



Italy's Killer B's

BRUNELLO, BAROLO,
& BARBARESCO

PRESENTED BY:
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SESSION OVERVIEW

- BACKGROUND ON ITALY AND THE PDO STRUCTURE
- BRUNELLO: ITALY'S FIRST DOCG WINE
- BAROLO: THE WINE CALLED TAR & ROSES
- BARBARESCO: BAROLO'S KINDER, GENTLER COUSIN
- PERHAPS A FEW OTHERS...

ITALY:

- AMONG THE TOP 3 WINE GROWING REGIONS IN THE WORLD
- WINE MAKING DATES BACK TO 2ND CENTURY BCE
- TWENTY WINE GROWING REGIONS
- OVER 3,000 DIFFERENT VINIFERA VARIETIES GROWN
- 74 DENOMINAZIONE DI ORIGINE CONTROLLATA E GARANTITA (DOCG) WINES*
- APPROX. 334 DOC WINES*

* AS OF SEPTEMBER 2016



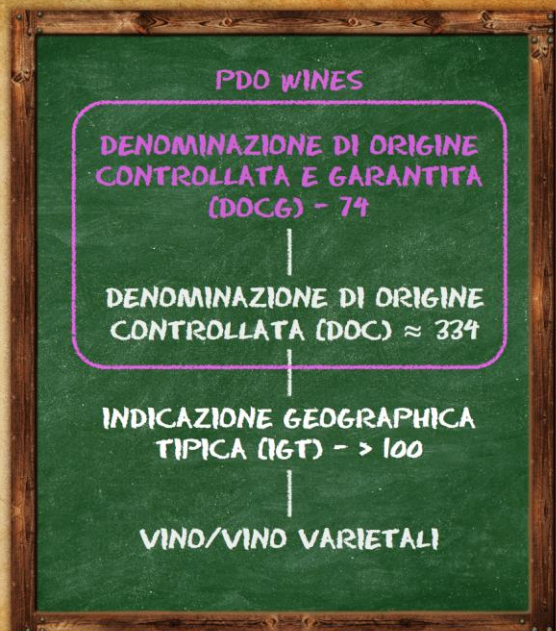
THE PDO HIERARCHY

THE DOCG WINE DESIGNATION WAS CREATED IN 1980 TO DIFFERENTIATE THE TOP ITALIAN WINES WITH TIGHTER, MORE RESTRICTIVE REGULATIONS

ESTABLISHED IN 1963 TO PROTECT THE INTERNATIONAL REPUTATION OF ITALIAN WINES

CREATED IN 1992 TO HAVE A PLACE FOR WINES THAT DESERVE RECOGNITION BUT DON'T MEET DOC REGULATIONS

UNCLASSIFIED WINES, CAN USE ANY GRAPES AND ANY WINE MAKING METHODS THE WINE MAKER WANTS



Italy's Killer B's



BAROLO & BARBARESCO
BRUNELLO DI MONTALCINO

3 OF THE FIRST FIVE
WINES AWARDED DOCG STATUS



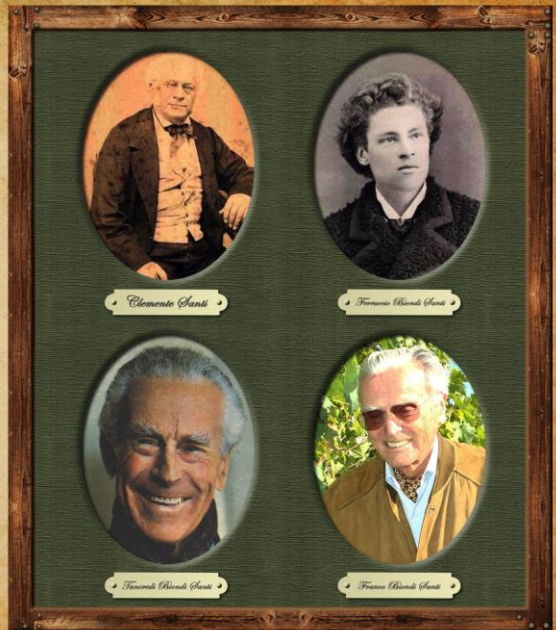
BRUNELLO DI MONTALCINO

- BRUNELLO'S DOC CERTIFICATE WAS GRANTED IN 1966; IT WAS ONE OF THE FIRST REDS TO BE RECOGNIZED, JUST THREE YEARS AFTER ITALY'S DOC PROGRAM HAD BEEN ESTABLISHED
- IN 1980, BRUNELLO DI MONTALCINO WAS THE FIRST WINE TO BE AWARDED DOCG STATUS



