ROSE’, BROSE’, FROSE’
Rose Wines from Around the World
SWE Conference – 12 August 2017
ROSE’ - Rosé outpaces overall wine category for summer: Nielsen – June 25, 2017
Additionally, Nielsen predicted that the buzz of rosé will likely extend beyond summer and into the rest of the year based on its sales performance over the past year.
"While rosé only represents 1.5% of the total table wine category, it is growing at a rate unheard of in other categories, sales climbed 53% by volume to sales of $258 million in the last 52 weeks," Nielsen said in a press release.

BROSE’ - Despite Rumors To The Contrary, Manly Men Drink Rose by Richard Whitman, August 6, 2017

FROSE’- Frosè, the hottest drink of the season – EyeWitness News WSFB – August 4, 2017...(see FROSE’ recipes in kits)
Rose Wine Grows into its Own Category at the Store

• Bloomberg - Aug 03, 2017

• Rosé has evolved into the most clichéd of beverages: it’s a drive-thru, a pool party, a hashtag. At the same time, it's become one of the most powerful forces in the beverage category. It’s now a third channel of revenue for wine makers, retailers, and distributors, elbowing its way alongside the traditional categories of red and white.

• Where Is It Made? Everywhere. Many consider France to be the epicenter of rosé production, with Provence accounting for 42 percent of that, but Spain is close behind at No. 2, and the U.S. is third in rosé production.
Many Different Shades of Rose Wine

• The Pinker side of life by LUKSEMBURK
Rosé Regroup

New to Rosé? Get Familiar with Some of the Basics

- **Wide spectrum of colors and styles**
  - Can be from a variety of grapes/regions and can range from bone dry to sweet

- **Production/many types**, but quality Rosé is most often associated with these winemaking practices:
  - Direct press - Minimal skin contact = delicate colors and flavors. These wines are actually closer to white wines in style – grapes are picked earlier, acids are typically higher, they tend to be more elegant, minimal tannins
  - Saignée – A by-product of red wine making, this process gets its name for “bleeding” out a red tank. Since the grapes in this process were picked with a red wine in mind, the Rosés from this method tend to be bigger – often with higher sugar, lower acid, typically more tannins
  - Colors – Range from pale “onion skin” or “eye of the partridge” to almost purple.

- **Incredible food wines** – highly versatile. In general, Rosé is dry to off-dry, with acidity and structure, yet without strong tannins or aging so food is not overpowered. Works well from swanky wine bars to the local bbq joints.

- While consumer perception used to associate pink with sweet ... *the Rosé craze is for dry and off dry and the association is one of sophistication*

- **Expanding beyond its seasonality** – *Rose has become a mainstay*
What is Rosé Wine?

Two types of wine – white and red

When a wine isn’t quite red, it’s rosé. Technically speaking, this pinkish beverage is produced differently than red wine but with the same grapes. e.g. White Zinfandel is produced with the same grapes as Red Zinfandel but the two wines are stunningly different.

What Varieties Are Used to Make Rosé Wine? Grenache, Cinsault, Tempranillo, Pinot Noir, Sangiovese, Zinfandel, Lambrusco... nearly every wine grape has been used to make Rosé wine.
Common Rosé Wine Descriptions from Light to Dark

- **Grapefruit**
- **Strawberry**
- Tart Cherry
- Red Currant Sweet Cherry
- Strawberry Sauce
- **Raspberry**
- Wild Strawberry
- Blood Orange
- Raspberry Sauce
- Tomato
- Red Bell Pepper
- Black Currant
- **Blackberry**
- Berry Jam

* Common flavors in Rosé Wine
Roses around the World

It is said that the *first red wines produced by the Greeks and Romans were likely more Rose in color* than the red we associate with them today! Even the first champagnes were said to be more pale pink in color during the middle ages.

**Unlikely Origins: Bordeaux**
- The development of modern Rosé wine perhaps started with the popularity of Claret (“klar-ETT”)—a common style of red Bordeaux during the 1800’s.

**French Rosé Wine** *The epicenter of the Rosé wine world is in the South of France.* There, along the Mediterranean, regional varieties like Grenache, Carignan and Syrah are blended together to make refreshingly dry Rosé.

**South of France Rosé: What to Look For**
- **Provence and Languedoc-Roussillon**. Wines from here smell of strawberries and raspberries and are refreshing with zesty acidity.

