fellini or Bertolucci film under the stars in Coltibuono’s courtyard; it’s the kind of experience that stays with you for a lifetime.”

For more information about Badia a Coltibuono please visit: <https://www.coltibuono.com/en/wine-resort-spa/>

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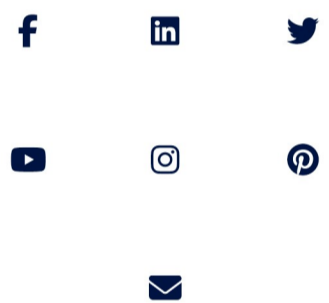
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