Pecorino

A crisp white with substance—and a comeback story.

Carta d'identità GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
White	peh-koh-REE-no	Marche & Abruzzo

Pecorino is the grape; Offida Pecorino and Abruzzo are regional wine references. The cheese is a separate product. [1, 6]

TODAY

A dry white with orchard fruit, citrus and herbs, bright acidity and more texture than freshness alone suggests. [1, 2, 4]

ITS ROOTS

An established regional white displaced by more productive grapes, then revived through committed growers in Marche and Abruzzo. [1–5]

THE 15-SECOND SELL

"Pecorino is central Italy's comeback white: orchard fruit, citrus and herbs, with crisp acidity and more texture than its freshness first suggests."

Nel calice IN THE GLASS

Typical profile [1, 2, 4]

BODY	ACIDITY	CHARACTER
Medium to full	High	Apple · pear · citrus · herbs

WHERE IT FITS

A discovery white for seafood lists and by-the-glass discussions.

For Sauvignon Blanc or Pinot Grigio drinkers, lead with freshness and discovery. Explain the wine's weight and herbal character. A comparison opens the conversation; it does not promise identical flavors or low alcohol.

A tavola AT THE TABLE

Crudo, grilled fish, calamari, pasta with clams, roast chicken, vegetables, fresh cheeses and antipasti.

IN THE ENOTEC PORTFOLIO

Terra d'Aligi Pecorino — an Abruzzo expression of the variety.

Teach it: Use the wine to demonstrate that crisp acidity and substantial texture can coexist.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Pecorino

Mountain roots. A modern second life.

HISTORY, ORIGIN & EVOLUTION

Before the comeback: the Sibillini hills

Wine Grapes places Pecorino's probable origin in Marche's Monti Sibillini and describes widespread nineteenth-century cultivation. D'Agata adds a specific record of cultivation in Ancona province in 1876. During the twentieth century, low, often irregular yields favored replacement by more productive grapes; surviving pockets remained around Arquata del Tronto. This is an established regional variety losing commercial ground—not a proven Roman pedigree, or a grape that literally became extinct. [1, 2, 4]

A recovery you can trace, vine by vine

In D'Agata's account, Guido Cocci Grifoni visited an elderly grower's largely abandoned vineyard near Arquata del Tronto in September 1982. He marked promising vines with colored tape and returned the following February for propagation material. The estate dates its mother vineyard to 1987; the Colle Vecchio varietal milestone followed with the 1990 vintage. Selection, propagation and trials turned surviving vines into a viable wine. *Wine Grapes* credits his work with spreading Pecorino to Offida and Ripatransone. [1–3]

Abruzzo turns an example into a movement

Luigi Cataldi Madonna reports planting Pecorino in 1990 and labeling a wine with the grape's name from the 1996 vintage. D'Agata also recounts Domenico Pasetti's 1996 plantings, inspired by Cataldi Madonna's wine. The revival acquired a second center in Abruzzo and a wider circle of committed growers. Later cellar work helped reveal citrus, orchard fruit and herbs while preserving freshness. Preservation became producer confidence: an old variety earned a renewed place in vineyards and on wine lists. [2, 5]

MILESTONES

1876
D'Agata records cultivation in Ancona province. [2]

1982–1983
Vine selection, then collection of propagation material. [2]

1987 / 1990
Mother vineyard; then the Colle Vecchio vintage. [2, 3]

1996
Cataldi Madonna's labeled vintage; Pasetti's plantings. [2, 5]

NAME & IDENTITY

Pecora means "sheep"; Uva delle Pecore is a historical synonym. Stories link the name to shepherds or grazing flocks, but differ in detail and remain lore. *Wine Grapes* labels domestication from wild vines a hypothesis, not proven parentage. [1, 2]

KEEP THE STORY STRAIGHT

Recovery, commercial release and varietal labeling are different milestones. Avoid an unqualified "first" or "extinct."

WHY IT GROWS THIS WAY

Early-ripening Pecorino commonly gives modest, irregular yields. D'Agata ties that low productivity to its decline and to the concentration possible in the wine. Marked natural acidity can balance substantial weight and alcohol: crispness does not mean light-bodied or low-alcohol. Site and picking decisions matter; an Apennine history does not limit it to cold, high vineyards. Reported disease resistance is not immunity. [1, 2, 4]

STYLE, AROMA & WINEMAKING

Apple, pear, citrus and herbs—especially sage, thyme and mint—are useful reference points. D'Agata explains that oxygen-protective handling and selected yeasts can accentuate Sauvignon Blanc-like expressions; those are possibilities, not a fixed varietal identity. Skin contact, lees and maturation can change texture. Offida Pecorino DOCG and Pecorino-labeled Abruzzo DOC wines are regional reference points; blends also exist. [1, 2, 5, 6]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Jancis Robinson, Julia Harding & José Vouillamoz, *Wine Grapes*, "Pecorino." Supplied Apple Books display pp. 2391–2393.
[2] Ian D'Agata, Native *Wine Grapes* of Italy, "Pecorino." Supplied Kindle photographs; entry and grower accounts.
[3] Tenuta Cocci Grifoni, "A family story": recovery, mother vineyard and varietal debut.
[4] Vivai Cooperativi Rauscedo, Pecorino: yield, acidity and viticultural characteristics.
[5] Luigi Cataldi Madonna interview, Civiltà del bere: planting, labeling and style, 6 July 2019.
[6] Consorzio Vini d'Abruzzo, regional grapes and Abruzzo DOC.

Book entries are paraphrased from supplied excerpts. Apple Books display pages are not print pagination; the D'Agata photographs show no stable page/location. Conflicting historical acreage totals are not used as a growth comparison.

Montepulciano

Generous fruit. Savory character. A serious side.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
Red	mon-teh-pool-chee-AH-no	Abruzzo & central Adriatic Italy

Montepulciano is the grape; Montepulciano d'Abruzzo is an Abruzzo appellation. Vino Nobile di Montepulciano is a different, chiefly Sangiovese-based Tuscan wine. [1, 2]

TODAY

A versatile red for everyday drinking or more structured, age-capable expressions; the same grape also makes Cerasuolo rosato. [1–3, 7]

ITS ROOTS

An enduring Adriatic mainstay whose quality story is one of careful farming and refinement, not recovery from extinction. [1–5]

THE 15-SECOND SELL

"Montepulciano is Abruzzo's generous red with a serious side: dark fruit, savory character and structure—from a great pasta wine to a bottle worth aging."

Nel calice — IN THE GLASS

Typical profile [1, 2]

BODY	TANNIN	CHARACTER
Medium-plus to full	Moderate to firm	Cherry · plum · savory detail

WHERE IT FITS

A natural conversation for pizza, pasta and grill-focused accounts.

For Merlot or ripe-red buyers, start with fruit and food affinity, then explain the bottle's actual tannin and weight. Compare youthful and mature examples to show range—not an automatic hierarchy of darker, oakier or more expensive.

A tavola — AT THE TABLE

Ragù, pizza, sausages, roast pork, grilled lamb and aged cheeses; try Cerasuolo with antipasti and seafood.

IN THE ENOTEC PORTFOLIO

Terra d'Aligi Montepulciano and Tatone; Mezzadro Montepulciano; Ca' del Sarto Montepulciano.

Teach it: Compare the Montepulciano and Tatone bottlings to discuss style, texture and occasion; use current technical sheets.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Montepulciano

An Abruzzo identity, beyond the Tuscan name.

HISTORY, ORIGIN & EVOLUTION

An Abruzzo identity with unresolved beginnings

Wine Grapes favors an Abruzzo origin, possibly around Torre de' Passeri. D'Agata presents a Val Peligna hypothesis and a propagation story involving the Mazzara/Mezzara and Tabassi families, extending toward Torre de' Passeri, Tocco da Casauria and Musellaro. These accounts strengthen an inland Abruzzo context without settling a precise birthplace. Torcia observed the grape near Sulmona in 1792; his published account followed in 1793. A Tuscan place-name is not proof of Tuscan origin. [1–3]

Old names obscure a separate grape

The resemblance of names long confused Montepulciano with Sangiovese. D'Agata notes Serafini's 1853 distinction between earlier-ripening Montepulciano Primaticcio and Montepulciano Cordisco, the latter identified as true Montepulciano. Vine identification and DNA profiling confirm that it is distinct from Sangiovese. As plantings spread toward Abruzzo's coastal hills and neighboring Adriatic regions, productivity and abundant color helped establish an enduring mainstay—not a forgotten variety awaiting rescue. [1–3]

Modern quality means realizing potential

Emidio Pepe's estate began in 1964 and championed aging; Gianni Masciarelli's Villa Gemma debuted in 1984. These are contributions to a wider quality movement. D'Agata's grower interviews explain why farming matters: late and uneven ripening calls for a suitable season and careful canopy management. He cautions against equating heavy oak or extraction with quality. From youthful reds to age-capable wines and Cerasuolo rosato, the range reflects both the grape and the decisions behind each bottle. [2–5]

MILESTONES

1792–1793
Torcia observes the grape, then publishes his account. [2, 3]

1853
Serafini distinguishes Primaticcio from Cordisco. [2]

1964–1984
Pepe's estate (1964); DOC (1968); Villa Gemma (1984). [3–5]

2003 / 2010
Colline Teramane DOCG; separate Cerasuolo DOC. [6, 7]

NAME & IDENTITY

Montepulciano is the grape; Montepulciano d'Abruzzo is an Abruzzo appellation. Vino Nobile di Montepulciano is chiefly Sangiovese, named for a Tuscan town. Cordisco is a Montepulciano synonym; Pugnitello is a separate variety despite historical confusion. [1, 2]

KEEP THE STORY STRAIGHT

A quality-evolution story, not a rescue from extinction. Dark color alone cannot establish ripe tannin.

RIPENESS BEFORE COLOR

Montepulciano ripens late and can mature unevenly within the bunch. D'Agata's grower interviews emphasize a long enough season for fruit and seeds to ripen; incomplete seed maturity can leave bitterness. Abundant anthocyanins—color pigments—give depth of color, but color does not prove ripe tannins. Crop and canopy management matter. His Valentini example also shows why *tendone*, the traditional overhead training system, is not inherently a mark of low quality. [1, 2]

STYLES, APPELLATIONS & BALANCE

Montepulciano d'Abruzzo and Colline Teramane show red-wine expressions; Cerasuolo d'Abruzzo is rosato from the same grape. Its pigment can give strong color without extended skin contact. Marche's Rosso Conero and Rosso Piceno extend the regional story. More oak or extraction is not an automatic quality upgrade. Judge the actual fruit, tannin, freshness and maturation—not color, training system or price alone. [1–3, 6, 7]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Jancis Robinson, Julia Harding & José Vouillamoz, *Wine Grapes*, "Montepulciano." Supplied Apple Books display pp. 2047–2050.
[2] Ian D'Agata, Native *Wine Grapes* of Italy, "Montepulciano." Supplied Kindle photographs; history and grower accounts.
[3] MASAF, Montepulciano d'Abruzzo specification, 15 September 2026; historical sections.
[4] Emidio Pepe, family history: the 1964 estate and the commitment to aging.
[5] Masciarelli, Villa Gemma Montepulciano: first vintage 1984.
[6] Gazzetta Ufficiale, 20 February 2003 decree: Colline Teramane DOCG recognition.
[7] Consorzio Vini d'Abruzzo, Cerasuolo specification: separate DOC from 2010.

Book entries are paraphrased from supplied excerpts; device display numbers are not print pagination. D'Agata photographs show no stable page/location. Proposed origins remain qualified. Colline Teramane's formal DOCG recognition is 2003, following the 2002 proposal.

Verdicchio

Citrus freshness, savory detail and room to develop.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
White	vair-DEEK-kee-oh	Marche

Verdicchio is the variety behind the Castelli di Jesi and Matelica wines. It is identified with Trebbiano di Soave—not Trebbiano Toscano. [1, 2, 4]

TODAY

A dry Marche white with citrus, herbs and an almond-like finish; selected wines have the substance to develop in bottle. [1, 2]

ITS ROOTS

A centuries-old regional grape whose export image became tied to the amphora bottle, sometimes overshadowing its quality range. [1–3]

THE 15-SECOND SELL

"Verdicchio is a classic Marche white with citrus freshness, an almond-like savory finish and the substance to be taken seriously."

