



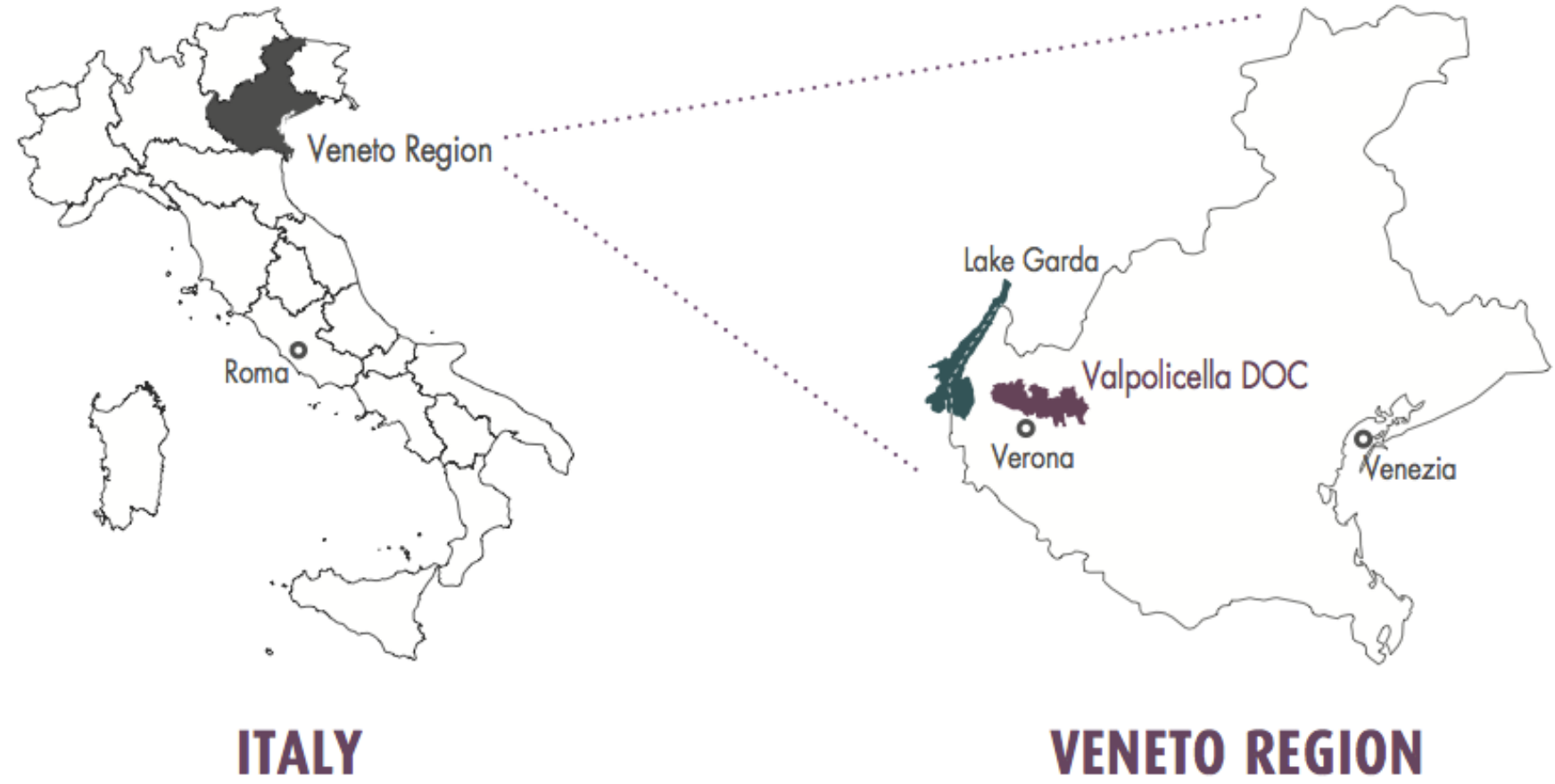
**Amarone della Valpolicella DOCG virtual tasting:  
explore the history and unique style of one Italy's most  
iconic wine denominations**

