

Luce History



In 1995, the Marchesi de' Frescobaldi family of Florence and the Robert Mondavi family of Napa Valley joined forces to achieve a common goal: to create a world class Italian wine. And thus Luce was created.

“It has always been my family’s dream to return to our grandparent’s birthplace and produce world-class Italian wines. We found the perfect partners in the Frescobaldis.”

Robert G. Mondavi

“The goal of our partnership is to produce excellent and unique wines by combining the vision, technical skills, and love of the land that our families share.”

Vittorio Frescobaldi



Today Luce della Vite is owned by Marchesi de' Frescobaldi. M. Mondavi and his family have a financial interest in it. Lamberto Frescobaldi is director of viticulture + winemaking. The vision remains the same; to pursue the goal, originally set by Vittorio and Robert, of producing excellent and unique wines by combining a clear vision with technical skills and love of the land.



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