Nel calice — IN THE GLASS

Typical profile [1, 2]

BODY	ACIDITY	CHARACTER
Medium to full	Fresh to high	Citrus · herbs · almond

WHERE IT FITS

A food-focused white for seafood menus and Italian discovery sets.

For a Pinot Grigio drinker, stress a familiar dry-white role with more savory detail. For a serious white-wine buyer, discuss producer and age.

A tavola — AT THE TABLE

Adriatic seafood, grilled fish, shellfish, risotto, roast poultry, herb-led dishes and young cheeses.

IN THE ENOTEC PORTFOLIO

Casalfarneto Verdicchio.

Teach it: Show how citrus freshness and an almond-like savory finish distinguish it from a neutral white.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Verdicchio

Beyond the famous bottle: a serious white-wine heritage

HISTORY, ORIGIN & EVOLUTION

Centuries of documented local identity

Verdicchio is firmly rooted in the wine history of Marche. The regional protection institute cites a 1579 reference in Matelica's archives, giving the variety a documentary connection to the area that predates modern wine law by centuries. Its precise route into Marche is less secure than its longstanding presence there. Genetic identification also links Verdicchio to Trebbiano di Soave; names alone, however, cannot establish where a variety first originated. [1, 4]

The bottle that took Verdicchio abroad

In the postwar period, Verdicchio gained an instantly recognizable visual identity. Fazi Battaglia's 1953 bottle-design competition produced Antonio Maiocchi's amphora-shaped bottle, which became an emblem of the wine. It helped make Verdicchio memorable internationally, but a distinctive package could also overshadow the variety's range. The correct historical image is an amphora—not a generic "fish-shaped bottle." [3]

Two places, a wider quality story

Verdicchio di Matelica and Verdicchio dei Castelli di Jesi developed distinct appellation identities. Matelica's inland valley has a more continental setting; the broader Jesi area includes different exposures and stronger Adriatic influence. Contemporary producers have demonstrated that Verdicchio can be more than an immediately drinkable seafood white: concentration, acidity and savory structure can support substantial bottle development. The useful historical arc is not "ordinary grape becomes fashionable," but a longstanding variety whose regional and age-worthy qualities deserve attention beyond its famous packaging. [1, 2]

MILESTONES

1579
A Matelica archival reference cited by the regional institute. [1]

1953
Fazi Battaglia's amphora bottle design competition. [3]

1968
Verdicchio dei Castelli di Jesi receives DOC recognition. [2]

NAME & IDENTITY

The name evokes verde, "green," consistent with the greenish cast associated with the grape and young wine. Research identifies Verdicchio with Trebbiano di Soave. That does not make it the same as every grape called Trebbiano, and especially not Trebbiano Toscano. [4]

KEEP THE STORY STRAIGHT

Do not confuse a historically famous package with the grape's full quality range or treat all "Trebbiano" names as one variety.

WHY IT GROWS THIS WAY

Compare maritime influence in the Jesi area with Matelica's inland, more continental valley. Differences in exposure and ripening conditions help frame a tasting, but producer, yield and harvest choices still matter. Geography is a guide—not a guarantee that every Matelica wine tastes alike. [1, 2]

STYLES & APPELLATIONS

Teach Castelli di Jesi and Matelica as related but distinct origins. Younger wines often emphasize citrus and freshness; selected or Riserva expressions can add depth and bottle complexity. Verdicchio's combination of savory character and acidity makes it more than a neutral alternative to Pinot Grigio. [1, 2]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Istituto Marchigiano di Tutela Vini, Verdicchio di Matelica profile.
[2] Istituto Marchigiano di Tutela Vini, Castelli di Jesi DOC fiftieth anniversary.
[3] Fazi Battaglia, "Un'icona del vino italiano." Bottle-design history.
[4] Province of Vicenza biodiversity project, Trebbiano di Soave identity research.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Schiava / Vernatsch

A fragrant Alpine red that welcomes a slight chill.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
Red	SKYAH-vah / fair-NAHTSH	Alto Adige / Südtirol

Schiava / Vernatsch is the regional naming tradition. Schiava Grossa, Gentile and Grigia are distinct varieties, not simply three clones. [1]

TODAY

Light to medium in body, fragrant and gentle in tannin: a refreshing red with clear South Tyrolean identity. [2, 3]

ITS ROOTS

The everyday red of regional households and hospitality, now appreciated with greater attention to site, balance and fragrance. [1–3]

THE 15-SECOND SELL

"Schiava is Alto Adige's traditional light red: fragrant, gentle in tannin and excellent at the table with a slight chill."

Nel calice — IN THE GLASS

Typical profile [2]

BODY	TANNIN	CHARACTER
Light to medium	Low to gentle	Red berries · violet · almond

WHERE IT FITS

A lighter-red option for charcuterie, poultry and casual dining.

For Pinot Noir or Gamay drinkers, lead with fragrance and lightness. Position the comparison as an entry point, not a claim of identical flavor.

A tavola — AT THE TABLE

Speck, charcuterie, roast chicken, pork, mushrooms, pizza, antipasti and Alpine cheeses.

IN THE ENOTEC PORTFOLIO

Kellerei Kaltern Schiava.

Teach it: Taste with a slight chill to illustrate fragrance, supple tannin and food-friendly lightness.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Schiava / Vernatsch

From everyday staple to a distinctive Alpine red

HISTORY, ORIGIN & EVOLUTION

Old names require careful interpretation

Schiava and Vernatsch belong to a long northern Italian and Tyrolean naming tradition. Medieval references to these names do not necessarily identify the exact modern red varieties: historical usage could encompass different grapes and even white wines. More specific identification developed over time. Schiava Grossa, Schiava Gentile and Schiava Grigia are distinct varieties rather than interchangeable names for a single clone; Schiava Grossa is also known as Trollinger. [1]

The everyday wine of a bilingual region

Schiava became deeply embedded in South Tyrol's farming and drinking culture. Pergola-trained vineyards, local hospitality and demand from German-speaking markets helped establish it as a widely consumed everyday red. Its economic role was tied to dependable production and easy drinking, not simply prestige. The names Schiava and Vernatsch remain a useful introduction to Alto Adige's Italian- and German-speaking wine traditions. [1, 3]

Less acreage, a more focused identity

The region's later quality transformation broadened attention to other varieties and reduced Schiava's former dominance. That contraction should not be mistaken for the disappearance of its cultural value. Contemporary examples place greater emphasis on site, fragrance and balanced extraction. Lago di Caldaro, Santa Maddalena and Merano offer different expressions within the regional picture. For distributor education, the modern story is the renewed appreciation of a historic light red—not the invention of a new "chillable" style to match a passing trend. [2, 3]

MILESTONES

Medieval era
Schiava/Vernatsch names appear; exact grape identity can be ambiguous. [1]

19th century
Clearer differentiation of the named Schiava varieties. [1]

Late 20th century
Regional quality changes reduce Schiava's former dominance. [3]

NAME & IDENTITY

Schiava is a group of traditional grape names, not proof of a single genetic family. One proposed explanation connects the name with vines "bound" to supports, contrasting with freer-growing training systems. Present name derivations as historical interpretations rather than settled biological evidence. [1]

KEEP THE STORY STRAIGHT

Do not equate light color or gentle tannin with poor quality. Do not describe Grossa, Gentile and Grigia as merely three clones.

WHY IT GROWS THIS WAY

Alto Adige combines Alpine surroundings with warm, sunlit vineyard sites. Schiava's different district expressions are a reminder that "Alpine red" does not mean grapes struggle everywhere to ripen. Traditional vineyard form, exposure and cropping choices all influence the result. [2, 3]

STYLES & APPELLATIONS

Lago di Caldaro/Kalterersee, Santa Maddalena/St. Magdalener and Merano are useful reference points. Expect variations in body and spice rather than a single fixed formula. A slight chill can emphasize the refreshing, low-tannin side; avoid serving so cold that the fragrance disappears. [2]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Consorzio Vini Alto Adige, Schiava technical and historical factsheet.
[2] Consorzio Vini Alto Adige, Vernatsch variety profile.
[3] Consorzio Vini Alto Adige, regional wine history.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Lagrein

Alto Adige's darker, more structured red.

Carta d'identità GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
Red	lah-GRINE	Alto Adige / Südtirol

Lagrein is distinct from Schiava. Kretzer names its rosato tradition; older Dunkel usage distinguishes the dark red expression. [1, 3]

TODAY

Dark berry fruit, violet and spice with substantial structure: a different Alpine-red proposition from delicate Schiava. [3]

ITS ROOTS

A locally important grape for red wine, rosato and blending color, later reappraised through quality-focused producer commitment. [1, 3]

THE 15-SECOND SELL

"Lagrein is Alto Adige's darker native red: violet-scented fruit, real structure and a natural place beside grilled or braised meats."

Nel calice IN THE GLASS

Typical profile [3]

BODY	TANNIN	CHARACTER
Medium-plus to full	Firm to velvety	Blackberry · violet · spice

WHERE IT FITS

An indigenous-red alternative for steak and braised-meat menus.

For a Cabernet or Syrah buyer, begin with body and dark-fruit appeal. Then distinguish Lagrein's violet character and regional identity.

A tavola AT THE TABLE

Grilled steak, braised beef, game, mushrooms, hearty meat dishes and aged cheeses.

IN THE ENOTEC PORTFOLIO

Kellerei Kaltern Lagrein.

Teach it: Contrast with Kaltern Schiava to show two markedly different red-wine roles from Alto Adige.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Lagrein

A historic name; a thoroughly distinctive modern red

HISTORY, ORIGIN & EVOLUTION

The medieval trail needs a qualification

Lagrein has a very old documentary name: the Alto Adige wine consortium cites a reference from 1318. Yet historical texts also describe a white Lagrein, which is not the modern red variety. The responsible version of the story is therefore that the name has medieval roots—not that every medieval reference proves uninterrupted cultivation of the exact red grape sold today. [1]

Red wine, rosato and a difficult century

Changes in skin-contact winemaking helped establish darker red expressions in the early modern period. Lagrein also maintained a rosato tradition known as Kretzer, while its color made it useful in blends. During the twentieth century, declining vineyard area placed its commercial future in question. The subsequent recovery depended on growers and producers demonstrating that the grape could deliver distinctive, quality-focused red wine rather than serve only as a coloring component. [1, 3]

Bolzano's signature and a clearer family tree

Warm sites around Bolzano became a defining reference for Lagrein's ripe fruit, color and substantial palate. Its modern identity is thus specifically regional: an Alto Adige red with a different role from delicate Schiava. Genetic research adds a second useful layer. The University of California, Davis Foundation Plant Services database identifies Lagrein as the offspring of Schiava Gentile and Teroldego. That established parentage is more useful for training than broad, easily overstated claims about a distant relationship to every famous northern European grape. [2, 3]

MILESTONES

1318
An early name reference; historical white/red ambiguity matters. [1]

20th century
Vineyard decline precedes renewed producer commitment. [1]

Modern DNA work
Schiava Gentile × Teroldego parentage established. [2]

NAME & IDENTITY

Lagrein Kretzer denotes the rosato tradition. Older usage of Dunkel distinguishes the dark red expression. The suggested connection between "Lagrein" and the Lagarina valley is a name-origin theory, not conclusive proof that the modern grape originated there. [1, 3]

KEEP THE STORY STRAIGHT

Do not use "documented in 1318" without explaining that historical Lagrein references can describe a different, white grape.

