

# FRANCO SERRA

## Langhe Nebbiolo

**Wine Maker:** Natale & Fabio Presenti  
**Designation:** Langhe DOC  
**Location:** Vineyards throughout Alba  
**Average Age of Vines:** 25 years  
**Vine Density:** 2,000/acre  
**Exposure:** South  
**Elevation:** 1,000 ft.  
**Soil:** Calcareous (lime, chalk)  
**Variety:** 100% Nebbiolo  
**Training System:** Guyot  
**Harvest Method:** Hand picked  
**Harvest Date:** October 15  
**Maceration Period:** 3 weeks  
**Fermentation Period:** 4 weeks  
**Fermentation Vessel:** Stainless steel tanks  
**Maximum Fermentation Temperature:** 80° F  
**Filtration:** Cellulose sheets & Microfiltration  
**Aging Vessel:** Stainless Steel  
**Aging Period:** 6 months to 1 year, depending on vintage  
**Bottle Aging:** 3 months  
**UPC:** 0 20106 50294 9



*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. Even as prices fetched for wines from this increasingly fashionable region continue to climb, the Sperone family proudly focuses on value. Franco Serra provides everyone with the opportunity to drink thoughtfully crafted, distinctive wines from Italy's most renowned region.*



SCOPERTA IMPORTING | THE MARCHETTI COMPANY

216 | 321 | 4162

WWW.SCOPERTAIMPORTS.COM