



Change starts from the ground up. And for us, that means rethinking the way we farm, the way we make wine, the way we care for the land, all across Italy.

Meet ORA Collective, a grassroots network of farms and winemakers that through regenerative organic farming crafts natural wine that speaks of the land it comes from pure, real, and rooted in nature.

But it's more than wine, it's a commitment to healthier soils, thriving ecosystems, and a planet that can breathe.

O.R.A. Collective wines are real, honest, and made to be shared.

Crafted through regenerative organic farming, they're full of life, fresh, easy to drink, and free from unnecessary additives.

With low sulphites and low sugar, they let the land do the talking.

And because we work as a collective, we keep our wines affordable, proving that good, natural wine doesn't have to be exclusive.

More than just wine, it's a way to give back to the earth, grow together, and work to make a positive impact one bottle at a time.

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ABBONDANZA

MONTEPULCIANO D'ABRUZZO DOC

Abbondanza is not just a Montepulciano d'Abruzzo, it's the distilled essence of a place caught between the unyielding heights of Gran Sasso and the reflective calm of the Adriatic.



STORY

Abruzzo is a region that wears its history like a badge of honor tough, resilient, and always a little rebellious. The land stayed constant breathtaking and untamed, cradled between the towering peaks of the Gran Sasso and the pristine Adriatic shores. Here, the vineyards grow like old, wise sentinels, their roots digging deep into soils of clay, limestone, and sand an ecosystem built to thrive through centuries of change. Abbondanza springs from this vibrant heritage. It's a celebration of abundance, of a landscape so rich in history and beauty that the wine itself becomes a testament to the power of place.



FOOD PAIRINGS

Pair with rich pasta dishes, braised meats, and hard cheeses the earthier and more unctuous, the better



TASTING NOTES

A deep, dark ruby hue that commands attention. The nose reveals chocolate, and the dark sweetness of ripe black currants. On the palate black cherry and plum, each framed by a touch of vanilla. The finish is persistent, a slow ebb of fruit and spice that keeps you coming back for another sip, just to confirm that, yes, it really is that good.



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PRIMITIVUS

Primitivus is what happens when you take a sun-soaked plot of Puglian earth, sprinkle in some pioneering organic farming, and let nature do its thing.



STORY

Puglia, land of sun and sea, where ancient olive trees stretch like tired old men, and vineyards bask in the warmth like they're on a never-ending vacation. Primitivus hails from one of the first organic pioneers in Puglia, a farm that embraced the idea of working with nature, not against it. Hand-picked grapes, native yeast, no pesticides this isn't just farming, it's a love letter to the land. And the land, rich with salty breezes from the Adriatic and kissed by Mediterranean sun, responds with abundance



FOOD PAIRINGS

Pairs brilliantly with grilled meats, hearty pastas, and spicy Mediterranean dishes that demand a bold, confident companion.



TASTING NOTES

Primitivus greets you with a deep colour that hums with energy. Aromas of ripe blackberries, dried figs, and a hint of spicy tobacco. On the palate, it's a celebration of dark fruit followed by a whisper of earthy notes. The finish is long, velvety. It's the kind of wine that makes you want to linger in the sun a little longer, savouring each sip like the last light of day.



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BIDDIZZA

SKIN CONTACT

This natural skin-contact white is as wild and vivid as the landscape, it comes from a sun-drenched, sea-breezed fusion of nature, history, and human craft, bottled for your pleasure.



STORY

Alcamo, a patch of Sicilian earth cradled between Palermo and Trapani, has been making wine since way before anyone thought to write about it. The vineyards thrive in calcareous soils, those magical minerals that hoard moisture when rain is scarce, a kind of life support system for the vines during Sicily's punishing summers. Biddizza is a wine born from this land, a collaboration between sun, soil, and time itself, with a bit of help from the local grapes: Catarratto and Zibibbo. The result? A taste of Sicily's history, bottled with no pesticides, herbicides, or additives, just pure, unadulterated nature.



FOOD PAIRINGS

Think Sicilian seafood, fresh salads, and grilled vegetables, anything that benefits from a citrusy punch and texture-driven complexity.



TASTING NOTES

Biddizza hits like mandarin in a peach-fuzz coat, with apricot jam playing sidekick. There's this sharp, electric brightness, cutting through sweetness like Sicilian sun on your face post-morning chill.

Textured, with a skin-contact grip that's firm but not pushy. The finish? Long, dry, tinged with herbs and sea, tethered to its Mediterranean roots



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CHIANTI

Nestled in the rolling hills just outside Florence, Fattoria San Michele a Torri crafts Chianti with heart and hands steeped in regenerative farming. The result: an effortlessly drinkable wine, richly grounded in sustainability.



STORY

Fattoria San Michele a Torri is not just a vineyard; it's a living manifesto of what happens when you let nature take the lead. A farm birthed centuries ago, it's become a modern bastion of regenerative farming—a process so patient, so anti-modern, that it's practically radical in its simplicity. Here, soil is treated like a member of the family, coaxed back to life without synthetic inputs, without monoculture, without shortcuts. Their Chianti speaks the language of old Tuscan earth, combining ancient methods with forward-thinking ethos. Each bottle carries the land's history and an audacious hope for the future.