WHY IT GROWS THIS WAY

Lagrein's signature sites around Bolzano are warm rather than uniformly cool. The consortium highlights low-elevation soils with sand, gravel and porphyry material. This combination helps explain why a region associated with Alpine whites can also produce a deeply colored, ripe red. [3]

STYLES & APPELLATIONS

Young reds can foreground berry fruit and violets; longer maturation can develop a more layered, structured expression. Kretzer shows the rosato side. Do not assume the same extraction, oak treatment or tannin level across a producer's basic and Riserva bottlings. [3]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Consorzio Vini Alto Adige, Lagrein technical and historical factsheet.
[2] UC Davis Foundation Plant Services, Lagrein family record.
[3] Consorzio Vini Alto Adige, Lagrein variety profile.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Refosco *dal Peduncolo Rosso*

Friuli's savory red discovery.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
Red	reh-FOH-skoh dal peh-DOON-koh-loh ROHS-soh	Friuli-Venezia Giulia & eastern Veneto

Dal Peduncolo Rosso refers to the reddish bunch stalk. Use the full name: different Refosco-named grapes are not automatically identical. [1, 2]

TODAY

Dark fruit, lively acidity and savory structure give this northeastern red a distinct place beside rich, flavorful food. [3]

ITS ROOTS

A longstanding regional wine name clarified through vine identification and sustained by local cultivation—not an extinction-and-rescue story. [1–3]

THE 15-SECOND SELL

"Refosco is Friuli's savory red discovery: dark fruit, lively freshness and the structure for pork, duck or a rich mushroom dish."

Nel calice — IN THE GLASS

Typical profile [3]

BODY	ACIDITY	CHARACTER
Medium to full	Fresh to high	Dark berries · herbs · spice

WHERE IT FITS

A hand-sell red for pork, duck and mushroom-driven dishes.

For a customer who likes savory Syrah or structured Italian reds, discuss dark fruit and food affinity without promising Syrah's exact aromas.

A tavola — AT THE TABLE

Grilled pork, sausages, duck, game, mushroom polenta, braised meats and aged cheeses.

IN THE ENOTEC PORTFOLIO

Ronchi di Pietro Refosco.

Teach it: Connect the red-stalk name with the wine's own identity, then demonstrate its freshness and savory finish.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Refosco *dal Peduncolo Rosso*

An old regional name clarified by a red stem

HISTORY, ORIGIN & EVOLUTION

A borderland wine tradition

Refosco belongs to the long wine history of northeastern Italy and the wider Adriatic borderlands. Historical references place wines bearing the name in Friuli and territories associated with the Patriarchate of Aquileia. A frequently cited account mentions Refosco wine in 1390. That is evidence for the historical name, not a genetic identification of today's Refosco dal Peduncolo Rosso. Claims equating it directly with a named Roman wine go further than the evidence supports. [1, 2]

A physical feature defines the variety

The modern full name points to the reddish stalk attaching the bunch to the vine. This provides a practical distinction within a confusing group of regional Refosco names. Ampelography—the description and identification of grape varieties—and later molecular work made those distinctions more dependable. A shared Refosco name does not mean every similarly named grape is identical or closely related. [1, 2]

Continuity rather than a rescue myth

Unlike some rediscovered Italian varieties, Refosco dal Peduncolo Rosso does not need an extinction-and-rescue narrative to be interesting. Its story is continuity in Friuli and neighboring eastern Veneto, followed by more precise identification and quality-focused vineyard work. Nursery data describe a late-ripening, productive grape whose cropping must be managed thoughtfully. Its combination of color, acidity and structure has preserved a place for it alongside the region's better-known whites. That gives a distributor a genuine local red-wine story without relying on an unprovable claim of Roman ancestry. [1–3]

MILESTONES

1390
A historical Refosco wine reference—not proof of exact modern identity. [1]

Later identification
The red bunch-stalk becomes the defining descriptive feature. [1, 2]

Modern viticulture
Crop control and full ripening support quality-focused wines. [3]

NAME & IDENTITY

Dal Peduncolo Rosso means "with the red peduncle," referring to the bunch stalk. It is a useful distinguishing feature, not merely a longer marketing name. Use the full varietal identity when training staff or comparing technical sheets. [1, 2]

KEEP THE STORY STRAIGHT

Do not treat every Refosco name as one grape or present an ancient Roman-wine association as proven cultivar history.

WHY IT GROWS THIS WAY

The variety buds relatively early and ripens late. Nursery guidance emphasizes crop management: productivity can be substantial, and leaving too much fruit complicates ripening. The teaching point is balance between a long enough season, suitable site and controlled crop—not an assumption that all native grapes yield little. [3]

STYLES & APPELLATIONS

Friuli and eastern Veneto offer both youthful and more structured examples. Ripeness, extraction and maturation affect how rustic or polished the tannins feel. Distinguish Refosco dal Peduncolo Rosso from other Refosco-named varieties before making a regional or stylistic comparison. [1–3]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Moletto, Refosco dal Peduncolo Rosso grower history.
[2] Italian Vitis Database, Refosco dal Peduncolo Rosso identity record.
[3] Vivai Cooperativi Rauscedo, Refosco dal Peduncolo Rosso technical profile.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Friulano

Dry, textured and unmistakably at home in Friuli.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
White	free-oo-LAH-no	Friuli-Venezia Giulia

Friulano is Sauvignonasse / Sauvignon Vert, not Sauvignon Blanc. Older records may say Tocai Friulano; the labeling change did not create a new grape. [1–3]

TODAY

A dry white emphasizing orchard fruit, herbs, texture and an almond-like finish rather than one fixed aromatic formula. [4]

ITS ROOTS

A deeply established Friulian wine tradition that retained its identity after the Tocai naming transition in 2007. [1, 3]

THE 15-SECOND SELL

"Friulano is Friuli's quietly distinctive white: dry, textured and savory, with a history that survived an important change of name."

Nel calice — IN THE GLASS

Typical profile [4]

BODY	ACIDITY	CHARACTER
Medium	Moderate to fresh	Orchard fruit · herbs · almond

WHERE IT FITS

A savory-white introduction for antipasti and prosciutto service.

For a Pinot Grigio buyer seeking more texture, frame Friulano as a step toward savory complexity rather than a sweeter or more tropical wine.

A tavola — AT THE TABLE

Prosciutto, antipasti, seafood, risotto, asparagus, roast poultry and fresh cheeses.

IN THE ENOTEC PORTFOLIO

Ronchi di Pietro Friulano.

Teach it: Use the bottling to distinguish Friulano's regional identity from both Sauvignon Blanc and Hungarian Tokaji.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Friulano

A regional identity that survived a change of name

HISTORY, ORIGIN & EVOLUTION

Local belonging is not the same as biological origin

Friulano is an emblematic white of Friuli, but that cultural identity should not be confused with proof that the grape originated there in antiquity. Modern identification equates it with Sauvignonasse, also known as Sauvignon Vert. Its older movement between wine regions is less certain than that genetic identity. The safest training story distinguishes a securely established place in Friulian wine culture from less secure claims about an exact birthplace or arrival date. [1, 2]

The Tocai Friulano era

The name Tocai Friulano became formalized in the twentieth century; the Italian Vitis Database associates its development with work in the 1930s to distinguish the local grape from Hungarian Tokaji. For generations, "Tocai" became part of the language of Friulian hospitality and everyday dry-white drinking. Despite that name, the grape was not the foundation of Hungary's famous sweet Tokaji wines. Similar spelling created a labeling problem, not a shared grape identity. [1, 3]

A new label, not a new wine

An agreement protecting the Hungarian geographical name allowed transitional use of Tocai in Italian wine labeling only through 31 March 2007. Friulano subsequently became the familiar local label name. The plants and regional wine culture did not change because the label did. This makes the grape unusually useful for teaching the distinction between a variety, its synonyms and a protected wine name. It also explains why older bottles and technical records may still say Tocai Friulano. [1, 3]

MILESTONES

1930s
Tocai Friulano terminology is developed and clarified. [1]

Modern identification
The grape is identified with Sauvignonasse/Sauvignon Vert. [2]

31 March 2007
Transitional Italian label use of "Tocai" ends. [3]

NAME & IDENTITY

Friulano and Sauvignon Blanc are not the same grape. Sauvignonasse/Sauvignon Vert is the relevant identity. "Tocai Friulano" can still appear in historic or registry contexts even though "Friulano" became the wine-label solution in Friuli. [1–3]

KEEP THE STORY STRAIGHT

Do not explain the 2007 change as a new grape, a new winemaking method or proof of a connection to Hungarian Tokaji grapes.

WHY IT GROWS THIS WAY

Use Friuli's range of vineyard settings to explain variation rather than prescribing one soil for the entire grape. The Ronchi di Pietro example provides a direct portfolio reference for the region's dry, textured, food-oriented interpretation. Consult the wine's own technical sheet for the specific site and vintage. [4]

STYLES & APPELLATIONS

Often less overtly pungent than Sauvignon Blanc, Friulano can emphasize orchard fruit, herbs and an almond-like finish. Lees contact, maturity and winemaking can broaden the texture. The distinction is a helpful tasting guide, not a guarantee that every example is low in acidity or restrained aromatically. [4]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Italian Vitis Database, Tocai Friulano identity and historical notes.
[2] UC Davis Foundation Plant Services, Sauvignonasse family record.
[3] Court of Justice of the European Union, joined cases C-23/07 and C-24/07.
[4] Enotec Imports, Ronchi di Pietro Friulano product information.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Glera

The fruit and freshness behind Prosecco.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
White	GLEH-rah	Veneto & Friuli-Venezia Giulia

Glera is the grape; Prosecco is a protected wine name. A Glera-based sparkling wine or keg is not automatically Prosecco. [2, 3]

TODAY

Delicate pear, apple and floral character underpins the fresh, fruit-led profile associated with Prosecco. [1, 4]

ITS ROOTS

A northeastern vineyard tradition developed through sparkling technique; the 2009 framework separated grape name from protected wine denomination. [1–3]

THE 15-SECOND SELL

"Glera brings Prosecco its pear, apple and floral freshness. Prosecco adds the rules of origin and production behind the name."

Nel calice — IN THE GLASS

Typical profile [4]

BODY	ACIDITY	CHARACTER
Light	Fresh	Pear · apple · white flowers

WHERE IT FITS

An aperitivo and sparkling-wine conversation beyond price alone.

For a sparkling-wine buyer, distinguish fruit-led tank-method character from an expectation of the toast and long lees-aging typical of some traditional-method wines.

A tavola — AT THE TABLE

Aperitivo, fried seafood, prosciutto, sushi, light appetizers, brunch dishes and salty snacks.

IN THE ENOTEC PORTFOLIO

Naonis Prosecco DOC Brut and Prosecco DOC Rosé.

Teach it: Compare Brut and Rosé while checking the actual blend, sweetness and designation on each technical sheet.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Glera

The grape behind a protected sparkling-wine identity

HISTORY, ORIGIN & EVOLUTION

A documented northeastern tradition

The Conegliano Valdobbiadene consortium identifies a 1772 account by Francesco Maria Malvolti as an early written reference to Prosecco cultivation in its local hills. Older stories sometimes connect regional wines to antiquity, but they do not establish that a modern cultivar has remained unchanged since Roman times. The reliable starting point for training is a documented northeastern vineyard tradition that evolved into the modern Prosecco wine culture. [1]

Fresh fruit meets sparkling-wine technique

Glera's delicate fruit and floral character proved well suited to sparkling production designed to preserve freshness. The Martinotti/Charmat approach conducts the sparkling fermentation in pressure tanks, helping retain a fruit-led expression rather than making prolonged bottle aging the central objective. Prosecco's modern identity consequently reflects both its principal grape and a production tradition. The method does not mean every sparkling Glera wine is automatically entitled to the Prosecco name. [1, 4]

The decisive 2009 distinction

The regulatory reorganization of 2009 protected Prosecco as a geographical wine denomination and established Glera as the principal grape name used in that framework. This is the essential historical turning point for a salesperson: grape and wine denomination became clearly separated. Prosecco DOC requires at least 85% Glera, while its rosé rules specify Glera with red-vinified Pinot Nero. The change was about protecting origin and defining production, not inventing a new grape or making "Glera" a synonym for every kind of sparkling wine. [2, 3]

MILESTONES

1772
Malvolti documents Prosecco cultivation in the local hills. [1]

Tank-method era
Fresh, fruit-led sparkling production becomes central to the style. [1]

2009
Glera grape name and protected Prosecco denomination are separated. [2, 3]

NAME & IDENTITY

Glera is the grape; Prosecco is the protected wine name. A Glera-based wine made outside the rules is not automatically Prosecco. Prosecco DOC is bottled; a keg program must not be described as Prosecco simply because it uses Glera. [2]

KEEP THE STORY STRAIGHT

Do not say all Prosecco is 100% Glera. Do not use "Prosecco" as a generic term for Italian sparkling wine or sparkling kegs.