**Susannah Gold, DWS, IWS  
Vigneto Communications  
Vinitaly International  
Ambassador**

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# V VALPOLICELLA WINE REGION



- The broad Valpolicella DOC and DOCG wine production area includes the piedmont strip of the municipality of Verona and is divided up according to the production rules into three separate zones
- The classic area, formed by five geographical areas encompassing the areas of Sant'Ambrogio di Valpolicella and San Pietro in Cariano, and valleys of Fumane, Marano and Negrar di Valpolicella;
- The Valpantena area, including the valley of the same name;
- The Valpolicella DOC area, with the districts of the municipality of Verona and the valleys of Illasi, Tramigna and Mezzane



V

# VALPOLICELLA WINE REGION



## MAP WITH GEOGRAPHICAL SPECIFICATIONS

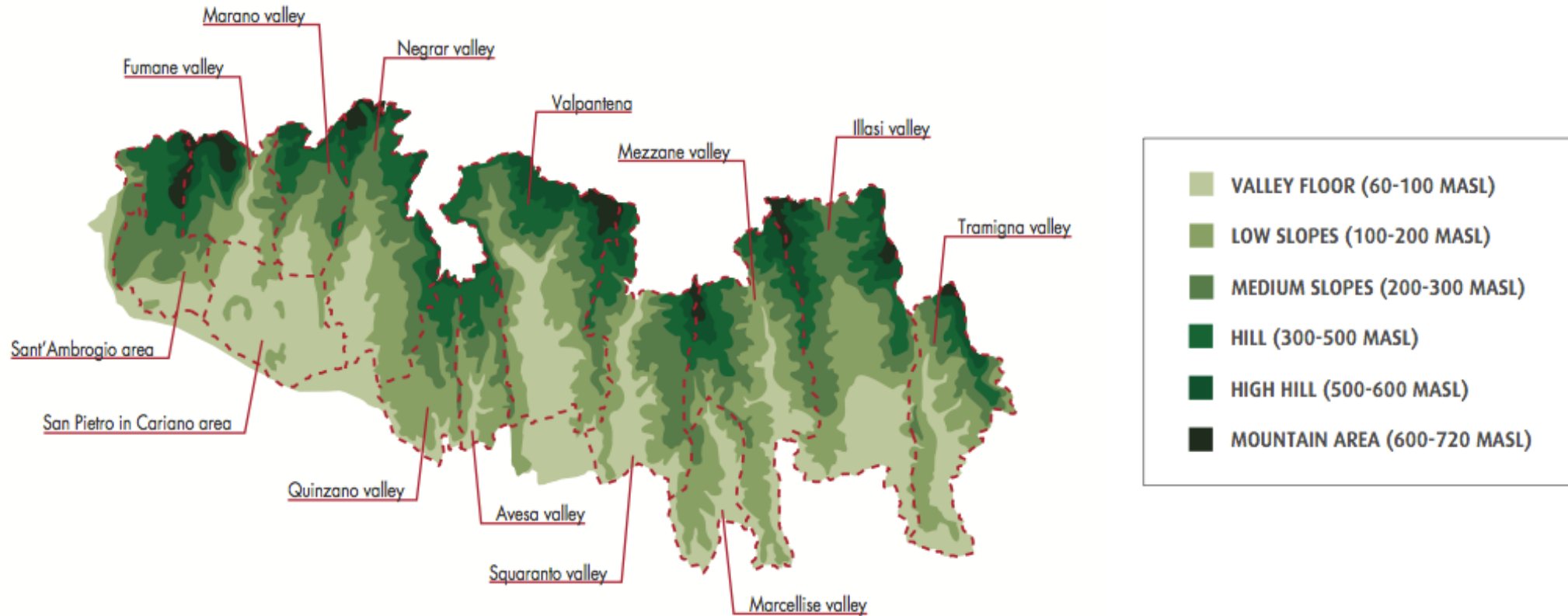


V

# VALPOLICELLA WINE REGION



## MAP OF THE 11 VALLEYS AND 2 MUNICIPALITIES WITH THE ALTITUDE PROFILE



V

## GEOGRAPHICAL FEATURES



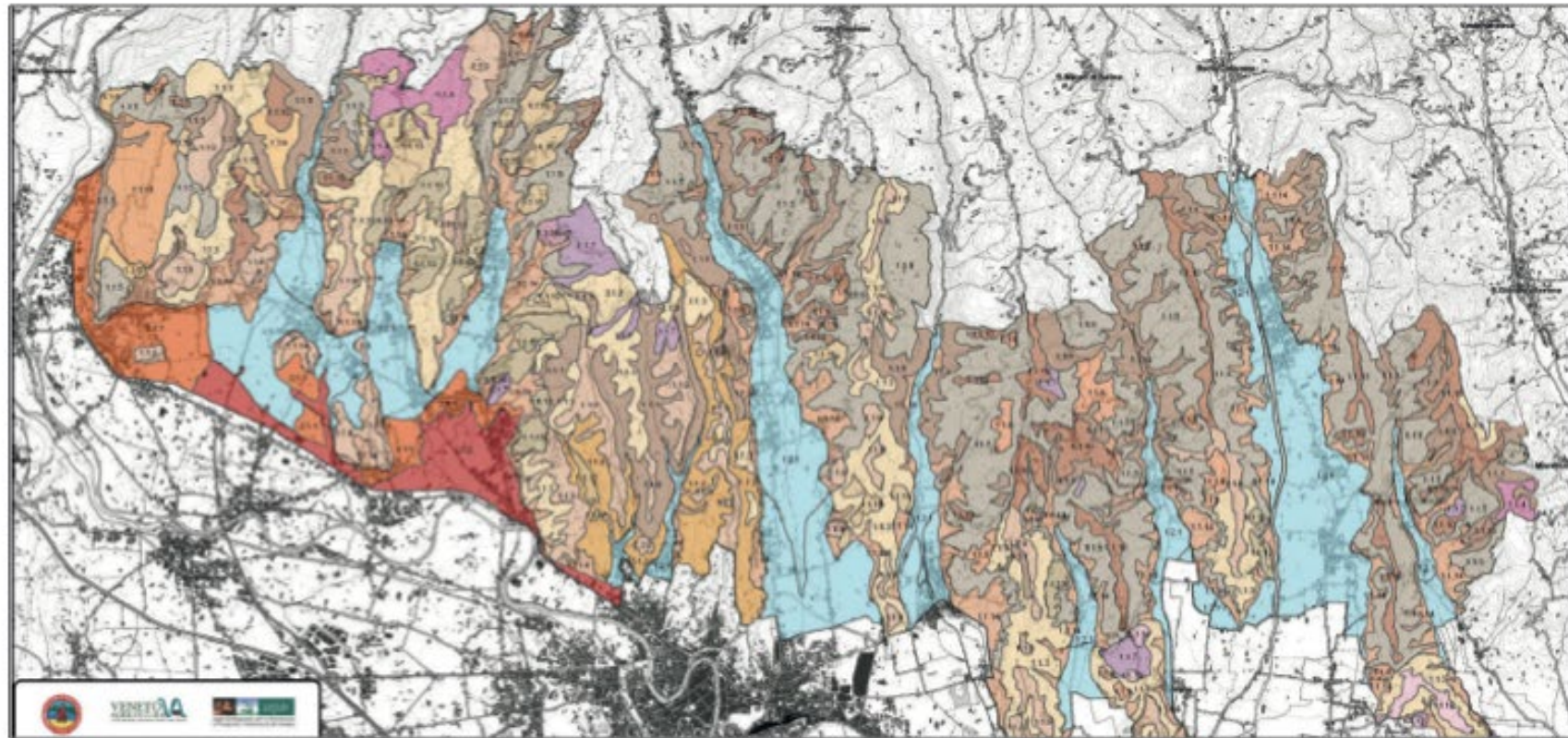
### CLIMATE: "MODERATE CONTINENTAL"

THE AREA IS STRONGLY AFFECTED BY THE LAKE GARDA WHICH MITIGATES THE CONTINENTAL CLIMATE OF NORTHERN ITALY THANKS TO ITS LARGE BODY OF WATER