**The Rest of France:**
- **Tavel** - While most of the southern Rhone Valley is dominated by red wines, rosé is the only permitted wine style made in the Tavel AOC
- **Loire Valley** - Expect to find even drier and zippiest Rosé wines. Flavors of grapefruit, mint and even red bell pepper are common.
- **Bordeaux** - Rosé made from Merlot can lean towards the sweet side with aromatics of strawberry sauce and peaches.
Italy
➢ Like France, rosés are made throughout Italy with the style and grape varieties used changing depending on the region and local climate.
➢ The long history of Italian rosés, particularly in the warm southern part of the country, stem from difficulties in the early days of winemaking to make dark, fully colored dry red wines without temperature controlled fermentation vessels.
➢ The Italians have several terms for rosé style such as *rosato, Chiaretto. Ramato* (*copper colored*) made from pink-skinned Pinot Grigio grape, and even *Cerasuolo* (meaning "cherry red") describes a vividly colored rosé.

Spain
➢ *Rosés are known as rosado* and are produced throughout the country
➢ Navarra DO, north of Rioja is the most noted region - primarily Garnacha (Grenache) grape although Graciano, Tempranillo, Cabernet Sauvignon, Merlot and Carignan may also be used.
➢ Alicante and Jumilla winemakers made their rosados using a method that is almost the reverse of the *saignee* method. Known as the *doble pasta* (meaning "double paste") takes the skins from the early pressed rosé wine and adds them to the red wine. The rosados are a light, fruity style while the red wines made with the extra skins are darker in color and more deeply concentrated.
➢ Other Spanish areas known for Rosados are Utiel-Requena, Yecla, Txakoli, Cigales, Tierra de Leon and Ribera del Duero
Portugal – Rosa

- In 1942, Fernando van Zeller Guedes from the “Vinho Verde” was inspired by the success the lightly sparkling wine from his region was having in Portugal and Brazil. He produced a more fully sparkling, sweeter rose to appeal to Europe and America. The wine was called Mateus after the Mateus Palace that towers over the Douro River in Villa Real.

- The history of the other, notable Portuguese sparkling rosé that rose up after World War II, Lancers, is similar. The winemaking family of Jose Maria da Fonseca in Setubal, one of the oldest Portuguese wine producers, received word from a distributor in NYC that returning servicemen had a taste for many of the new wines they tried in Europe. In 1944, Fonseca released Lancers in a distinctive stone crock. Today, the wine is fully sparkling, using the “continuous method” of fermentation in large stainless steel tanks instead of individual bottles.

Germany

- Germany, several regions are noted for their distinct style of rosé (German rosewein or rosewein).
- The term Weißherbst is a type of German rosé made from a single variety of grape.
- Rotling refers to a rosé that is either made from multiple grape varieties that can either be all red wine varieties or a mixture of white and red grape varieties.
- In the Baden, Badisch Rotgold is a specialty rosé made from Spatburgunder (Pinot noir) and Rulander (Pinot gris).
- Schillerwein is made from pressing and co-fermenting red and white grapes. Not always rose, the color of Schillerwein ranges from dark red to pale pink.
Austria

➢ *Styria is known for a type of ro*ṣé *called Schilcher* that is made from the indigenous Blauer Wildbacher grape that is noted for its fruity flavor and high levels of acidity.

Switzerland

➢ Near the German and Austria borders, a special style of rosé known as *Süssdruck is produced using only the free-run juice of Pinot noir*.

USA – Now the world’s 3rd leading rose producer.

➢ *Bob Trinchero of Sutter Home salvaged a “stuck fermentation” of his 1972 red Zinfandel by releasing a paler, sweeter rosé colored wine that he labeled as "White Zinfandel".* Trinchero wasn’t the first Californian winemaker to make a white wine out of Zinfandel, but he was the first to aggressively market it as a new wine style. Sutter Home saw sales of "White Zin" soar from 25,000 cases in 1980 to more than 1.5 million in 1986.