WHY IT GROWS THIS WAY

Glera is a vigorous variety with a longstanding relationship to northeastern Italy. The hills of Conegliano Valdobbiadene provide one important origin story, but Prosecco DOC covers a broader regulated area. Distinguish the hill denominations from the larger DOC rather than treating them as interchangeable. [1, 2]

STYLES & APPELLATIONS

Prosecco DOC includes still, frizzante and spumante expressions. Its rosé spumante uses 85–90% Glera with 10–15% Pinot Nero vinified red. Method, residual sugar and origin all affect style; the grape name alone does not tell a buyer how dry or how persistent the bubbles will be. [2]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Conegliano Valdobbiadene Prosecco Superiore consortium, Academy.
[2] Consorzio Prosecco DOC, production regulation.
[3] Moletto, Glera profile and 2009 naming history.
[4] Consorzio Prosecco DOC, Glera grape and winemaking profile.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Corvina

The cherry-and-freshness thread through Verona's wines.

Carta d'identità GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
Red	kor-VEE-nah	Verona: Valpolicella & Bardolino

Corvina and Corvinone are distinct grapes, often joined by Rondinella in regional blends. Appassimento is grape drying, not a variety. [2, 3]

TODAY

A connecting grape across lighter Veronese reds, rosato and more concentrated dried-grape wines; finished style matters. [1, 3–5]

ITS ROOTS

An established Veronese variety working within a regional blending culture and the longstanding practice of drying grapes. [1–4]

THE 15-SECOND SELL

"Corvina is the cherry-and-freshness thread through Verona's wines—from bright everyday reds to the depth of Amarone."

Nel calice IN THE GLASS

Typical profile [1, 5]

BODY	ACIDITY	CHARACTER
Style-dependent	Fresh	Cherry · herbs · spice

WHERE IT FITS

A way to explain different styles and occasions within one region.

For a buyer, compare finished styles rather than treating the grape as one fixed weight: everyday Valpolicella and Amarone answer different needs.

A tavola AT THE TABLE

Lighter styles with salumi, pasta and poultry; richer styles with braised beef, game and aged cheeses.

IN THE ENOTEC PORTFOLIO

Degani Valpolicella; Vantorosso Valpolicella and Amarone Classico.

Teach it: Compare Valpolicella with Amarone to separate grape character from drying, maturation and finished style.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Corvina

One grape connects a remarkable range of wine styles

HISTORY, ORIGIN & EVOLUTION

A Veronese identity, not a proven Roman pedigree

Corvina's exact beginnings remain uncertain, but its documented place in Veronese viticulture is clear. The Bardolino consortium's historical material cites botanist Ciro Pollini's 1824 description. This is a useful anchor for training without pretending that every ancient reference to local wine identifies Corvina itself. Its home story includes both Valpolicella and the Lake Garda-side Bardolino area—not Amarone alone. [1]

A grape suited to more than one technique

Corvina became central to regional blends because it could contribute freshness and aromatic definition to lighter reds while also working with grape drying, or *appassimento*. The resulting styles are not interchangeable. Fresh-grape wines emphasize a different balance from dried-grape wines; dry Amarone differs from sweet Recioto, while Ripasso follows its own refermentation process. The modern regional hierarchy acquired formal recognition with Valpolicella DOC in 1968 and Amarone and Recioto DOCG in 2010. [3, 4]

Modern identification refines the old names

Corvinone was once treated as a larger-berried form of Corvina, but published ampelographic work in 1993 established them as distinct varieties. That correction is especially valuable for distributors: a familiar regional blend can contain different grapes with related-looking names. Corvina's historical role is therefore best taught as an important contribution within a regional blend and winemaking culture—not as proof that every Valpolicella or Amarone is a varietal Corvina wine. [2, 3]

MILESTONES

1824
Pollini describes Corvina in Veronese viticulture. [1]

1968 / 2010
Valpolicella DOC; later Amarone and Recioto DOCG. [4]

1993
Published work distinguishes Corvina from Corvinone. [2]

NAME & IDENTITY

Corvina and Corvinone are separate varieties. Rondinella is another frequent blending partner. Appassimento means drying grapes before fermentation; it is a technique, not a grape or a guarantee of sweetness. [2, 3]

KEEP THE STORY STRAIGHT

Do not call Corvinone a Corvina clone, assume Amarone is sweet, or describe Ripasso as simply diluted Amarone.

WHY IT GROWS THIS WAY

Corvina is associated with the varied hills around Verona and toward Lake Garda. Nursery guidance describes late budding and medium-late ripening. Site and fruit condition matter both for conventional harvest and for grapes selected to undergo drying. [1, 5]

STYLES & APPELLATIONS

Teach the ladder clearly: Valpolicella is a fresh-grape red; Ripasso undergoes refermentation with material from Amarone/Recioto production; Amarone is a dry dried-grape wine; Recioto retains sweetness. Bardolino and Chiaretto show a separate Lake Garda context for Corvina-based blends. [1, 3, 4]

SOURCES & FURTHER READING

Online source titles are clickable

[1] UVIVE / Consorzio Bardolino, region and grape history.
[2] Italian Vitis Database, Corvina record; 1993 varietal-distinction reference.
[3] Consorzio Valpolicella, grape varieties and regional wines.
[4] Masi, Valpolicella regional history and appellations.
[5] Vivai Cooperativi Rauscedo, Corvina technical profile.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Nebbiolo

Perfume and transparency with formidable structure.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
Red	nehb-bee-OH-loh	Piemonte; also northern Lombardy

Nebbiolo is the grape behind Barolo and Barbaresco. Spanna and Chiavennasca are regional names; pale color does not mean gentle tannin. [1, 2, 6]

TODAY

Rose and cherry aromas can accompany high acidity, firm tannin and marked site expression—from regional bottlings to cellar selections. [1, 2, 6]

ITS ROOTS

Medieval Piedmontese cultivation followed by local selection, winemaking development and collective ambition—not a single-inventor or rescue story. [1–6]

THE 15-SECOND SELL

"Nebbiolo can look delicate but taste powerfully structured—rose and cherry aromas supported by serious acidity, tannin and a sense of place."

Nel calice — IN THE GLASS

Typical profile [1, 2]

BODY	STRUCTURE	CHARACTER
Medium to full	High acid & tannin	Rose · cherry · earthy spice

WHERE IT FITS

A structured-red discussion for fine dining and cellar-minded buyers.

For a Pinot Noir buyer, fragrance and transparency can open the conversation—but explicitly warn that Nebbiolo's tannin may be much firmer.

A tavola — AT THE TABLE

Braised beef, mushrooms, truffle dishes, lamb, game, rich risotto and aged cheeses.

IN THE ENOTEC PORTFOLIO

Palladino Barolo; Grimaldi Nebbiolo-based wines; Roberto Sarotto Nebbiolo-based Piemonte selections.

Teach it: Use regional and appellation examples to discuss origin, tannin and maturity—not color as a quality scale.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Nebbiolo

Medieval roots, nineteenth-century ambition, enduring structure

HISTORY, ORIGIN & EVOLUTION

An unusually long documentary record

Nebbiolo has one of Italy's clearest medieval grape-name trails. The Italian Vitis Database and modern genetic research cite a 1266 reference from Rivoli, near Turin. Its long cultivation in Piemonte provided time for local selections and regional synonyms to develop. The name is traditionally connected with nebbia, "fog," but whether that evokes autumn conditions or the bloom on the berries is not definitively settled. A memorable explanation is not the same as a proven etymology. [1, 2]

Barolo develops through several contributors

Nineteenth-century changes in vineyard management, fermentation and maturation helped shape the reputation of dry Barolo. The Falletti family, Cavour's agricultural projects and technical figures such as Paolo Francesco Staglieno belong to this history. Estate records and historical accounts caution against a simplistic story in which one outsider suddenly invented dry Barolo. The development was a process, and not every earlier Nebbiolo wine can safely be described as sweet. [3, 4]

Barbaresco and collective ambition

Domizio Cavazza's cooperative initiative in Barbaresco in 1894 helped advance that area's separate identity. A later chapter began in 1958, when nineteen growers formed Produttori del Barbaresco under Don Fiorino Marengo's leadership. Barolo and Barbaresco received DOC recognition in 1966 and DOCG status in 1980. Together these milestones show how Nebbiolo's reputation was built through growers, institutions and place—not simply through the prestige of a single famous bottle. [5, 6]

MILESTONES

1266
A documented Nebbiolo reference at Rivoli. [1, 2]

1894 / 1958
Barbaresco cooperative milestones under Cavazza and Marengo. [5]

1966 / 1980
Barolo and Barbaresco become DOC, then DOCG. [6]

NAME & IDENTITY

Spanna in northern Piemonte and Chiavennasca in Valtellina are important local Nebbiolo names. These broaden the story beyond the Langhe. Pale or translucent color does not indicate weak structure: a Nebbiolo can be highly tannic and acidic without looking inky. [1, 2]

KEEP THE STORY STRAIGHT

Avoid a single-inventor account of dry Barolo, a guaranteed Roman origin, or a quality judgment based solely on color.

WHY IT GROWS THIS WAY

Nebbiolo buds early and ripens late, making exposure and season length particularly important. Its long local history and substantial clonal diversity help explain why growers pay close attention to site and plant material. Do not reduce those differences to a simple "one soil, one flavor" formula. [1, 2]

STYLES & APPELLATIONS

Barolo and Barbaresco provide the prestigious Langhe reference points, but they are not the entire category. Langhe Nebbiolo, northern Piedmontese wines and Valtellina offer other contexts. Age and extraction strongly affect approachability; the grape name alone does not prescribe years of cellaring. [1, 6]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Italian Vitis Database, Nebbiolo historical and varietal record.
[2] Primary genetic research on Nebbiolo diversity, 2017.
[3] I Vini del Piemonte, Nebbiolo history, varieties and clones.
[4] Marchesi di Barolo, archival discussion of Barolo history.
[5] Produttori del Barbaresco, winery and cooperative history.
[6] Consorzio Barolo Barbaresco Alba Langhe e Dogliani, history.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Sangiovese

Cherry fruit, savory character and food-ready acidity.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
Red	san-joh-VEH-zeh	Tuscany, Romagna & central Italy

Sangiovese is the grape; Chianti and Chianti Classico are different denominations. Brunello, Prugnolo Gentile and Morellino are regional names or selections. [1, 4]

TODAY

A versatile central Italian red whose recurring themes are cherry fruit, savory detail, firm structure and a strong affinity for food. [1, 4]

ITS ROOTS

A diverse grape documented in the Renaissance, later central to regional blends, local selections and modern appellation reform. [1–5]

THE 15-SECOND SELL

"Sangiovese gives central Italian reds their cherry fruit, savory edge and food-ready acidity—from everyday pasta wines to serious cellar selections."

Nel calice — IN THE GLASS

Typical profile [1, 4]

BODY	STRUCTURE	CHARACTER
Medium to full	High acid; firm tannin	Sour cherry · herbs · earth

WHERE IT FITS

A menu-led choice for tomato sauces, grilled meats and Tuscan food.

For a Cabernet buyer, explain the shift from dark-fruit weight toward brighter cherry and acidity. For a food-focused buyer, begin with the menu.

A tavola — AT THE TABLE

Tomato-based pasta, ragù, bistecca, roast pork, wild boar, mushrooms and pecorino cheese.

IN THE ENOTEC PORTFOLIO

Rodano Chianti Classico; Badia al Colle Chianti; Fanetti and Dei Vino Nobile; Coldisole Brunello.