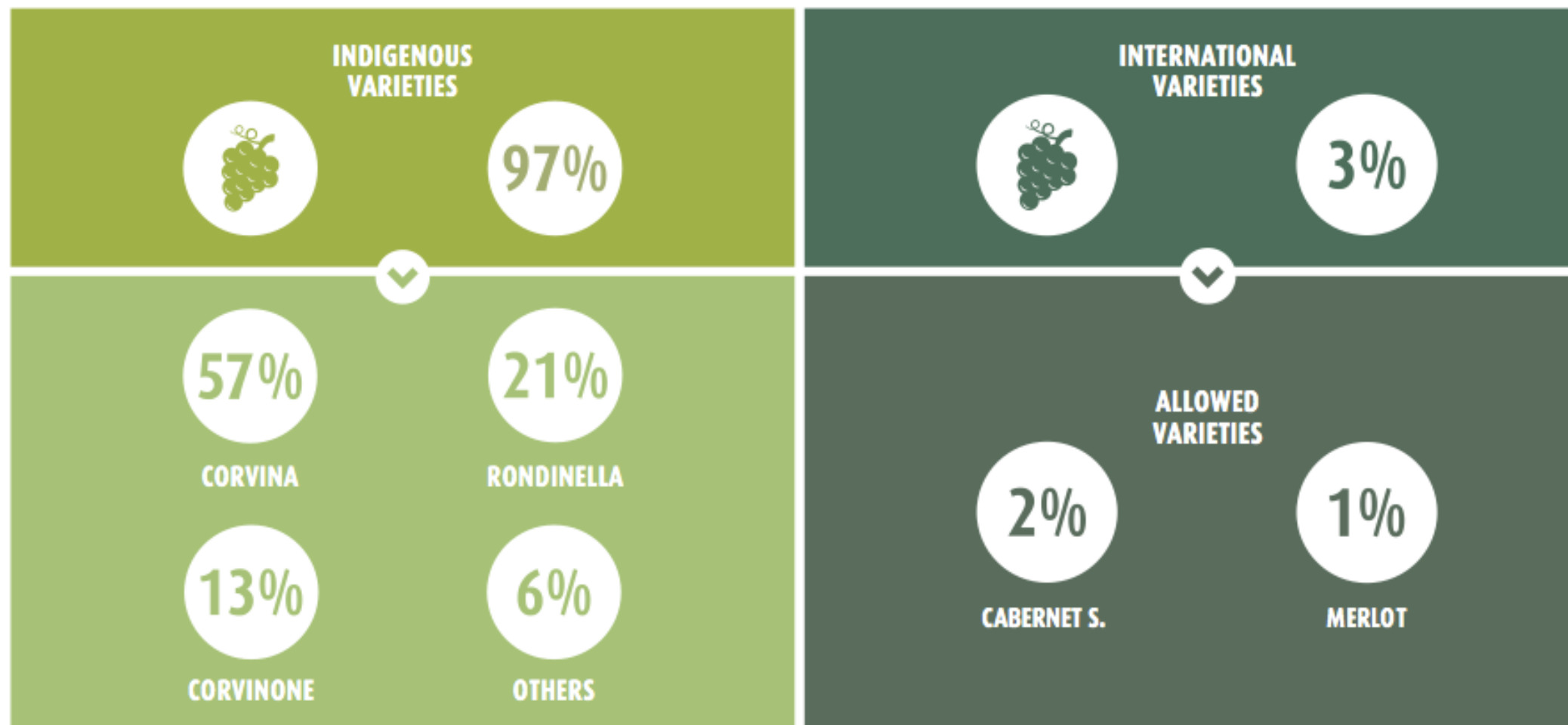
**IMAGE:** maximum summer temperature of the valleys (THE CLOSER THE LAKE, THE LOWER THE MAX. TEMPERATURE)

# GEOLOGICAL COMPOSITION: "A COMPLEX STRUCTURE"



-   
**1. LIMESTONE MATRIX**
-   
**2. RIVER ALLUVIAL DEBRIS**
-   
**3. ADIGE ALLUVIAL DEBRIS**
-   
**4. VOLCANIC ROCKS**

