

FRANCO SERRA

Piemonte Rosso

- Wine Maker:** Natale & Fabio Pesenti
Designation: Piemonte DOC
Location: Vineyards throughout Monbaruzzo and Piedmont
Average Age of Vines: 25 years
Exposure: South
Elevation: 1,000 ft.
Soil: Calcareous (lime, chalk)
Varieties: 80% Barbera, 20% Nebbiolo
Rootstocks: 3309 & SO4
Training System: Guyot
Vine Density: 2,000 / acre
Harvest Method: Hand picked
Harvest Date: September 10th – October 1st
Maceration Period: 3 weeks
Fermentation Period: 4 weeks
Fermentation Vessel: Stainless steel tanks
Maximum Fermentation Temperature: 80°
Filtration: Cellulose sheets & microfiltration
Aging Vessel: Oak barrels, 20% new
Aging Period: 6 months Nebbiolo, 1 year Barbera (only 30%, which is *Superiore*)
Bottle Aging: 3 months
UPC: 0 20106 50621 3



Franco Serra is produced by the Sperone family who have been making affordable premium wines for four generations. In 1920, 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 where land was inexpensive and produced good wine. He built a bottling facility in Torino and 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 near Milan where he produced vermouth, sparkling wines, spirits and fine wines. With the help of his sons Paolo and Antonio, the company grew quickly and achieved distribution throughout Italy and expanded into foreign markets. In 1965, the family purchased 75 acres of prime vineyards in Piedmont and built a new 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.

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