Teach it: Compare regional expressions and read each wine's actual blend, origin and aging rather than assuming 100% Sangiovese.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Sangiovese

The grape's history is broader than the history of Chianti

HISTORY, ORIGIN & EVOLUTION

Renaissance evidence, not proof of a Roman legend

Sangiovese's precise origin remains debated, including competing connections to Tuscany and Romagna. A dependable early reference is Giovanni Vettorio Soderini's late-sixteenth-century account, commonly dated 1590, using the name Sangiogheto. The familiar "blood of Jupiter" translation supplies memorable lore, but it does not prove a Roman origin. Long cultivation and local selection produced substantial diversity and a number of regional names. [1]

Chianti helps define its commercial role

Cosimo III de' Medici's 1716 decree delimited the historic Chianti wine territory; it did not mark the birth of Sangiovese itself. In 1872, Bettino Ricasoli described a formula giving Sangiovese the leading role, with Canaiolo and, for wines intended for early drinking, Malvasia. His reasoning was more nuanced than the claim that all fine Chianti historically required white grapes. The grape's identity and the rules of a regional blend are related but separate subjects. [2, 3]

Experimentation and modern rules

The twentieth century brought both quality problems and experimentation outside established appellation formulas. Tignanello appeared under that name as a table wine in 1971 and eliminated white grapes from 1975, becoming part of the broader Super Tuscan story. Meanwhile, Chianti Classico's own framework evolved: 100% Sangiovese became permissible in 1996, and white grapes were excluded from 2006. These changes widened the range of legitimate expressions while retaining Sangiovese as the central reference for Tuscan red-wine character. [2, 4, 5]

MILESTONES

Late 1500s
Soderini records Sangiogheto. [1]

1716 / 1872
Chianti territorial delimitation; Ricasoli's blend formula. [2, 3]

1996 / 2006
Pure Sangiovese allowed in Chianti Classico; white grapes later excluded. [4]

NAME & IDENTITY

Brunello, Prugnolo Gentile and Morellino are regional Sangiovese names or selections, not unrelated grapes. Names do not erase differences in site, plant material or local rules. "Blood of Jupiter" is traditional etymology, not evidence of a documented ancient pedigree. [1]

KEEP THE STORY STRAIGHT

Do not use 1716 as the grape's first appearance, describe all Super Tuscans as Sangiovese, or assume every Tuscan denomination allows the same blend.

WHY IT GROWS THIS WAY

Sangiovese is sensitive to site and plant material, and its broad distribution produces considerable variation. Chianti Classico's clonal-research work reflects the importance of matching selections to quality objectives. Avoid treating all Sangiovese as one fixed flavor profile or ripening pattern. [1, 4]

STYLES & APPELLATIONS

Contrast Chianti and Chianti Classico with Brunello di Montalcino, Vino Nobile di Montepulciano and Romagna expressions. Denomination rules differ, so explain the specific bottle rather than imply every wine is 100% Sangiovese. Oak, blend and maturation can change weight and approachability substantially. [1, 4]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Italian Vitis Database, Sangiovese history, names and diversity.
[2] Consorzio Vino Chianti Classico, historical timeline.
[3] Consorzio Vino Chianti Classico, Ricasoli's original formula.
[4] Consorzio Vino Chianti Classico, characteristics and regulatory development.
[5] Marchesi Antinori, Tignanello estate and wine history.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Cortese

The grape behind Gavi's dry, food-friendly white.

Carta d'identità GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
White	kor-TEH-zeh	Piemonte · Gavi / Alessandria

Cortese is the grape; Gavi is the protected origin. Gavi del comune di Gavi identifies a narrower municipal origin within the appellation. [1, 2]

TODAY

Citrus freshness, restraint and quiet texture make Cortese a useful dry-white introduction, with Gavi as its best-known reference. [1–3]

ITS ROOTS

Piedmontese estates and the Genoese market helped establish a white-wine identity in a region celebrated for reds. [1, 2]

THE 15-SECOND SELL

"Cortese is the grape behind Gavi: a dry Piedmontese white with citrus freshness, quiet texture and a natural place alongside seafood."

Nel calice IN THE GLASS

Typical profile [2, 3]

BODY	ACIDITY	CHARACTER
Light to medium	Fresh to high	Citrus · flowers · almond

WHERE IT FITS

A named-origin alternative in the Pinot Grigio conversation.

For a Pinot Grigio buyer, offer a named Piedmontese origin and a more specific regional story—not a promise that every Gavi is a richer wine.

A tavola AT THE TABLE

Crudo, shellfish, grilled fish, pesto pasta, vegetable risotto, roast chicken and fresh cheeses.

IN THE ENOTEC PORTFOLIO

Palladino Gavi del Comune di Gavi; Roberto Sarotto Gavi "Manenti." Confirm the exact designation on the bottle. [4, 5]

Teach it: Teach grape versus place, then confirm the exact Gavi designation on the bottle being presented.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Cortese

The Piedmontese grape behind Gavi

HISTORY, ORIGIN & EVOLUTION

A documented grape, not just an old wine district

Cortese has a firm documentary foothold in southeastern Piemonte. A 1659 estate letter from Montaldeo to the Doria family specifically mentions Cortese vines. That is more useful evidence for the variety than Gavi's much earlier references to vineyards: a medieval vineyard record does not identify which grape was planted. Cortese subsequently became closely associated with the hills around Gavi and Tortona, while also spreading into neighboring northern Italian districts. [1, 3]

Genoa helped shape its white-wine identity

Gavi's story crosses the regional border into Liguria. Genoese families owned country estates in the Gavi hills, and the coastal city provided a market for white wines suited to its cooking. The Gavi consortium identifies 1856 plantings on the Cambiaso estates as an important step toward specialized Cortese cultivation. This connection helps explain why a white grape found a distinct commercial role in a region more widely celebrated for red wines. [2]

From local specialty to a protected place name

Gavi received DOC recognition in 1974 and DOCG status in 1998. These milestones protected a specific territorial expression of Cortese, rather than creating the grape itself. Modern Gavi ranges from youthful, citrus-led whites to wines with more lees-derived texture and bottle development. Its enduring proposition is not exuberant perfume or heavy oak, but the combination of freshness, restraint and food affinity. Teaching Cortese through Gavi makes the grape-versus-place distinction immediately practical. [1–3]

MILESTONES

1659
A Montaldeo estate letter names Cortese vines. [1]

1856
Specialized plantings on Cambiaso properties. [2]

1974 / 1998
Gavi becomes DOC, then DOCG. [1]

NAME & IDENTITY

Cortese is the grape; Gavi is a protected wine made from it. "Gavi del comune di Gavi" identifies fruit from the municipality of Gavi within the wider appellation. Do not use "Gavi di Gavi" as a blanket synonym for every Gavi. [1, 2]

KEEP THE STORY STRAIGHT

An early reference to vineyards around Gavi is not proof that those medieval vines were Cortese.

WHY IT GROWS THIS WAY

Cortese can be vigorous and reliably productive. Well-exposed hillsides and sensible crop control help retain flavor rather than dilute it. Nursery observations favor soils that are not excessively fertile or wet. Gavi's hill sites and maritime influence provide a useful balance between ripening and freshness. [2, 3]

STYLES & APPELLATIONS

Gavi DOCG is the best-known reference, but Cortese also appears outside Gavi. Most account conversations will concern dry still wine; sparkling expressions also exist. A producer's site, yields and lees or aging decisions explain differences in weight and complexity. Cortese does not mean "always light and simple." [1–3]

SOURCES & FURTHER READING

Online source titles are clickable

[1] I Vini del Piemonte: Gavi history and appellation milestones.
[2] Consorzio Tutela del Gavi: territory, history and Gavi DOCG.
[3] Vivai Cooperativi Rauscedo: Cortese technical profile.
[4] Enotec Imports: Palladino portfolio.
[5] Enotec Imports: Roberto Sarotto Gavi "Manenti."

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Arneis

Roero's floral, quietly textured comeback white.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
White	ar-NAYS	Piemonte · Roero

Arneis is the grape; Roero is its principal regional reference. "Nebbiolo bianco" is a historical nickname, not white Nebbiolo. [1, 2]

TODAY

Pear and floral fruit with useful texture and a savory finish offer a distinctive dry-white route into Piemonte. [1–3]

ITS ROOTS

A once-marginal white surviving beside more important reds, then revived through dedicated vineyards and varietal bottlings. [1, 2]

THE 15-SECOND SELL

"Arneis is Roero's comeback white: floral, pear-fruited and quietly textured—a distinctive Piedmontese discovery beyond the usual Pinot Grigio conversation."

Nel calice — IN THE GLASS

Typical profile [3]

BODY	ACIDITY	CHARACTER
Medium	Moderate to fresh	Pear · flowers · savory finish

WHERE IT FITS

A discovery pour for antipasti, poultry and textured-white buyers.

For a buyer who likes textured, unoaked whites, start with Arneis's balance of fruit and savory detail. Use its revival as the memorable story.

A tavola — AT THE TABLE

Vitello tonnato, antipasti, trout, roast chicken, vegetable risotto, fresh pasta and mild cheeses.

IN THE ENOTEC PORTFOLIO

Palladino Roero Arneis. [4]

Teach it: Use Roero Arneis to connect the revival story with the grape's own dry-white identity.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Arneis

Roero's white-grape revival

HISTORY, ORIGIN & EVOLUTION

An old name with a complicated trail

Arneis belongs to the historic white-grape culture of the Roero hills, across the Tanaro from the Langhe. The Roero consortium links late-medieval names such as Reneysium and Ornesium with the Renesio area, while the familiar name Arneis becomes clear in nineteenth-century usage. Those older names provide context, not an unbroken modern DNA identification. During the eighteenth century, local white grapes were also valued for sweet wines and vermouth, rather than only today's dry style. [1]

From secondary grape to near disappearance

In the twentieth century Arneis lost ground as red-wine varieties took priority. It survived in mixed plantings and small local uses, sometimes associated with Nebbiolo under the misleading nickname "Nebbiolo bianco." Accounts of planting it to distract birds from red grapes belong to its agricultural folklore. The important commercial point is simpler: it was not yet being consistently farmed, vinified and sold as the distinctive white wine it could become. [1]

A dry white earns its own place

The revival gathered force in the 1960s and 1970s. Vietti records Alfredo Currado's 1967 Arneis as a pivotal estate experiment in giving the grape its own bottling. Dedicated vineyards and improved cellar control helped producers preserve its floral fruit and establish a dry-wine identity. Arneis consequently became a leading expression of Roero rather than a supporting player to Nebbiolo. Its revival shows how a change in producer commitment can transform the perceived value of familiar local plant material. [1, 2]

MILESTONES

Late 1400s–1500s
Historical names connect the story to the Roero hills. [1]

1967
Vietti's pioneering estate Arneis bottling. [2]

1970s onward
Dedicated vineyards support a dry-white revival. [1]

NAME & IDENTITY

"Little rascal" is a familiar nickname associated with Arneis, not a securely proven account of its origin. Historical links to Renesio offer another explanation for the name. Keep the useful identities separate: Arneis is the variety; Roero is its principal regional reference. [1, 2]

KEEP THE STORY STRAIGHT

"Nebbiolo bianco" is a historical nickname, not proof that Arneis is white Nebbiolo.

WHY IT GROWS THIS WAY

Arneis favors well-drained hill sites; excessive heat can make freshness harder to preserve. Nursery observations describe medium-to-early ripening and good vigor. Roero's varied hill soils and careful harvest timing help shape a wine that can combine floral fruit with texture. It should not automatically be described as either low-acid or intensely aromatic. [1, 3]

STYLES & APPELLATIONS

Roero Arneis DOCG is the flagship expression; Langhe Arneis DOC also appears on labels. Most examples are dry and still, but sparkling wines and richer aged interpretations broaden the range. Youthful fruit is a common attraction, not a rule that every bottle must be drunk immediately. [1–3]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Consorzio del Roero: grape history, identity and regional development.
[2] Vietti: "Ti racconto l'Arneis," the estate's revival account.
[3] Vivai Cooperativi Rauscedo: Arneis technical profile.
[4] Enotec Imports: Palladino Roero Arneis.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Nerello Mascalese

Etna's red of perfume, freshness and structure.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
Red	neh-REL-loh mahs-kah-LEH-zeh	Sicilia · Mount Etna

Nerello Mascalese and Nerello Cappuccio are different varieties. Etna is the place-based denomination; Etna Rosso is not automatically 100% Mascalese. [1, 2, 5]

TODAY

Red fruit, flowers and herbs can accompany firm tannin and high acidity; lighter color does not mean a soft, simple wine. [2, 3]

ITS ROOTS

A longstanding Etna grape whose identity became more clearly expressed through appellation, estate and vineyard-specific bottlings. [1, 2, 4, 5]

THE 15-SECOND SELL

"Nerello Mascalese shows a different Sicily: fragrant red fruit, real tannin and mountain freshness, with Etna's vineyard differences at the center of the story."