## THE MOST GROWN GRAPE VARIETIES OF VALPOLICELLA





## MANDATORY VARIETIS



45%

CORVINA AND/OR  
CORVINONE

5%

RONDINELLA

95%

STRICTLY INDIGENOUS VARIETIES GROWN  
EXCLUSIVELY IN VERONA PROVINCE. THEY CAN  
FORM THE ENTIRE BLEND BY THEMSELVES



## AUXILIARY VARIETIES



0%

OF VERONA

0%

OF ITALY

15%

15% OF THE BLEND CAN BE COMPOSED OF  
INDIGENOUS VARIETIES OF VERONA, WHILE 10%  
OF AUTOCHTHONOUS VARIETIES OF ITALY

- Corvina – Structure, Aroma, Softness 45-90%
- Corvinone – Aromatic complexity, spice, structure, tannin 45-90%
- Rondinella – Color, Sapidity, disease resistant 5 – 30%
- Molinara - Freshness, sapidity, little color 0-10%
- Oseleta – good for drying, adds color, disease resistant, structure
- Dindarella – good for drying, disease resistant, stable producer
- Croatina – good for drying, disease resistant, red fruit, balsamic notes
- Spigamonti - newly rediscovered grape listed in 2014, color and body
- Pipionana – local grape used only in small quantities

# Facts & Figures

- Consorzio per la Tutela dei Vini Valpolicella has been active for 80 years
- 2,273 Growers in Valpolicella DOC, 7 Coops, 272 bottlers
- 64 million bottles a year (46.9% Valpolicella Ripasso DOC, 29.1% Valpolicella DOC, 24% Amarone and Recioto DOCG)
- 1 BLEND - 4 WINES - 4 STYLES
- 600 mln Euro turnover (Italy's highest for any PDO) with Amarone generating 350m, 75% of wine exported to 87 countries. Some 14% of Amarone is exported to the US
- Over the past 20 years, the area of vineyards has doubled in the Valpolicella to reach 8,296 hectares in 2019

- **History of Amarone Process – An Evolution of Recioto**
- In the 4th century after Christ, Cassiodorus, a minister of Theodoric king of the Visigoths, described in a letter a wine obtained with a special grape-drying technique. It was then called "Acinatico" and produced in a territory known under the name of Valpolicella (according to some people this name would come from Latin "Vallis-polis-cellae" and might mean "valleys with many cellars")
- Acinatico was without any doubts a forefather of Amarone. In the past they only wine produced in Valpolicella was Recioto, a sweet velvety wine (whose name comes from the vernacular word "recia, meaning "ear" because originally only the upper and better exposed part of the bunches were used)
- As time went by, owing to fermentation, the grapes started giving a much drier wine, rather bitter
- Such was the birth of Amarone that owes its name to the characteristic bitterness and was first bottled in the early years of the 20th century for family use or for friends; it was put on the market only after the second world war and in 1968 it received the controlled designation of origin (DOC)

# Appassimento of the grapes for 90 -120 days.

- Can be hung on stings, or laid out on arele or put into crates then put into Fruttaio. Grapes lose 35-40% of their water which concentrates sugars, aromas, polyphenols
- Air conditioning systems operating at the same temperature of the traditional drying process is sometimes allowed during the crucial period of drying in situations if humidity could damage the grapes compromising their soundness.
- Grapes are then destemmed and crushed, put into fermenting vats for 30-40 days of maceration
- Amarone is drawn off and aged in oak



# Buglioni – Wilson Daniels

- Sant'Ambrogio, owned by Alfredo and Mariano
- Started with 4 ha and today have 54 ha
- Vines in the heart of Valpolicella, they grow traditional varieties – Corvina, Corvinone, Rondinella, Molinara
- Use Amphora to age Amarone Riserva
- Owners of a restaurant who in 1993 bought land and then in 2000 started to produce wine under their own label after having sold their grapes for years to others. Most of the wines were sold at first through family business but 20 years later from 4 hectares they have 54 and since 2019 are organic

