



# What's the Story

## VILLA PETRIOLO

A 16th century village, considered monumental heritage by the Italian state, with an organic farm of 170 hectares. A protected area for its biodiversity, and scenic beauty.



# What's the Story behind the Story

A business plan based on the same principles  
as in the 1500s:

- Historical, agriculture, cultural heritage.
- Sustainability in the DNA.





A photograph of a traditional Italian village street. The buildings are painted in a warm, yellowish-ochre color with terracotta roofs. A gravel path leads through the center of the street. In the foreground, there is a wooden barrel resting on a wooden structure. The scene is captured during the golden hour, with soft lighting and long shadows. The text "What sustainability means for VILLA PETRIOLO" is overlaid in the center of the image.

What sustainability means for  
VILLA PETRIOLO



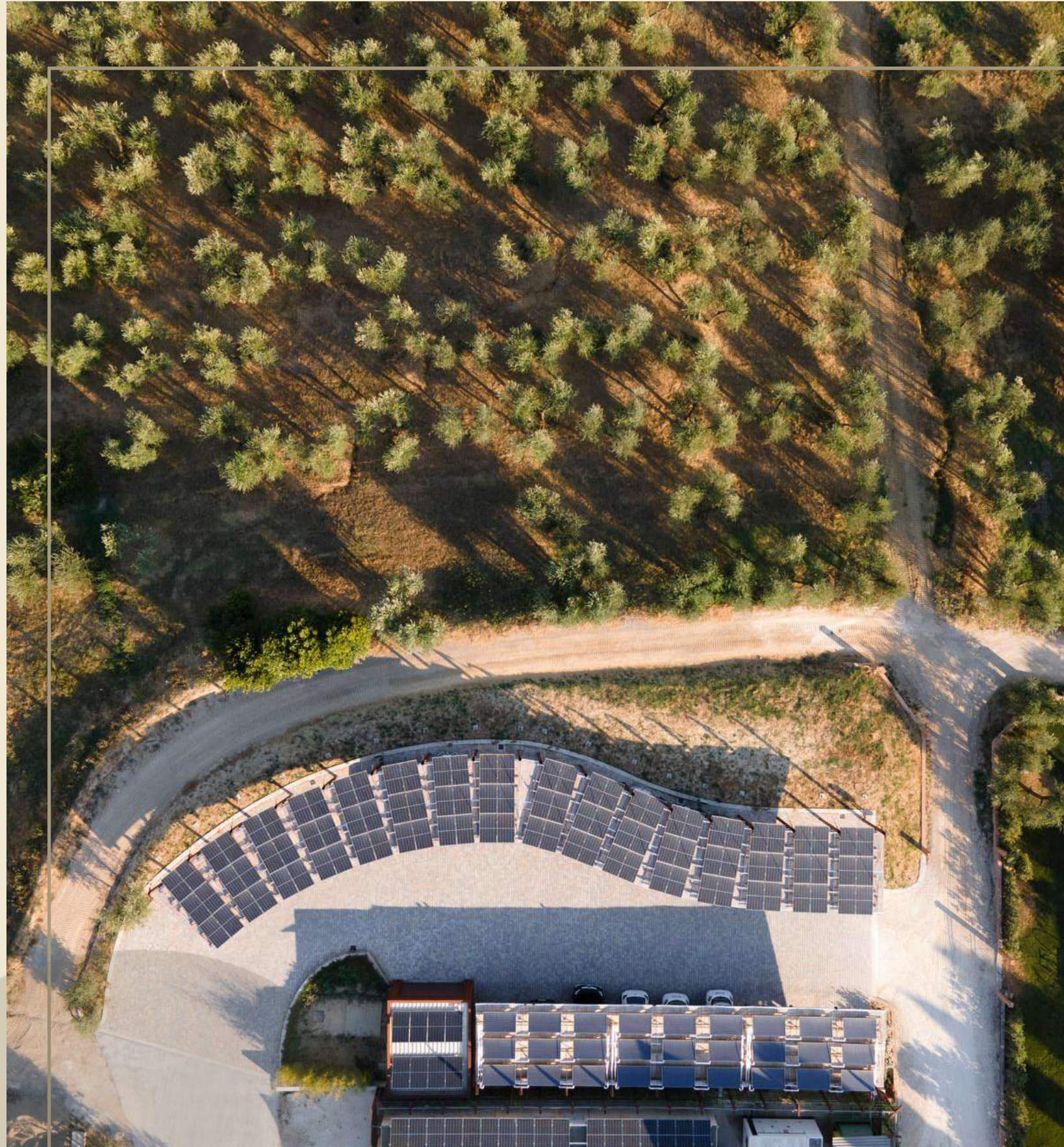


# People

We are a 100% local-local project

- Social sustainability, staff 0 km (local-local)
- Creation of a network that supports artisans and small producers (local-local)
- Support for social and cultural activities in the local area





# Planet

We are an entirely eco-sustainable project

- A closed loop water and waste management system
- A management system which has achieved its carbon neutrality
- An agricultural management system based on regenerative agriculture





# Profit

In 18 months since the opening we have reached an ebitda of 39% thanks to:

- Uniqueness of a combined offer of hospitality, F & B, agriculture.
- Investments in infrastructures which lead to significant energy/economic savings.
- Management based on the principles of non-waste and territorial supply.



A view from a window looking out onto a luxurious villa with a swimming pool and a Tuscan landscape. The scene is framed by a window on the left and a dark interior on the right. The landscape features rolling hills, cypress trees, and a swimming pool with lounge chairs and umbrellas. The text "What luxury means for VILLA PETRIOLO" is overlaid in the center.

What luxury means for  
VILLA PETRIOLO



For us

Luxury means the non-reproducibility of  
a service or product: being unique.