Nel calice — IN THE GLASS

Typical profile [2, 3]

BODY	STRUCTURE	CHARACTER
Medium to full	High acid · firm tannin	Red fruit · flowers · herbs

WHERE IT FITS

An Etna introduction for perfume- and site-focused red-wine buyers.

For Pinot Noir or Nebbiolo drinkers, offer perfume, acidity and site expression. Explain the tannin before using "light red" as shorthand.

A tavola — AT THE TABLE

Duck, roast pork, mushrooms, tuna, lamb, eggplant, tomato-based dishes and aged cheeses.

IN THE ENOTEC PORTFOLIO

Tenute Bosco Etna Rosso "Piano dei Daini" and Etna Rosso "Vico." [5]

Teach it: Compare the named wines through their actual vineyard origins and blends; explain tannin before calling them light reds.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Nerello Mascalese

Etna's red grape of perfume, structure and place

HISTORY, ORIGIN & EVOLUTION

A Sicilian identity anchored around Mascali

Nerello Mascalese takes its regional name from Mascali, on Etna's eastern side. Sicily has a long history of dark grapes called Nerello or Niureddu, so an old name alone cannot establish that every reference concerns this exact cultivar. A clearer nineteenth-century trail appears in the descriptions assembled by the Italian Vitis Database: Geremia's 1838–1839 work associates Nerello with the cultivated slopes of Etna. The variety's regional importance therefore long predates the modern prestige of Etna wine. [1]

From local vineyards to defined identity

Nineteenth-century ampelographers increasingly distinguished Nerello Mascalese from other dark Sicilian grapes, including Nerello Cappuccio. That distinction remains essential: the two names do not identify interchangeable versions of one variety. Traditional Etna vineyards brought together different grapes, sites and farming practices, but Mascalese became the structural backbone of the mountain's reds. Its relatively light color can conceal considerable acidity and tannin, a combination very different from the stereotype of uniformly dense, soft Sicilian wine. [1–3]

A mountain red becomes a place-driven benchmark

Etna gained DOC recognition in 1968. The appellation formalized a regional identity in which Nerello Mascalese leads the red wines, while modern estate and contrada bottlings place increasing emphasis on individual vineyard locations. The story is not that a new grape appeared on a volcano; it is that an established local variety acquired a more precise public identity. Differences in elevation, aspect, lava-derived soils and cellar choices now give salespeople concrete ways to discuss place rather than color alone. [2, 4, 5]

MILESTONES

1838–1839
Geremia describes Nerello in Etna's vineyards. [1]

1800s
Ampelographers distinguish different Nerello varieties. [1]

1968
Etna receives DOC recognition. [4]

NAME & IDENTITY

"Nerello" refers to a dark grape; "Mascalese" connects the name to Mascali. Comparisons with Pinot Noir or Nebbiolo describe selected stylistic features, not genetic identity or identical flavor. Etna is the place-based denomination, not another name for the grape. [1–3]

KEEP THE STORY STRAIGHT

Nerello Mascalese and Nerello Cappuccio are different grapes. A volcanic address does not guarantee a smoky flavor.

WHY IT GROWS THIS WAY

Nerello Mascalese is late ripening. Etna's altitude, exposures and substantial day–night temperature changes influence the time available to develop ripe fruit and tannin. Yield and site selection matter. Volcanic soils are varied, and neither "volcanic" nor "old vine" is a complete explanation of how an individual wine tastes. [2, 3]

STYLES & APPELLATIONS

Etna Rosso DOC is led by at least 80% Nerello Mascalese; Nerello Cappuccio may support the blend. Producers also make varietal bottlings and rosato. Read the specific wine's blend and contrada information rather than assuming that every Etna Rosso is 100% Mascalese or made from the same slope. [2, 5]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Italian Vitis Database: Nerello Mascalese, historical and identity references.
[2] Consorzio Etna DOC: the wines and grapes of Etna.
[3] Vivai Cooperativi Rauscedo: Nerello Mascalese technical profile.
[4] ViniMilo: official 2023 release on Etna DOC and its territory.
[5] Enotec Imports: Tenute Bosco portfolio and wine descriptions.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Nero d'Avola

Sicilian fruit with savory detail and range.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
Red	NEH-roh DAH-voh-lah	Sicilia · historic southeast

Nero d'Avola is also called Calabrese. That synonym is not proof of Calabrian origin, and the name does not locate every vineyard in Avola. [1, 3]

TODAY

Cherry and plum fruit with freshness and structure span approachable reds and more ambitious expressions; ripeness does not imply sweetness. [2, 3]

ITS ROOTS

Valued partly for export and blending strength, the grape later gained a more visible identity in premium and regional bottlings. [1, 2]

THE 15-SECOND SELL

"Nero d'Avola is Sicily in an approachable red: cherry and plum fruit, savory detail and enough structure to move comfortably from pizza to the grill."

Nel calice — IN THE GLASS

Typical profile [2, 3]

BODY	STRUCTURE	CHARACTER
Medium to full	Fresh acid · ripe tannin	Cherry · plum · spice

WHERE IT FITS

A Sicilian-red discussion for the grill, pizza and ripe-red buyers.

For a Merlot, Malbec or ripe-red buyer, begin with fruit and texture. Then explain the particular bottle's acidity, tannin and oak rather than promising a universal style.

A tavola — AT THE TABLE

Grilled meats, sausages, eggplant pasta, lamb, pizza, tomato sauces and medium-aged cheeses.

IN THE ENOTEC PORTFOLIO

Ca' del Sarto Nero d'Avola is listed by an Enotec distributor. Confirm current Enotec SKU and market availability before presenting it as an active offer. [4]

Teach it: Resolve the availability flag before quoting or presenting this example as an active offer.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Nero d'Avola

From blending strength to a Sicilian identity of its own

HISTORY, ORIGIN & EVOLUTION

The Calabrese name comes first

Nero d'Avola is also registered and historically discussed as Calabrese. The Italian Vitis Database records Cupani's 1696 reference to Calavrisi within a longer, sometimes confusing history of Sicilian grape names. Its deep association with southeastern Sicily is more secure than any single explanation of the name. "Calabrese" has prompted both a Calabrian-origin theory and interpretations involving Sicilian speech and Avola; neither should be presented as a conclusively documented migration story. [1]

A useful grape in an export economy

In the nineteenth century, the color, alcoholic strength and substance of southeastern Sicilian wines made them commercially valuable beyond the island. Wines from districts such as Pachino and Vittoria entered export channels, including the French market during the phylloxera period. That trade helped establish the region's economic importance, but often left the identity of its grapes behind the finished blend. Nero d'Avola's later varietal success changed how that existing agricultural value was communicated to the buyer. [1]

A bottled statement of Sicilian ambition

A widely cited modern milestone is Duca di Salaparuta's Duca Enrico, first produced in 1984 as a pure Nero d'Avola. It demonstrated a premium ambition for the grape under its own identity rather than only its usefulness in blends. Subsequent varietal and regional expressions show considerable stylistic range, from bright, savory reds to fuller, more concentrated wines. The educational takeaway is evolution, not a claim that all earlier wine was poor or that every modern Nero d'Avola tastes alike. [2, 3]

MILESTONES

1696
Cupani records the historical Calavrisi name. [1]

1800s
Southeastern Sicilian wines serve export and blending markets. [1]

1984
Duca Enrico marks a premium varietal milestone. [2]

NAME & IDENTITY

Nero d'Avola means "black of Avola," linking the modern name to southeastern Sicily. Calabrese remains important in official and historical references. The name gives a regional association; it does not prove that every current vineyard or bottling is located in Avola. [1, 3]

KEEP THE STORY STRAIGHT

Calabrese is an established synonym, not proof of a Calabrian origin. Nero d'Avola is not automatically sweet or heavily oaked.

WHY IT GROWS THIS WAY

Calabrese/Nero d'Avola is well adapted to warm Sicilian conditions, but vineyard location and harvest timing still matter. A nursery's description of the variety is a range, not a recipe: crop level, water availability, exposure and cellar extraction influence whether a bottle feels fresh and savory or broader and more concentrated. [3]

STYLES & APPELLATIONS

Look for varietal Nero d'Avola, including Sicilia DOC, as well as blends. Steel-aged wines may emphasize fresh fruit; wood and longer aging can add a different dimension. Dark fruit is not evidence of residual sugar, and a ripe profile does not establish the wine's oak treatment. [2, 3]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Italian Vitis Database: Calabrese, historical names and export context.
[2] Duca di Salaparuta: Duca Enrico and the 1984 varietal milestone.
[3] Vivai Cooperativi Rauscedo: Calabrese technical profile.
[4] Grapevine Distributors: Enotec Imports listing, including Ca' del Sarto Nero d'Avola.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Carricante

The bright backbone of Etna's white wines.

Carta d'identità GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
White	kahr-ree-KAHN-teh	Sicilia · Mount Etna

Carricante is distinct from Catarratto. Etna Bianco is a regional wine that can be a blend; Bianco Superiore has a specific Milo origin. [1–3]

TODAY

High acidity, citrus fruit and savory detail can combine with texture and bottle development in Etna's white wines. [2–4]

ITS ROOTS

A productive mountain white once criticized for sharp acidity, later reappraised for the freshness that defines its appeal. [1–3]

THE 15-SECOND SELL

"Carricante gives Etna Bianco its bright backbone: citrus-driven mountain freshness with the texture and savory detail to make a seafood white genuinely memorable."

Nel calice IN THE GLASS

Typical profile [2, 4]

BODY	ACIDITY	CHARACTER
Light to medium+	High	Citrus · apple · savory finish

WHERE IT FITS

A high-acid white for seafood-focused accounts and curious buyers.

For a Chablis, dry Riesling or high-acid Italian-white buyer, offer a stylistic point of entry—not an assertion that Carricante tastes the same.

A tavola AT THE TABLE

Oysters, crudo, grilled fish, prawns, lemony seafood pasta, roast chicken and fresh goat cheese.

IN THE ENOTEC PORTFOLIO

Tenute Bosco Etna Bianco "Piano dei Daini": a Carricante-led wine, not automatically a pure-variety bottling. [4]

Teach it: Present the wine as Carricante-led and verify the vintage's blend before describing it as a varietal bottling.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Carricante

Etna's high-acid white, reappraised

HISTORY, ORIGIN & EVOLUTION

An early description already reveals the tension

Carricante's documentary history is closely tied to the vineyards around Etna and Mascali. In an 1812 discussion of Mascali's wines, Domenico Sestini described Caricante as productive but difficult to bring to complete maturity, with pronounced acidity. The Italian Vitis Database preserves this useful early assessment. Rather than inventing an ancient origin story, it gives the salesperson a concrete historical question: how does a grower turn a generous crop and sharp acidity into a balanced white wine? [1]

A regional grape with a blending tradition

Traditional Etna white vineyards included Carricante alongside grapes such as Catarratto and other local varieties. These combinations reflected the farming and wine styles of their time, not necessarily a modern single-variety philosophy. Carricante's productive reputation is also embedded in the usual explanation of its name, linked to carrying a substantial crop. Its persistence on the mountain illustrates how local growers retained plant material suited to a demanding environment, even when acidity was not always regarded as an advantage. [1, 2]

Freshness becomes a defining asset

Etna's 1968 DOC recognition gave the local white-wine tradition a protected identity. Carricante's role is especially visible at Milo, the restricted home of Etna Bianco Superiore. Modern producers increasingly value the grape's acidity for precision, food affinity and bottle development, while careful farming and cellar work add texture. Its story is therefore one of reappraisal: a characteristic once described as a challenge became central to the wine's appeal. The best explanation balances mountain freshness with the producer's actual winemaking choices. [2–4]

MILESTONES

1812
Sestini discusses productive, high-acid Caricante. [1]

1968
Etna gains DOC recognition. [3]

Milo
A specifically delimited home for Bianco Superiore. [3]

NAME & IDENTITY

The name is usually connected with the vine's capacity to carry a crop. Carricante is Etna's leading white variety; Milo is a place, not a synonym. "Mineral" and "saline" are tasting descriptions, not proof that dissolved lava or sea salt passes directly into the wine. [1–3]

KEEP THE STORY STRAIGHT

Carricante and Catarratto are different grapes. "Etna Bianco" does not automatically mean 100% Carricante.

