

FRANCO SERRA



Piemonte Rosso

Piedmont D.O.C., Italy

GRAPE VARIETIES

80% Barbera, 20% Nebbiolo

VINIFICATION

This is a blend of three separate lots: 50% Barbera d'Asti, 30% Barbera d'Asti Superiore, and 20% Langhe Nebbiolo. Each lot is grown, harvested and vinified separately, though all grapes are hand picked, and cultured yeasts are used. The Barbera d'Asti is macerated for 10 days prior to fermentation and matured in stainless steel. The Barbera d'Asti Superiore is macerated for three weeks prior to fermentation in stainless steel and then aged in 20% new oak for one year. The Langhe Nebbiolo undergoes the same vinification and oak treatment as the Barbera d'Asti Superiore. This specific blend was developed to capture the bright fruit and intensity of fresh Barbera and frame it with the depth and richness of the oaked Barbera and added complexity and structure of the Nebbiolo.

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

Dry and medium bodied with ripe berry and cherry aromas.

FOOD PAIRINGS

Serve with all manner of meats and pastas.