➢ *The term “blush” also originated in the 1970s when wine writer Jerry Mead visited the Mill Creek Vineyards in Sonoma City and sampled a pale, pinkish wine made from Cabernet Sauvignon. The winemaker was thinking of calling the wine "White Cabernet" but Mead suggested the term "blush" instead.*

Chile and Argentina - *Rose’ - Rosado*

➢ Produce roses of many styles from myriad grapes such as Cabernet, Merlot, Carmenere and Malbec among others. The wines may be bone dry to sweet.
How to Make Rosé Wine

➢ Rosé wines can use both white and red grape varieties.
➢ Standard Rosé winemaking looks a lot more like how white wine is made with an additional maceration time added in the beginning.
“It’s all about timing.”

**Maceration Method**
The maceration method is most commonly used for commercial Rosé. Maceration is when the grapes are pressed and the juice sits on the skins. In red wine production, maceration can last throughout the fermentation. For Rosé, the juice is separated from the skins before it gets too dark. For lighter varieties, like Grenache, it can take 24 hours. For darker varieties, like Mourvedre, the process sometimes only lasts a few hours.

**Vin Gris Method**
Vin Gris, translates to “Gray Wine” and is when red grapes are used to make a nearly-white wine. Vin Gris uses an extremely short maceration time. This style of Rosé winemaking is popular for the lighter red varieties such as Pinot Noir in the United States and Gamay or Cinsault in France.

**The Saignée Method**
The Saignée method is capable of producing some of the longest lasting Rosé wines. It is actually a by-product of red winemaking. During the fermentation of a red wine about part of the juice is bled off. This process leaves a higher ratio of skin contact on the remaining juice, making the resulting red wine richer and bolder. The leftover bled wine or “Saignée” is then fermented into Rosé. Wines made from the Saignée method are typically much darker than Maceration Method wines and also much more savory.

**Blending Method**
Blending white and red wines together....these wines typically have flavors or white wines like citrus, pear, apple as well as flavors of red wines, strawberry, cherries, etc.
The Banfi name comes from the aunt of Giovanni F. Mariani Sr., Teodolinda Banfi: she was the head of household for Pope Pius XI and was a connoisseur of fine wine. She influenced and inspired her great nephew Giovanni F. Mariani Sr. with her passion.

In 1919, in New York, Giovanni F. Mariani Sr. founded a small company to import the wines of Italy and France, calling it Banfi Vintners in honor of his aunt and mother.

It was Giovanni Mariani’s two sons, John and Harry, who expanded Banfi Vintners, dedicating themselves to the production of quality wine and founded the Castello Banfi vineyard estate in Montalcino.

Today the third generation, with John’s daughter Cristina Mariani-May, and Harry’s son James Mariani, looks after their Italian properties as well as the thriving import business in the US.
Cuvée Aurora Rosé
Rosa Regale
In 1979, the family acquired the mid-18th century winery, Bruzzone, and revitalized the facility as Banfi Piemonte.

Here, with the same dedication our skilled winemakers produce LaLus, L'Ardì Dolcetto d'Acqui, three exceptional sparkling wines: Cuvee Aurora Rose, Banfi Brut Metodo Tradizionale Classico and Rosa Regale, from the La Rosa single vineyard.

Just a few kilometers from Strevi lies the Principessa Gavia estate established by the Mariani family. This single vineyard is dedicated exclusively to Cortese grape, used to make the prized still wine Principessa Gavia Gavi and Principessa Perlante.
Brand: BANFI PIEMONTE
CUVEE AURORA ALTA LANGA DOCG - 2011 Disgorged

Region: Alta Langa, Piedmont, Italy DOCG

Varietal Composition: 100% Pinot Noir (Pinot - Pine cone shape of clusters)

Profile: Pale pink with persistent perlage. Intense and alluring bouquet of apple, vanilla and wild rose

Key Selling Points:
- Ultra premium sparkling rose from the prestigious Alta Langa region in Piedmont.
- 100% Pinot Noir hand-picked exclusively from Banfi's vineyards located in the provinces of Cuneo, Asti and Alessandria.
- The fine bubbles are produced from a secondary fermentation that takes place in the bottle according to the Classical Method.
  - Yeast contact is extended for at least 24 months followed by traditional hand riddling (rémuage) on pupitres and dégorgement à la glace.

NO SAIGNEE
FB Lambrusco
Lambrusco Facts
[lam-BROO-Skoh]

Lambrusco is a unique red Italian grape variety that grew spontaneously long before the days of the Ancient Romans.