# Bulgioni Amarone DOCG Classico 2016 Lussurioso

- Sant'Ambrogio, 151 meters above sea level
- 60% Corvina, 20% Corvinone, 10% Rondinella, 5% Croatina, 5% Oseleta.
- dark, clayey and fertile with a high content of gravel, deep and drought resistant.
- Manual harvest in mid-September. grapes withering in the drying room until January. 25 days of maceration at controlled temperature
- Yield: 30 hl/ha
- Aging regime: tonneaux and 50 hl casks for 30 months and then 12 months in the bottle.
- Meats but also mention raw prawns
- 16.3% ABV, 3g RS, acid 5.5g/l, pH 3.4





# Harvest 2016

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- Little rain in the winter except for one snow with higher-than-normal temperatures
- From early April until mid-May, there was a cold and rainy season
- Lower than average temperatures in July and August with lots of rain
- A warm and lovely fall until December closed out the harvest with grapes in good condition
- The grapes were not subject to much humidity thanks to good ventilation in the vineyards
- Harvest was September 16

## PASQUA VIGNETI E CANTINE SPA - PASQUA USA LLC

- Founded in 1925 in Verona and born of the love of Famiglia Pasqua for Valpolicella, Three generations have always been united by a great passion for viticulture and the production of fine wines, first in Valpolicella and then also on the east coast of Lake Garda and in the most prestigious hills of the Soave denomination
- If the winery places enormous strategic value to Italy, the drive towards foreign markets, culminating in the foundation of Pasqua USA and Pasqua China, has led the company to be present today in 65 markets
- Umberto Pasqua leads the company with his sons Riccardo and Alessandro. In 2019 the turnover exceeded 60 million Euros, with 15.5 million bottles sold



# Amarone della Valpolicella DOCG 2015

## Famiglia Pasqua

- Valpantena
- Calcareous, clayey and gravelly.
- Corvina 65% Rondinella 25% Corvinone 5% Negrara 5%
- 15% ABV. 10 g/l RS, 6.0 g/l acidity. 3.40 pH
- Hand harvested mid-September and laid down for 3 months where the bunches lose about 25-30% of their weight.
- Ferments in stainless steel for 25-30 days. Continuous punching down extract color and tannin
- French oak barrels, malolactic takes place then 18-20 months of aging, the wine is bottled and refined for another four months.





## DOMINI VENETI (Cantina Valpolicella Negrar)

- Imported by LNJ Brands NY
- The birthplace of Amarone and the typical Valpolicella Classica wines
- The quality of Cantina Valpolicella Negrar's wines is based on the pillars of generations of winegrowers, the men and women of Valpolicella, embracing environmental sustainability and a connection with the land
- Every day the winery controls the entire production chain, with viticulturists and technicians sharing knowledge and constant research and innovation





## Amarone della Valpolicella DOCG Classico 2015 Domini Veneti

- Valpolicella Classica area on dry terraces, between 150 and 450 m asl with southeast and southwest exposure

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- 60% Corvina, 15% Corvinone, 15% Rondinella, 10% OAGV
- Loamy-clayey soil, sometimes limestone and over Eocene marl
- Vineyard grassing
- Veronese pergoletta
- Age of vines: 15-25 years
- Average yield per 24 hl/ha
- 120 days long drying
- Ferments for 30 days, 12 at cold temperature. Ages in large oak barrels for at least 18 months, in bottle for another 6-8
- ABV 15.5%, Best vintage in 30 years



# Harvest 2015

- Extreme climate swings, warmer than average winter months and a record heat wave in July
- Heavy rains in the first few months of the year followed by little to no rain in April or July
- Veraison in late July, in line with other years, despite the excessive heat in July
- A year with few attacks from vine diseases such as Oidium or Peronospora, Black rot or botrytis. Esca however continued to be a problem. Fan leaf also on Corvina
- A mixed year in terms of hydric stress for the plant but not much in the way of vineyard disease