FOOD PAIRINGS

Pairs with Tuscan cuisine, grilled meats, and roasted vegetables. Perfect with Pecorino cheese or fresh pappardelle.



TASTING NOTES

Imagine the first bite of a perfectly ripe cherry, the kind that almost snaps when your teeth meet it, spilling juice that's tart, yet just soft enough to make you pause. Add the comforting bite of herbs like rosemary and thyme, and a lingering whisper of oak. It's an invitation to drink another glass, and then another, without any of the heaviness. Bright acidity gives it a pulse; every sip alive, yet familiar.



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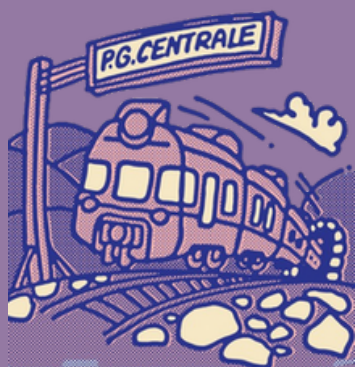


Meet PG Centrale, a Pinot Grigio that's not just wine but a minor act of eco-rebellion. Brought to you by ORA Collective, it's crisp, fun, and makes the earth feel better about itself.



STORY

ORA Collective takes inspiration from Italy's osteria culture, where wine is meant to be shared, enjoyed, and savored without pretense. PG Centrale channels this easy drinkability but with a twist. While honoring the tradition of producing fresh, approachable wines, ORA breaks from the past with a new agricultural vision: regenerative organic farming. They treat the vineyard as an evolving ecosystem, creating a wine that's not only delicious but rooted in sustainability, proving that modern farming and classic drinkability can coexist.



FOOD PAIRINGS

Pairs well with existential seafood dilemmas, like whether to eat the calamari or not. Also great with cheese that feels more expensive than it should be.



TASTING NOTES

Imagine biting into a pear while someone simultaneously spritzes you with lemon zest. That's PG Centrale. It's crisp but not aggressive, like the friend who texts you back but doesn't show up uninvited.

There's a mineral undercurrent, suggesting this wine has depth, but not in an "I've-been-to-Tibet" kind of way more like it's been reading philosophy in its spare time. Ideal for sipping while you contemplate life, or just your next glass.



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VALPOLICELLA RIPASSO D.O.C.

This Valpolicella Ripasso by ORA Collective is the wine equivalent of the best conversation you've ever had, rich, balanced, full-bodied, yet casually approachable, with eco-conscious vibes.



STORY

Let's talk Ripasso. Traditionally, it's that hybrid between a light Valpolicella and a heavyweight Amarone, but ORA Collective? They're making it more like a conversation between the two where balance is key. ORA's Ripasso respects the age-old technique of re-fermenting Valpolicella on Amarone skins, gaining richness, complexity, and body. But then they break the mold by rethinking the farming side, embracing regenerative organic practices. For ORA, wine isn't just made it's grown. Their vineyards are ecosystems, with vines and soil treated like long-term companions, not mere assets.



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FOOD PAIRINGS

Goes brilliantly with earthy mushroom risotto, roasted meats, or just a really good pizza when you're feeling both fancy and casual.



TASTING NOTES

Imagine taking a sip and instantly getting hit with dark cherry, dried figs, and maybe a hint of that chocolate you tell yourself you won't eat before dinner. Full-bodied but not in a "needs-a-sit-down-discussion" kind of way. It's warm, spicy, and comforting, with a structure that could hold up a small house but still soft around the edges. Drinkability is off the charts, as if each sip leads effortlessly to the next, balancing boldness with a refreshing lift that feels almost rebellious for Ripasso.

PROSECCO

D.O.C.

This Prosecco from ORA Collective, grown on volcanic soils, fizzes with freshness, minerality, and an almost dangerous drinkability that feels like a celebration of bubbles and the earth.



STORY

ORA Collective is like a crew of eco-conscious rebels who also make phenomenal wine. Their vineyards in the Colli Euganei sit on volcanic soil, which if you believe the hype imparts this unmistakable minerality that makes their Prosecco as fresh as a breeze through an open window. They balance tradition and forward-thinking with their regenerative organic farming, where the land isn't just a tool, but a partner. Volcanic soils, hand-nurtured vines, and a focus on long-term sustainability make every bottle of Prosecco not just a beverage, but a small environmental manifesto you can drink.



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FOOD PAIRINGS

Pair with oysters, grilled vegetables, or whatever's on your plate during brunch when you're pretending it's your first glass.



TASTING NOTES

This Prosecco hits you with lively bubbles, almost playfully aggressive at first. Citrus and green apple come out swinging, followed by this unmistakable minerality, like a pebble skipping across a lake. It's got that volcanic-soil freshness a little sharper, a little more electric. On the palate, it's crisp and clean, finishing with a burst of acidity that feels refreshing without being clingy. This is a Prosecco that demands a second glass, purely out of scientific curiosity, of course. It's light, fun, and grounded in the earth.