The uniqueness of Villa Petriolo consists in being a 100% tuscan project  
in the Hospitality, F&B and agriculture offer.



“ Looking at the Tuscan hills,  
eating a pizza made from  
100% organic ingredients  
produced by Villa Petriolo,  
cooked and served by a  
local-local staff ”





“Entering our suites you find the entire spirit of Villa Petriolo: from local-local artisan craftsmanship to highly developed sustainable amenities including a courtesy line made of our own organic raw materials such as honey, olive oil and wild herbs”





A photograph of a bedroom interior. In the center is a large bed with a white striped duvet and several white pillows. The headboard is ornate and dark-colored. To the right of the bed is a chaise longue with a floral patterned fabric. A window with white curtains and a view of greenery is on the right. A small table with a plant is in the foreground. The text "What is sustainable luxury" is written in a white serif font across the middle, and "VILLA PETRIOLO" is written in a larger white serif font below it, with a small "at" symbol between the two lines.

What is sustainable luxury  
VILLA PETRIOLO



Sustainable luxury is the harmony between the highest quality standards and the ethics of sustainability;

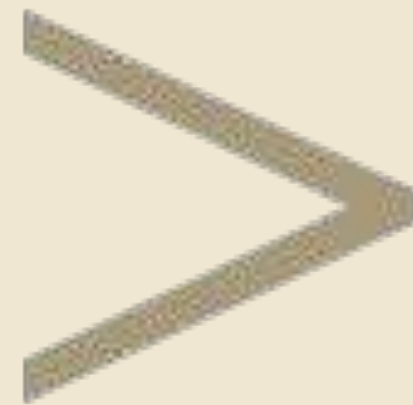


Being sustainable in luxury does not mean giving up something, but rather having the same level of comfort, combined with highest ethics and outstanding product offers.



# Product Value

Luxury product  
Sustainable



Luxury product NOT  
Sustainable





Who values the sustainable luxury

VILLA PETRIOLO  
of



# Certifications as validation mechanism

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**GSTC certified**



**Considerate Collection**



**Michelin Green Star**



**ISO 21401**



Sustainability in accommodation facilities

**Best Sustainable Place**



**Carbon & Water Footprint**



**Monumental and Landscape Protection**



**Certification Organic Products**







"This is our and your Villa Petriolo.

An accommodation facility that loudly demonstrates that sustainable luxury is not only possible, but it is the only future of luxury."





VILLA  
PETRIOLO

[WWW.VILLAPETRIOLOTUSCANY.COM](http://WWW.VILLAPETRIOLOTUSCANY.COM)