

FRANCO SERRA



Barbera d'Asti Superiore

Barbera d'Asti Superiore DOCG, Piedmont, Italy

GRAPE VARIETY

100% Barbera

VINIFICATION

Select grapes are hand harvested. Three weeks of maceration is followed by fermentation in stainless steel for four weeks at 77°F. The wine is aged for one year in 20% new oak barrels and three months in bottle before release.

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 closed during 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

Crimson color. Medium-full-bodied and dry with cherry and floral aromas. Fruity and hearty with ripe tannins and bright acidity.

FOOD PAIRING

A great food wine. Pairs well with spicy foods, pasta with red sauce and hearty Italian fare.



THE MARCHETTI COMPANY

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