

# FRANCO SERRA



## Barbera d'Alba

Barbera d'Alba DOC, Piedmont, Italy

### GRAPE VARIETY

100% Barbera

### VINIFICATION

Select grapes are hand harvested. Three weeks maceration is followed by four weeks of fermentation in stainless steel at controlled temperatures. Three months of aging in bottle before release. No wood aging.

### THE WINERY

Franco Serra is produced by the Sperone family who have been making affordable premium wines for four generations. In 1911, Antonio Sperone opened a small wine shop in Torino where he sold bulk wine directly to consumers. Unsatisfied with the quality and price of the local wine, Antonio started his own winery in Puglia and built a bottling facility in Torino. He was soon able to offer his customers quality wines at prices everyone could afford. Sadly, it was destroyed when the city was bombed in WWII. The winery in Puglia survived the war and enabled Antonio's grandson Giacomo to open a new facility in 1965 near Milan where he produced vermouth, sparkling wines, spirits and fine wines. In 1983, the family purchased 75 acres of prime vineyards in Piedmont and built the current winery in the small town of Mombaruzzo just outside Monferrato.

### TASTING NOTE

Ruby red color. Sweet spice, chocolate and red fruit aromas with hints of tobacco. Medium bodied and dry with ripe red fruit, light tannins and well-balanced acidity.

### FOOD PAIRING

A very food friendly wine. A great match for dishes made with tomatoes like pasta and pizza. Also excellent with cured meats and cheeses.



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