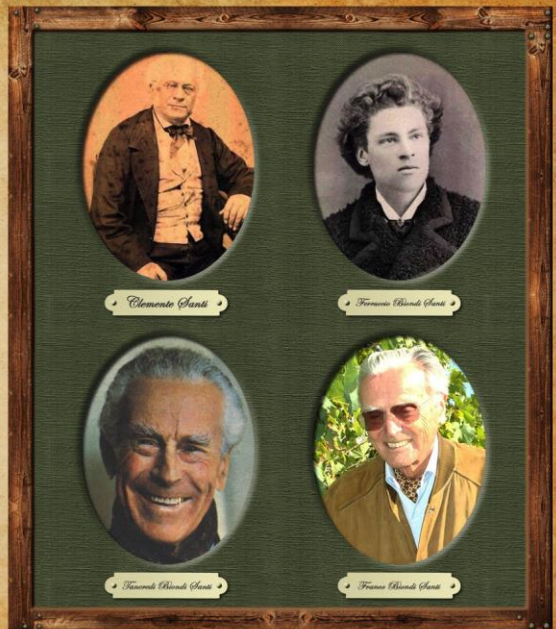
THE BIONDI-SANTI FAMILY

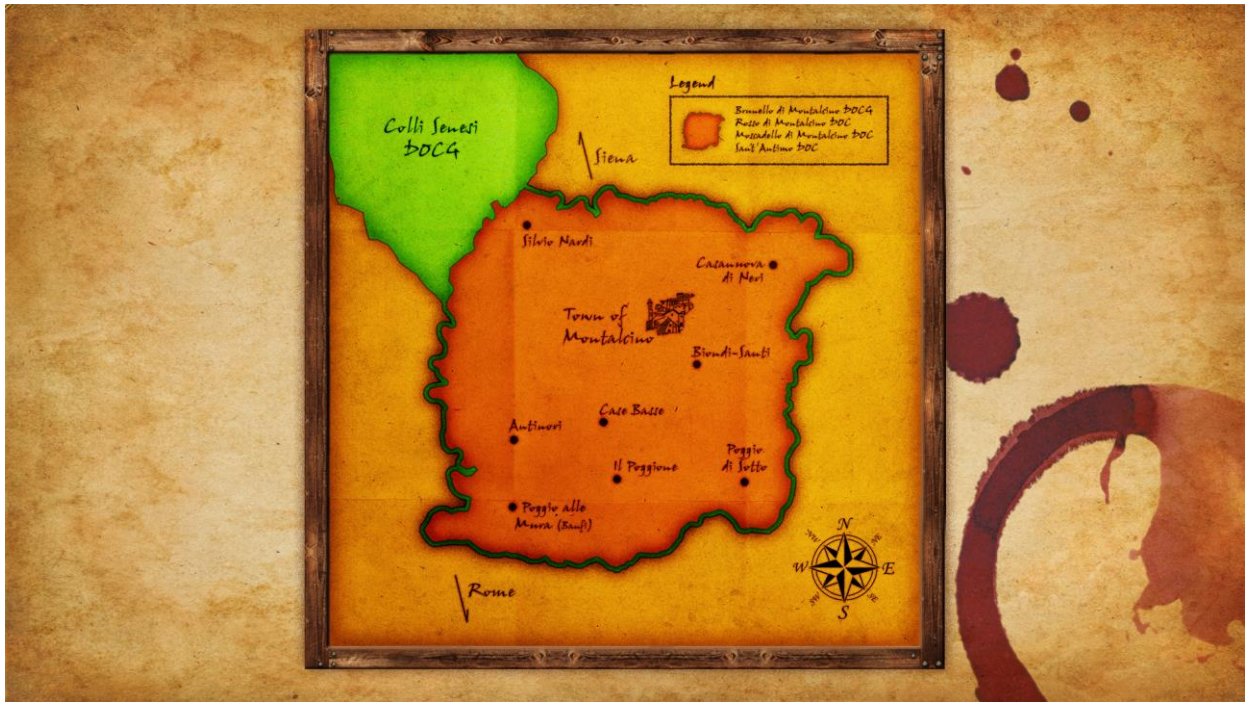
- CLEMENTE SANTI - CREATED THE FIRST WINE LABELED "BRUNELLO DI MONTALCINO" IN 1865
- FERRUCCIO BIONDI SANTI - CREATED THE BRUNELLO DI MONTALCINO "FORMULA" OF 100% SANGIOVESE WITH LONG MACERATION AND OAK AGING



THE BIONDI-SANTI FAMILY

- TANCREDI BIONDI SANTI - INSTRUMENTAL IN BRUNELLO DI MONTALCINO SURVIVING PHYLLOXERA, WWII AND ACHIEVING DOC STATUS IN 1966
- FRANCO BIONDI SANTI - INSTRUMENTAL IN GROWING THE REPUTATION OF BRUNELLO DI MONTALCINO AND ACHIEVING DOCG STATUS IN 1980





WHAT MAKES BRUNELLO "BRUNELLO?"