*Lambrusco is derived from the Latin word labrusca – wild vines that were domesticated*

Lambrusco came from the Romans, “labrum” - as it was growing at the edges of the “bruscum” - cultivated fields / woods.

Lambrusco is the most important grape variety from the region of Emilia Romagna.
ALBINEA CANALI
FONDATA NEL 1936
Albinea Canali was founded in 1936

The winery is located between the towns of Albinea and Canali

A Cooperative of 60 small farmer/growers

Albinea Canali has always produced Lambrusco

Albinea Canali only produces 5 wines (All non-vintage) All lambrusco ex1

House style – “To Capture and bottle the fruit of Lambrusco”
Fruit Forward” & “To Celebrate Lambrusco”

Albinea Canali is the leading producer of high end Lambrusco’s from Emilia
Brand: ALBINEA CANALI METODO ANCESTRALE NV

Region: Emilia-Romagna, Italy

Varietal Composition: 100% Lambrusco di Sorbara

Profile: Semi-Sparkling and dry, with a velvety texture and refreshing tartness. Bread crust and berries

Key Selling Points:

- A leading producer of Lambrusco, Albinea Canali has consistently been recognized for excellence in the production of all varieties of Lambrusco.
- Combines the flavor of a dry Lambrusco with the unique qualities attributed to fermentation in the bottle.
- *No saignee*
Sparkling wines

Spumante styles that may be produced are

Brut 0–12 grams per liter residual sugar
Extra Dry, Extra Sec, Extra seco 12–17 grams per liter residual sugar
Dry, Sec, Seco 17–32 grams per liter residual sugar
Demi-sec, Semi-seco 32–50 grams per liter residual sugar

Frizzante wines may also be produced
Cantine Maschio is one of Italy’s leading producers of stellar quality Prosecco, known for delivering a fresh and lively Prosecco taste – which stands up even to the discerning palates of the Italians themselves. Maschio Sparkling Rose is lively, fresh and deliciously fruity on the palate.
Brand: MASCHIO SPARKLING ROSE, NV

Region: Treviso DOC, Italy

Varietal Composition: Pinot Blanc (Pinot family confused with Chardonnay), Pinot Noir, Raboso – possibly from a tributary of the Piave or from rabioso for unripe fruit

Profile: Fully sparkling. Fresh and full with strawberry and raspberry notes.

Selling Points:
- Cantine Maschio is a leading producer of sparkling wines in Italy, known for its quality and heritage.
- *No saignee*
- Available in 750ml and 187ml sizes: great for trial.
Major Wine Regions of France

Copyright: The Society of Wine Educators 2013
Provence
COTEaux VAROis
• **Provence - world’s largest wine region specializing in rosé.**
  • also the site of France’s oldest vineyards, with a 2,600-year history of rosé winemaking.

• Provence is the quality leader.
  • Market study of the U.S. wine industry – importers, distributors, retailers, sommeliers, and restaurateurs perceive French rosé as the highest quality rosé, and rosé from Provence as the “gold standard.”

• Provence Rosé Facts
  • 10% of the world’s wine production is rosé, France is the leading producer.
  • Provence produces 40% of French rosés.
  • Exports of rosé wine to the U.S. from Provence jumped 40%
    10th consecutive year of double-digit increases
Wine Spectator named Pacific Rim among its top 40 producers making value wines in exciting new regions!

Nicolas Quillé
Head Winemaker
Burgundy, France
20 years winemaking experience

Of Pacific Rim
“[Among the wineries that]...handily represent the best of what Washington has to offer value seekers.” Wine Spectator, April 30, 2015
Brand: UNPARALLELED ROSE CUVEE 2016

Region: Coteaux Varois en Provence, AOP France

Varietal Comp: 60% Syrah – Monduese x Dureza – maybe from Serus or late ripending,  
30% Grenache – likely born in Spain – Garnacha, Garnaxa, Cannonau  
10% Vermentino (by law can add up to 20% white) – Vermentino from Fermentino also, aka Rolle, Favorita Pigato

Profile: Dry, floral aromatics, grapefruit flavors and an earthiness provide balance and structure