## Massimago – Camilla Rossi Chauvenet

Maximum Agium = maximum level of well-being

- Since 2003 converted part of property to a wine relais, Owned by the Cracco family (Camilla's mother's family) since 1883.
- Vineyards at 100 to 350 meters above sea level, SW exposure
- The forest and natural valley help to cultivate organically without drift effects.
- 13 parcels of land in the Mezzane Valley which used to be a sea are vinified separately.
- Sustainability, organic, energy conservation renewables, recycling, green manure, integrated pest management, biodiversity

# Amarone della Valpolicella Massimago 2013

- Corvina, Corvinone, Rondinella
- Limestone, 350 mt, Guyot
- Organic Grapes dry for 100 days in our special “fruttaio” (drying barn)
- Maceration for more than 20 days. Malolactic takes place in 20 hl french oak
- Ages for 30 months in wood and a further 12 months in the bottle.
- ABV 16%, RS 2 g/l



# Harvest 2013

- Surprising year for temperature swings but good results thanks to good management of the vines
- Winter saw higher temperatures and more rain than average.
- Heavy rains in March with below average temperatures led to a later start for budbreak which took place on April 15.
- Spring saw more of the same, lots of rain and below average temperatures. 8 days of constant rain in May led to a very late flowering of the vine on June 12,
- July and August were very hot with little water except at the very end of August. Hail on August 24th.
- Temperature swings in September led to a good result with phenolic ripeness in the grapes. Harvest took place in line with earlier years on September 20th and the quantity was also in line with expectations.





# Sartori di Verona – Shaw Ross

- A long history (since 1898), but wines reflect a modern style elegance. The Amarone you are tasting will be Riserva starting from next vintage
- 
- Sartori family started with a trattoria and wine merchant first generation Pietro and then Regolo takes the company to the next level
  - The current generation sees the family wines as evocative of Verona which they have both in the name and on the label
  - Classical and modern they believe in an understated style, elegant and timeless. This is the real “innovation” of Sartori: the ability to tailor their wines appropriately, without succumbing to passing fads
  - Villa Maria remains headquarters since beginning with Pietro





8  
9  
8  
7

## Amarone della Valpolicella DOCG Classico 2012 Corte Brà

- Classico zone
- Grapes: 50% Corvina Veronese, 30% Corvinone, 15% Rondinella, 5% Oseleta
- The grapes of the “Corte Brà” estate are carefully selected, put into small plastic crates and dried in well ventilated rooms for about 3-4 month.
- Ferment in stainless steel tanks lasts for 30 days, malolactic fermentation in concrete. Aged in medium- and small-sized oak casks for about 4 years + 6 months in the bottle.
- Clay, calcareous soils

**DITTA PIETRO SARTORI VINI**  
NEGRARI DI VALPOLICELLA (VERONA)  
CORTI VERONANESE S.R.L.

*Signor di Valpolicella, 16 ottobre 1939*

Fig. CINQUETTI ANTONIO  
S. GIOVANNI IN SALICI

di presenza oggi ho inviato per vostro conto e rischio  
a mezzo carrelliere le merci qui in calce fatturale e vi prego darmi credito del loro ammontare in L. 254.30 Ditta PIETRO SARTORI

In attesa di vostre nuove ordinazioni, distintamente vi saluto.

Vino Bianco LIQUOROSO	gc. 61	a S. 2.30	140.30
" Rosso da 4	" 56,50	" 2.00	113.00
Marca da bollo fattura			1.00
			254.30

20/10/39  
Pietro Sartori  
Valpolicella

nr. 2 dattiloscritte a refilare

Non si accettano reclami se non fatti subito all'arrivo della merce

# Harvest 2012

- Budbreak in April, Veraison in July, Harvest started September 10th
- Mild winter with little rain, slightly early budbreak
- Cold in April and May leading to later flowering of the vine
- Higher than normal temperatures in Summer with little steady rain but some storms. Hail hit on July 21 in a small zone but little damage was caused.
- Use of irrigation was needed because of the lack of steady rain throughout the season.
- Acidity in the grape was impacted by the warm season but not the pH.
- August rain helped create a healthy finish to the season for the grapes and the extreme temperature swings also aided the maturation process. Smaller quantity of grapes at harvest but good quality.