WHY IT GROWS THIS WAY

Elevation, aspect and the length of the growing season shape Carricante's balance. Etna's eastern slopes and Milo are particularly associated with it, but the grape is not limited to one side of the mountain. Managing crop and maturity is important: naturally high acidity is useful only when accompanied by sufficient flavor and balance. [1–3]

STYLES & APPELLATIONS

Etna Bianco DOC requires at least 60% Carricante; Bianco Superiore raises that minimum to 80% and is restricted to the designated Milo area. A producer may use more, including 100%. Lees contact and bottle age can broaden texture without requiring overt oak. Check the individual cuvée. [2–4]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Italian Vitis Database: Carricante, including Sestini's 1812 account.
[2] Consorzio Etna DOC: Carricante and the white-wine styles of Etna.
[3] ViniMilo: official release on Milo, Bianco Superiore and Etna's DOC history.
[4] Enotec Imports: Tenute Bosco Etna Bianco descriptions and recorded blends.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Catarratto

A familiar Sicilian white with more to say.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
White	kah-tahr-RAHT-toh	Sicilia · especially the west

Catarratto is not Carricante. Comune and Lucido are separately registered forms with a matching standard DNA profile, not unrelated grapes. [1, 4]

TODAY

Citrus, herbs and savory texture can give a familiar Sicilian grape individuality in varietal wines and selected blends. [2, 3]

ITS ROOTS

Long valued for dependable production, Catarratto's modern story is renewed attention to quality—not rescue from near disappearance. [1–4]

THE 15-SECOND SELL

"Catarratto is a familiar Sicilian grape with more to say than its old bulk-wine reputation: citrus, savory detail and useful texture at the table."

Nel calice — IN THE GLASS

Typical profile [2, 3]

BODY	ACIDITY	CHARACTER
Medium, style-dependent	Fresh	Citrus · herbs · savory texture

WHERE IT FITS

A regional-white story where texture and blend matter more than rarity.

For an account seeking a native Sicilian white, explain the actual wine's texture and blend first. Its value is regional character, not rarity alone.

A tavola — AT THE TABLE

Fried fish, caponata, grilled vegetables, seafood pasta, roast chicken, couscous and fresh cheeses.

IN THE ENOTEC PORTFOLIO

Tenute Bosco Etna Bianco "Piano dei Daini" includes Catarratto in documented blends; the 2021 Wine Advocate review lists 10%. Verify the current vintage's blend. [5]

Teach it: Use the documented blend as a teaching example; distinguish Catarratto's contribution from Carricante's leading role.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Catarratto

Sicily's familiar white grape, seen afresh

HISTORY, ORIGIN & EVOLUTION

A long-established Sicilian name

Catarratto is firmly embedded in Sicily's viticultural history. The historical bibliography assembled in the Italian Vitis Database includes Cupani's 1696 account, followed by increasingly detailed descriptions of the grape and its forms. It became particularly important in western Sicily, where dependable production made it valuable to growers. That long agricultural role matters: Catarratto is not a recently discovered rarity, but a familiar local grape whose reputation has changed with the kind of wine producers chose to make. [1, 2]

Productivity did not tell the whole story

Catarratto's prominence in larger-volume wine production helped associate it with utility rather than individuality. Yet a productive variety can deliver very different results according to vineyard management, harvest choices and cellar treatment. Modern Sicilian growers have increasingly separated those issues, treating Catarratto as a source of identifiable fruit, texture and savory detail. The shift is not a change in the grape's nationality or authenticity; it is a decision to make its identity visible on the label and in the glass. [2, 3]

Old forms, new clarity and renewed attention

The names Catarratto Bianco Comune and Catarratto Bianco Lucido describe forms with a matching standard DNA profile, although separately entered in Italy's register. Their different appearance should not lead salespeople to invent unrelated family trees. Contemporary producer projects have also helped reset expectations: Donnafugata introduced its Catarratto-based Prio with the 2014 harvest, while grower initiatives now promote the variety's quality potential. Catarratto can therefore be taught as a reappraisal of a widespread grape, not only as a rescue story about something nearly lost. [2–4]

MILESTONES

1696
Cupani appears in Catarratto's historical bibliography. [1]

Genetic clarification
Comune and Lucido are forms of the same variety. [4]

2014 harvest
Donnafugata's Prio gives a modern varietal example. [3]

NAME & IDENTITY

Catarratto is the correct spelling. Comune and Lucido are separately registered forms with a matching standard DNA profile; they show visible differences, including berry bloom. Do not present them as unrelated grapes. Carricante, by contrast, is a different variety. [1, 4]

KEEP THE STORY STRAIGHT

Catarratto is not Carricante. A familiar, productive grape need not make a neutral wine.

WHY IT GROWS THIS WAY

Productivity is part of the grape's story, but site, crop level and harvest timing determine the result. Growers working for a distinct varietal expression pay attention to flavor and freshness, not simply volume. Cool handling can protect fruit; skin contact or lees work can create a broader, more tactile style. [2, 3]

STYLES & APPELLATIONS

Catarratto appears in varietal Sicilian whites and in blends. Some labels use Lucido. Do not assume the grape always produces an inexpensive, neutral white, or that a wine containing Catarratto is entirely made from it. In Etna blends, distinguish its supporting role from Carricante's leading one. [2–5]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Italian Vitis Database: Catarratto and its historical bibliography.
[2] ARCA Sicilia: Catarratto's place in Sicily and quality-focused grower work.
[3] Donnafugata: introduction of Prio and the 2014 Catarratto harvest.
[4] Italian Vitis Database: biotypes, DNA profiles and variety identity.
[5] Enotec Imports: Tenute Bosco; vintage-specific blend information.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Primitivo

Zinfandel's genetic counterpart, with a Puglian voice.

Carta d'identità GRAPE AT A GLANCE

TYPE
Red

PRONUNCIATION
pree-mee-TEE-voh

PRINCIPAL HOME
Puglia · Gioia del Colle / Manduria

Primitivo, Zinfandel and Croatia's Tribidrag / Crljenak Kaštelanski are the same genetic variety. Shared DNA does not make the wines identical. [3, 4]

TODAY

Generous fruit and savory detail can range from fresher inland expressions to richer styles; confirm dryness and alcohol bottle by bottle. [1, 2]

ITS ROOTS

Early-ripening vines selected in Puglia developed distinct local traditions, later connected by DNA research to Croatia and California. [1–4]

THE 15-SECOND SELL

"Primitivo is Zinfandel's genetic counterpart with its own Puglian voice: generous fruit, savory detail and a natural fit for the grill."

Nel calice IN THE GLASS

Typical profile [1, 2]

BODY
Medium+ to full

STRUCTURE
Ripe fruit · moderate/firm tannin

CHARACTER
Plum · dark berries · spice

WHERE IT FITS

A familiar genetic connection for Zinfandel drinkers and grill menus.

For a Zinfandel buyer, the shared DNA is a strong opening. Follow it with the actual wine's origin, dryness, alcohol and texture.

A tavola AT THE TABLE

Barbecue, sausages, grilled beef, roast pork, lamb, pizza, rich tomato sauces and aged cheeses.

IN THE ENOTEC PORTFOLIO

Le Perle della Campagna Primitivo di Manduria. [5]

Teach it: Use the Manduria origin to move the conversation from shared DNA to the actual wine's style.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Primitivo

An early-ripening Puglian grape with a transatlantic family story

HISTORY, ORIGIN & EVOLUTION

A local selection earns a practical name

Primitivo's clearly traceable Puglian story centers on Gioia del Colle in the late eighteenth century. The priest Filippo Indelicati is associated with selecting vines that ripened particularly early and propagating them for that useful trait. The name refers to early maturity, not primitive winemaking or an especially ancient origin. This is a history of recognizing and multiplying a desirable grape already present in local vineyards, rather than breeding a new variety from scratch. [1, 2]

Two important Puglian identities

The grape became closely associated with both the inland Gioia del Colle district and the warmer country around Manduria. Those places are not stylistically interchangeable: elevation, soils, water availability and harvest decisions shape their wines. Primitivo's ability to accumulate substantial sugar helped make it useful for generous reds and, in some traditions, sweet wines. Its regional development explains why the same name can appear on a fresh, savory bottle as well as a much richer, more powerful one. [1, 2]

DNA connects Italy, Croatia and California

Modern genetic work transformed the wider story. Primitivo and California's Zinfandel proved to be the same variety; in 2001 researchers identified matching vines in Croatia under the name Crljenak Kaštelanski. UC Davis also records the historical Croatian name Tribidrag within this genetic identity. The discovery established a compelling Adriatic connection without erasing the distinct traditions built in each country. Shared DNA does not mean identical wines: farming, local selections, climate and cellar choices still matter enormously. [3, 4]

MILESTONES

Late 1700s
Indelicati selects early-ripening vines at Gioia del Colle. [1, 2]

Modern DNA work
Primitivo and Zinfandel are confirmed as one variety. [4]

2001
Matching Crljenak Kaštelanski vines are identified in Croatia. [3]

NAME & IDENTITY

Primitivo, Zinfandel and the Croatian names Crljenak Kaštelanski and Tribidrag belong to the same genetic variety. Distinct local selections and long regional histories still make those names commercially meaningful. "Italian Zinfandel" can open a conversation, but should not replace the Puglian story. [3, 4]

KEEP THE STORY STRAIGHT

Same grape does not mean same wine. "Primitivo" refers to early ripening, not "primitive" production.

WHY IT GROWS THIS WAY

Primitivo's early ripening and capacity for sugar accumulation require thoughtful harvest decisions. Warm sites can give considerable richness and alcohol. Inland elevation and local soils can produce a different balance. Do not infer sweetness from ripe fruit: residual sugar is a separate specification that must be checked for the bottle in hand. [1, 2]

STYLES & APPELLATIONS

Key references include Gioia del Colle DOC and Primitivo di Manduria DOC. Primitivo di Manduria Dolce Naturale DOCG is a specifically sweet wine; it should not be confused with a dry Manduria bottling. Other Puglian Primitivos may carry broader geographical designations. Read the full appellation and style. [1, 2]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Italian Vitis Database: Primitivo's history and regional identity.
[2] Produttori di Manduria: Primitivo between history and tradition.
[3] UC Davis: "Researchers Discover Zinfandel's Hidden Roots," 2002.
[4] UC Davis Foundation Plant Services: Zinfandel / Primitivo genetic identity.
[5] Enotec Imports: Le Perle della Campagna portfolio.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Piedirosso

Campania's fragrant, food-friendly red.

Carta d'identità GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
Red	pyeh-dee-ROHS-soh	Campania · Naples / Vesuvius

Piedirosso means "red foot"; Per 'e Palummo evokes a pigeon's foot, referring to the bunch stalks. It is distinct from Aglianico. [1–3]

TODAY

Red fruit, violet and savory detail offer an approachable Campanian red; body and tannin still vary with the producer. [3, 4]

ITS ROOTS

A familiar part of local wines and blends, now more visible through bottlings that give the grape its own voice. [1–4]

THE 15-SECOND SELL

"Piedirosso is Campania's fragrant, food-friendly red: lifted fruit and savory detail, with a memorable pigeon's-foot name and a genuine local story."