Key Points:
- Provence lauded as the benchmark region for Rose by gatekeepers and consumers – widely associated with prestige and sophistication, creates pull
- Traditional winemaking – fermented and aged in concrete, lees aging; classic, upscale, elegant style – **NO SAIGNEE**
- Ideal on-premise
ITALY

[Map of Italy showing various regions such as Tuscany, Lazio, and Sicily]
Brand: SARTORI DI VERONA – Bardolino Chiaretto (key – are-et-toh) – claret or clear - 2015

Region: Bardolino DOC Verona, Italy

Varietal Composition: Corvina Veronese – Little Crow or Cruina - unripe
Rondinella – offspring of Corvina – Rondini – Swallows ,
Corvinone – cousin of Corvina
Molinara – Mulino or mill from the flour like bloom on grapes,
Merlot – merli - blackbirds

Profile: Beautiful color and delicate aromas. Fresh with bright fruit flavors, supple and balanced.

Key Selling Points:
• Discover a lesser-known offering from Sartori di Verona; a 4th generation winemaking family
• Classic Italian style Rosé with Mediterranean climate from Lake Garda influence provides remarkable freshness - some saignee.
• A beautiful expression of Veronese Rosé. Gentle winemaking with soft pressing and 24 hours of skin contact
TUSCANY OR TOSCANA
In Pursuit of Excellence
Passionate Roots

A Family Story
Most Unique Vineyard Estate made up of a Constellation of Single Vineyards
Brand  CENTINE ROSE, IGT 2016

Region  Tuscany, Italy

Varietal Composition  Cabernet Sauvignon – Biturica GranB/Vidure, Merlot Sangiovese – Sangue di Giove

Profile  Aromatic with fresh berries and excellent structure

Key Selling Points:

• Centine Rosé is among the Top 5 Italian Rosés 750ML by volume, and sales are growing +48%*
• Tuscany region has widespread appeal among consumers
• Produced by Banfi with the same experience and appreciation for consistent quality year over year – *NO SAIGNEE*
• An affordable way to enjoy elegant wines from Italy’s most honored vintner

*26 Weeks Ending 9/12/2015 and the Total US xAOC market
ABRUZZO

CERULLI SPINOZZI
Brand: CERULLI SPINOZZI
CERASUOLO D’ABRUZZO DOC 2015
Region: Abruzzo, Italy

Varietal Composition: 100% Montepulciano D’Abruzzo - Tuscan traders were said to have named the wine/grape after their beloved Vino Nobile

Profile: Lively in color with soft, strawberry aromas. A beautiful medley of fruit flavors and a clean, fresh finish.

Key Selling Points:
- Stand out from the Rosé crowd – this Cerasuolo is a unique option, especially for those who are hard to impress!
- Gorgeous, super premium package helps communicate the quality in the bottle
- Opportunity to discover the wines of Cerulli Spinozzi, a boutique family winery in the heart of Italy’s Abruzzo region
- SOME SAIGNEE
PACIFIC NORTHWEST
OREGON
rainstorm
<table>
<thead>
<tr>
<th>Brand</th>
<th>RAINSTORM SILVER LININGS - 2015</th>
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<tbody>
<tr>
<td>Region</td>
<td>Oregon</td>
</tr>
<tr>
<td>Varietal Composition</td>
<td>Pinot Noir</td>
</tr>
<tr>
<td>Profile</td>
<td>Dry with refreshing acidity. Aromas of strawberry, rose petals and pomegranate</td>
</tr>
<tr>
<td><strong>Key Points:</strong></td>
<td></td>
</tr>
<tr>
<td>• Great opportunity to leverage the incredible success of Oregon Pinot Noir</td>
<td></td>
</tr>
<tr>
<td>• Primarily direct press provides acidity and elegance, and a <strong>PORTION OF SAIGNÉE</strong> of Pinot Noir adds fruit and structure</td>
<td></td>
</tr>
<tr>
<td>• Expertise of winemaker Nicolas Quillé. Premium winemaking with native yeast fermentation and 3 months lees aging for a high quality, dry yet refreshing Rosé</td>
<td></td>
</tr>
</tbody>
</table>
CHILE’S UNIQUE GEOGRAPHY

NORTH: ATACAMA DESERT

WEST: PACIFIC OCEAN

EAST: ANDES MOUNTAINS

SOUTH: ANTARCTICA
Guilisasti Family
Owners and Manager of EMILIANA

Mariani Family
Direct Investors in EMILIANA
In 1998, one of the most important and well known Chilean wineries, Bodegas y Viñedos Santa Emiliana, contributed its best vineyards from the Casablanca, Maipo and Colchagua Valleys to organic farming.