## Secondo Marco – Imported by Winebow

Founded in 2008 by Marco Speri, family of Valpolicella, he's the fifth generation but wanted to go in his own direction and do something new that brings out the character of the grapes with less wood, Secondo Marco

With 15 hectares of property and 1.5 hectares for rent, divided into Fumane Valley and Pedemonte in the heart of Valpolicella Classico, Marco produces 85,000 bottles, Valpolicella Classico (32,000 bt), Valpolicella Ripasso Classico Superiore (30,000 bt), Amarone della Valpolicella Classico (20,000 bt) and Recioto della Valpolicella Classico (3,000 bt)

Drinkability, complexity and elegance





# Amarone della Valpolicella DOCG Classico 2011

- Fumane di Valpolicella
- Corvina 45%, Corvinone 45%, Rondinella 10%.
- Yield: 80 Q.Li/Ha
- Farming system: Pergoletta Harvest, a modern interpretation of the Veronese Pergola a Y-shaped Pergola. In conversion to organic (harvest 2021 will be declared BIO).
- Hand harvest, appassimento for about 120 days
- Fermentation: 45 days maceration on the skins in steel conical trunk tanks, helps to keep freshness and sapidity, typical of Fumane region.
- Ageing: 48 months in 50 hl of Slavonian oak barrels and 12 more months in the bottle before release
- ABV 16%



# Harvest 2011

- Budbreak in April, Veraison in May, Harvest started September 5th
- Very rainy winter, slightly higher than average temperatures
- Higher than normal temperatures in Spring along with very little rain brought an earlier than usual flowering
- June & July more rain than usual yet August little to no rain and higher than average temperature
- Earlier than usual harvest, no rain and noticeable thermal excursion leading to good quality grapes and quantity.



SECONDO  
MARCO



- Sustainable Grape Production Protocol based on integrated crop management practice
- The protocol provides for a certification for both wines and the grapes produced by following its guidelines. The prerequisite for each company is the SQNPI certification (Italian Quality System of Integrated Production) on the whole company production area. The certified wines can be labelled with the RRR Mark
- RRR is the first “Sustainable Area Certification” in Italy
- Currently, RRR is involving 142 companies and more than 1200 hectares of vineyards



- Looks to be a model for other parts of Veneto and Italy
- The “RRR” certification calls for “integration” of the various production factors with the others set by the designation’s rules. The former are those that naturally aid in the production cycle (for example, like crop environment and the vocation of the land for vine growing in terms of soil and climate, maintenance of the natural agroecosystem, arrangement and preparation of the ground, etc.). The latter include varietal choice, for example.
- In the use of pesticides and the promotion of low impact cultivation methods. In three years, thanks to the RRR project the use of chemical fertilizers and pesticides in vineyards is decreasing, as much as possible, limiting also external inputs for fertilizing and irrigating to avoid water squandering.
- RRR wants to improve the quality of life of citizens. Workers and winelovers by decreasing the usage of chemicals in viticulture and banning the dangerous ones
- For more information about the project, <http://cms.consorziovalpolicella.it/en>

# 2021 VEP – VALPOLICELLA EDUCATION PROGRAM

- The Valpolicella Education Program is a 3-day course, highly specialized on Valpolicella wines and territory. It includes the following topics:
  - Valpolicella History and Terroir;
  - Valpolicella DOC Wines (oenological and chemical aspects);
  - Legal and Economic aspects of Valpolicella Wines and their presence on international markets;
  - Valpolicella Wine Tastings.

The project was born with the aim of creating a highly specialized course for trade operators, wine educators, journalists and influencers, who can talk about Valpolicella wines and territory with knowledge and expertise and support the Consortium promotional activity abroad.

## *What is our goal?*

- To train participants on the specific characteristics of Valpolicella, with a certificate issued after passing a final exam;
- To create “Valpolicella Wine Specialists”, who will be involved in the promotional events of the Consortium in their countries.
- Today we have 28 Valpolicella Wine Specialist around the world!

# Thank You!

All the producers are on the VF platform for Wine2Wine if you want to contact them directly as is the Consortium.

Contact me:  
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