SANGIOVESE



CASK AGING



BOTTLE AGING

RELEASED 5 YEARS AFTER YEAR OF HARVEST

BRUNELLO DI MONTALCINO

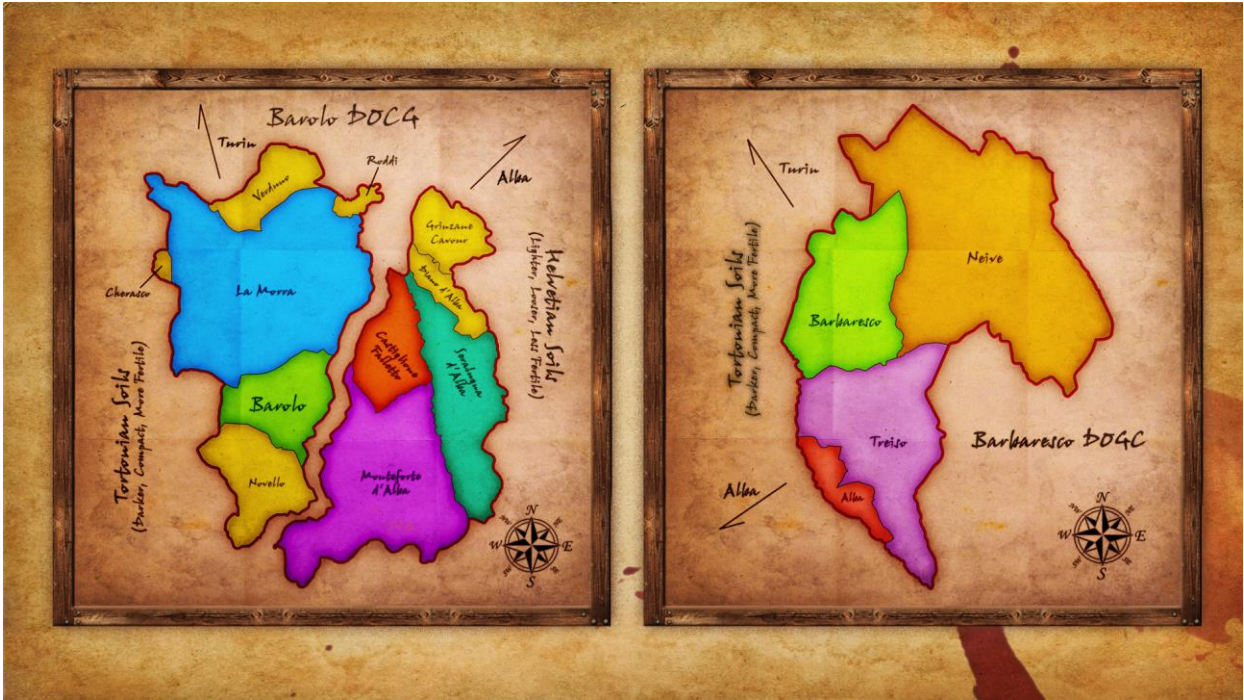
- INTENSE RUBY RED TENDING TOWARDS GARNET AS IT AGES
- SCENTS OF UNDERGROWTH, AROMATIC WOOD, BERRIES, LIGHT VANILLA AND JAM
- DRY, WARM, LIGHTLY TANNIC, ROBUST AND HARMONIOUS ON THE PALATE



BAROLO & BARBARESCO

- DOCG ESTABLISHED IN 1980
- LOCATED IN THE AREA OF LANGHE IN SOUTHERN PIEDMONT
- BOTH DOCGS ARE DIVIDED INTO COMMUNES





WHAT MAKES BAROLO "BAROLO?"



NEBBIOLO



CASK AGING
(38 MOS TOTAL)



1ST JANUARY
OF FOURTH YEAR
AFTER HARVEST

BAROLO

- A FULL AND INTENSE GARNET RED COLOR
- FRUITY AND SPICY AROMAS
- FLAVORS OF RED BERRIES, CHERRIES AND JAM
- AROMAS OF TAR, ROSES, FADED VIOLETS, CINNAMON, PEPPER, NUTMEG, VANILLA AND, SOMETIMES, LICORICE, COCOA, TOBACCO AND LEATHER



WHAT MAKES BARBARESCO "BARBARESCO?"



NEBBIOLO



CASK AGING
(26 MOS TOTAL)



1ST JANUARY
OF THIRD YEAR
AFTER HARVEST

BARBARESCO DOCG

- EXTREMELY TANNIC AND TIGHT IN THEIR YOUTH
- BARBARESCO WINES ARE EXPECTED TO BE AGED AT LEAST 5 TO 10 YEARS AFTER VINTAGE BEFORE THEY ARE CONSUMED, SOME DO WELL PAST 20 YEARS
- BOUQUETS OF ROSES OR VIOLETS WITH FLAVOR NOTES OF CHERRY, TRUFFLES, FENNEL AND LICORICE



Barolo Boys

storia di una rivoluzione
un film di Paolo Casalis e Tiziano Gaia - uscita aprile 2014
una produzione **stuffilm**

"Si aiutò con una motosega, riducendo in legna da ardere le vecchie e grandi botti, per far posto alle prime barrique nuove. Il padre non capì quelle scelte di un figlio che rompeva con tutto il suo mondo delle sue vigne: ma"

www.baroloboy.com



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THANK YOU!

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