The main goal of Emiliana, begins from the need to create the highest quality wine, that respects nature’s process.

Emiliana is the leading organic/biodynamic producer in the world

Emiliana is the leading sustainable wine company doing business in the USA
The Earth, The Moon & The Universe
The "Green" Revolution

Biodynamic

Organic

Sustainable Agriculture / Integrated Pest Management / ISO Certified
Chile
<table>
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<tr>
<th>Brand</th>
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<tbody>
<tr>
<td>Region</td>
<td>Rapel Valley, Chile</td>
</tr>
<tr>
<td>Varietal Composition</td>
<td>Syrah/Cabernet/Merlot</td>
</tr>
<tr>
<td>Profile</td>
<td>Off-dry, silky and elegant on the palate. Tremendously fresh, fruity, and balanced.</td>
</tr>
</tbody>
</table>

**Key Selling Points:**

- Newest offering from Natura, #1 imported organic wine brand
- Total package – great brand equity, premium package, beautiful, fresh style
- 100% organically grown grapes, vegan friendly – a great option for eateries with a sustainable focus – **NO SAIGNEE in 2016**
- Active on social media! Great buzz and consumer outreach increases consumer pull
EUFLORIA, NV

Washington

Artisan blend of Rieslaner (Riesling x Silvaner – planted in the Mosel),

- Muscat - Asia Minor
- Gewurztraminer – Spicy Traminer (Alto Adige)
- Riesling – reissen or rizan to split or Ritzling River - Austria
- Malbec - for color – named after a Hungarian peasant who helped spread this grape...likely not...

NO SAIGNEE.

Aromatic and refreshing with a touch of residual sugar (12 g/L).

- Beautiful, unique package inspired by local Pacific Northwest artist, Flora Bowley
- Layered, interesting and aromatic blend with consumer-friendly profile
EMILIA ROMAGNA
February 10, 1950, nine wine producers from the agriculturally rich Emilia-Romagna region "united" to form the Cantine Cooperative Riunite.
“Riunite Lambrusco is at the top of the list of the 25 Most Influential Italian Wines of the Last 25 Years”

WINE ENTHUSIAST
MAGAZINE

Online Exclusive
J. Czerwinski
<table>
<thead>
<tr>
<th><strong>Brand</strong></th>
<th>RIUNITE LAMBRUSCO ROSE dell’Emilia, NV</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Region</strong></td>
<td>Emilia-Romagna, Italy</td>
</tr>
<tr>
<td><strong>Varietal Composition</strong></td>
<td>Lambrusco Salamino, Lambrusco Marani</td>
</tr>
<tr>
<td><strong>Profile</strong></td>
<td>Semi-Sparkling; Soft, approachable, and fruity</td>
</tr>
<tr>
<td><strong>Key Selling Points:</strong></td>
<td></td>
</tr>
<tr>
<td>• One of the original Rose offerings from Italy</td>
<td></td>
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<tr>
<td>• Riunite is the #1 Italian Wine*</td>
<td></td>
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<tr>
<td>• Strong Social Media following – over 245K fans</td>
<td></td>
</tr>
<tr>
<td>• <em>No Saignee</em></td>
<td></td>
</tr>
</tbody>
</table>

*(by volume – Nielsen Total XAOC 26 W/E 3/26/16)*
PIEDMONT

Cuvée Aurora Rosé
Rosa Regale
LA ROSA VINEYARD
Brand: BANFI PIEMONTE - ROSA REGALE, BRACHETTO d’ACQUI, DOCG 2016

Region: Acqui Terme, Piedmont, Italy

Varietal Composition: 100% Brachetto – some say from Braquet of France but DNA disproves. Wine had a role to play in the love affair between Cleopatra and Caesar

Profile: Festive cranberry in color with an aromatic bouquet of raspberries, strawberries and rose petals. Fresh raspberry taste with crisp acidity

Key Selling Points:
- Category leader
- #1 Italian sparkling wine in its price category
- Ultra-premium quality, produced in premium wine cellar in Piemonte, Italy