Nel calice IN THE GLASS

Typical profile [3, 4]

BODY	TANNIN	CHARACTER
Light-medium to medium+	Usually supple to moderate	Red fruit · violet · spice

WHERE IT FITS

A fragrant-red option for pizza, poultry and casual Italian food.

For a Gamay or lighter Pinot Noir buyer, begin with fragrance and approachability. Explain that the wine still has its own Campanian flavor and structure.

A tavola AT THE TABLE

Pizza, roast chicken, grilled pork, eggplant, tomato pasta, tuna, charcuterie and young cheeses.

IN THE ENOTEC PORTFOLIO

Bosco de' Medici Pompeii Rosso. This is the Vesuvius producer, distinct from Tenute Bosco on Etna. [4]

Teach it: Connect Pompeii Rosso to the Vesuvian setting, not to Tenute Bosco's separate Etna wines.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Piedirosso

Campania's fragrant red with a pigeon's-foot name

HISTORY, ORIGIN & EVOLUTION

A name rooted in the appearance of the vine

Piedirosso's best-known historical identity is tied to Campania, particularly the wider Naples area. Its local names, including Per 'e Palummo, compare the reddish stalks around the bunch with a pigeon's foot. This is an observable botanical connection rather than a romantic tale about how the wine was invented. Older writers also tried to identify Piedirosso with the Colombina grape mentioned in classical literature, but that association is not a securely demonstrated identity across two millennia. [1, 2]

An indigenous partner in Campanian red wine

The grape remained part of a varied local vineyard culture, appearing both on its own and beside other varieties. Its role is particularly useful when set against Aglianico: Piedirosso can contribute fragrance and a more yielding palate where Aglianico supplies firmer structure. That does not make it merely a softening ingredient, or require every blend to follow the same formula. Regional nursery work identifies genuine potential for color, fruit, floral detail and substance as well as approachability. [2, 3]

From local familiarity to an individual voice

Contemporary varietal wines from Campania have made Piedirosso's own character easier to recognize. Its association with Vesuvius and other volcanic districts creates a compelling geographical story, but the grape's value is not limited to that imagery. Modern clonal selection, including VCR material registered in 2010, reflects active work to understand and propagate useful vineyard diversity. Wines such as Bosco de' Medici's Pompeii Rosso give the salesperson a direct way to connect that local heritage with an identifiable bottle. [3, 4]

MILESTONES

Historical local name

Per 'e Palummo refers to a pigeon's foot. [1, 2]

Classical attribution

The Colombina connection remains an attribution, not proven identity. [2]

2010

VCR registers selected Piedirosso material. [3]

NAME & IDENTITY

Piedirosso means "red foot"; Per 'e Palummo is the familiar Campanian pigeon's-foot expression. These names concern the stalks of the bunch, not red-colored vine roots. It is a different variety from Aglianico and can make a complete wine on its own. [1–3]

KEEP THE STORY STRAIGHT

The spelling is Piedirosso. Do not claim a proven Roman identity, or that every Piedirosso vineyard is ungrafted.

WHY IT GROWS THIS WAY

Piedirosso belongs to Campania's varied vineyard environments, not one uniform soil type. Producer and nursery examples show that it can have more color and substance than the "light red" shorthand suggests. Site, crop, ripeness and extraction determine its final balance. Own-rooted vines must be verified vineyard by vineyard. [2–4]

STYLES & APPELLATIONS

Look for Piedirosso in Campanian varietal wines and regional blends, including wines associated with Vesuvius. A fresh bottling may take a slight chill; a more concentrated one deserves different service. Do not use the grape name alone to predict alcohol, oak or the exact share in a blend. [2–4]

SOURCES & FURTHER READING

Online source titles are clickable

[1] UC Davis Foundation Plant Services: Piedirosso names and identity.
[2] Regione Campania: regional grape descriptions and historical cautions, 2017.
[3] Vivai Cooperativi Rauscedo: Piedirosso profile and clonal selection.
[4] Enotec Imports: Bosco de' Medici portfolio.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Caprettone

A Vesuvian white with its own identity restored.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
White	kah-preht-TOH-neh	Campania · Mount Vesuvius

Caprettone is not Coda di Volpe. Its formal recognition in 2014 acknowledged a distinct variety already in cultivation; it did not create a new grape. [1–3]

TODAY

A fresh, textured local white whose expression depends on the producer's choices, including lees, amphora or skin-contact work. [1, 4]

ITS ROOTS

A Vesuvian grape often hidden behind another variety's name, then correctly identified through genetic work and formal registration. [1–3]

THE 15-SECOND SELL

"Caprettone is Vesuvius's white grape with its identity restored: fresh, textured and local—not Coda di Volpe hiding under another name."

Nel calice — IN THE GLASS

Typical profile [1, 4]

BODY	ACIDITY	CHARACTER
Light-medium to medium+	Fresh, style-dependent	Citrus · orchard fruit · herbs

WHERE IT FITS

A native-grape discovery for seafood, white pizza and mozzarella.

For an account interested in native grapes, the documented identity correction is the hook. Follow with the producer's actual vineyard and cellar choices.

A tavola — AT THE TABLE

Clams, grilled fish, calamari, white pizza, roast chicken, vegetables and fresh mozzarella.

IN THE ENOTEC PORTFOLIO

Bosco de' Medici Pompeii Bianco. Distinguish the grape's typical profile from this wine's particular cellar treatment. [4]

Teach it: Explain this wine's specific cellar treatment before presenting it as a universal taste profile for Caprettone.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Caprettone

Vesuvius's white grape, with its own identity restored

HISTORY, ORIGIN & EVOLUTION

A local grape within a much older landscape

Caprettone belongs to the white-grape heritage of the Vesuvian area near Naples. The surrounding landscape has an exceptionally old wine culture, but archaeological evidence for winemaking does not by itself identify the exact variety now in a vineyard. The useful modern story is more specific: a locally maintained grape was frequently treated as a form or synonym of Coda di Volpe. That habit obscured its individual identity rather than proving that the two names described one cultivar. [1, 2]

A living example of how misidentification persists

UC Davis provides an unusually clear record. In 2000, Carlo Mastroberardino supplied cuttings described as Coda di Volpe Caprettona; material subsequently entered the Foundation Plant Services collection under the Coda di Volpe name. DNA testing in 2013 showed that the selection did not match Coda di Volpe, but was Caprettone. The collection renamed it in 2014. This is a powerful training example: even professionally conserved vines can carry a historical label that later research needs to correct. [1]

Recognition, not the invention of a grape

Caprettone entered Italy's national register in 2014, giving formal recognition to a distinct variety already present in cultivation. That date should not be presented as its birth. Producers working with Vesuvian grapes have since helped make the name more visible through identifiable bottlings and varied cellar approaches. The contemporary opportunity is to explain a recovered identity alongside a specific place: not merely "another volcanic white," but a grape with a documented reason for deserving its own name. [2–4]

MILESTONES

2000
Cuttings arrive at UC Davis under a Coda di Volpe-related name. [1]

2013
DNA testing identifies the material as Caprettone. [1]

2014
The FPS selection is renamed; Italian registration follows that year. [1, 3]

NAME & IDENTITY

Treat Caprettone as a distinct grape, not a synonym for Coda di Volpe. The goat-related name story sometimes told in wine presentations is less useful than the verified genetic distinction. Caprettone's home is Vesuvius; Carricante's principal reference is Etna. [1, 2]

KEEP THE STORY STRAIGHT

Caprettone is not Coda di Volpe. Recognition in 2014 did not create the variety or prove its Roman-era identity.

WHY IT GROWS THIS WAY

The Vesuvian area combines warm Mediterranean conditions with volcanic soils and varied exposures. UC Davis describes Caprettone as vigorous and capable of accumulating sugar while retaining useful acidity. Farming and picking decisions matter. Neither ungrafted vines nor a particular soil type should be assumed for every producer or parcel. [1, 2]

STYLES & APPELLATIONS

Caprettone can appear in Vesuvian white wines and varietally identified bottlings. Steel, lees contact, amphorae or skin contact create different expressions; none is required by the grape itself. Extended maceration changes color and texture, so use the actual wine's technical information when introducing its style. [2, 4]

SOURCES & FURTHER READING

Online source titles are clickable

[1] UC Davis Foundation Plant Services: Caprettone, 2000–2014 identification chronology.
[2] Consorzio Tutela Vini Vesuvio: the territory and its native grapes.
[3] Gazzetta Ufficiale, 6 November 2014: decree of 20 October; Caprettone registration.
[4] Enotec Imports: Bosco de' Medici Pompeii Bianco and producer methods.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Greco

The structured white behind Greco di Tufo.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
White	GREH-koh	Campania · Irpinia / Tufo

Greco is the variety discussed here; Greco di Tufo on a DOCG label names a protected origin. Other Greco-named grapes are not automatically identical. [2, 3]

TODAY

Citrus and yellow fruit meet high acidity, substantial texture and sometimes phenolic grip: a white with a serious food role. [3]

ITS ROOTS

A longstanding Campanian white linked to Irpinia's wine trade, later defined through a tightly delimited regional appellation. [1–3]

THE 15-SECOND SELL

"Greco di Tufo is a white with real structure: citrus and yellow fruit, lively acidity and enough texture to stand up to more than delicate fish."

Nel calice — IN THE GLASS

Typical profile [3]

BODY	STRUCTURE	CHARACTER
Medium to full	High acid · phenolic grip	Citrus · yellow fruit · almond

WHERE IT FITS

A textured white for substantial seafood, poultry and risotto.

For a buyer asking for a serious, textured white, lead with weight and acidity. Explain that a hint of phenolic grip can be part of the grape's character.

A tavola — AT THE TABLE

Grilled fish, seafood stew, salt cod, roast poultry, pork, risotto and fresh or medium-aged cheeses.

IN THE ENOTEC PORTFOLIO

Russo Taurasi Greco di Tufo "Grele." [4]

Teach it: Use Grele to demonstrate the difference between refreshing acidity and a lightly astringent, phenolic texture.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Greco

The structured white grape behind Greco di Tufo

HISTORY, ORIGIN & EVOLUTION

Greek tradition is not a complete genetic history

Greco's name and regional tradition connect it with the Greek contribution to southern Italian wine culture. Accounts also identify it with classical grapes such as Aminea gemina. Those associations are part of the historical narrative, but neither a Greek-sounding name nor an ancient description proves an uninterrupted identity with the modern cultivar. For training purposes, the stronger point is Greco's longstanding association with Campania and its particularly successful establishment around Tufo in inland Irpinia. [1, 2]

The wine railway makes the story concrete

By the nineteenth century, the wine districts around the Sabato and Calore rivers were connected to larger markets through the railway later known as the "wine railway." The Irpinia consortium notes the importance of stops at Tufo and nearby Prata di Principato Ultra. This is useful commercial history: local wine was already part of a wider trading economy. The district's sulfur workings and layered geology add context, but should not be turned into a literal claim that mined sulfur creates a flavor in the glass. [1, 2]

A small origin develops a national identity

Greco di Tufo became a DOC in 1970 and was elevated to DOCG in 2003. Its production area comprises eight municipalities, giving a precise geographical focus to the grape's reputation. The appellation's distinctive proposition is a dry white with substantial structure, strong acidity and potential to develop with age. The modern story therefore joins preservation with refinement: growers kept a local variety and producers learned to present its sometimes demanding texture and acidity as assets. [2, 3]

MILESTONES

1800s
Rail connections open Irpinia's wine districts to larger markets. [1]

1970
Greco di Tufo receives DOC recognition. [2]

2003
Greco di Tufo becomes DOCG. [2]

NAME & IDENTITY

Greco di Tufo is also encountered as a grape synonym, but on a DOCG label it names a protected origin. Do not assume every Italian grape or wine with "Greco" in its name is identical. Tufo is the town and district, not a winemaking technique. [2, 3]

KEEP THE STORY STRAIGHT

Greco is the grape; Greco di Tufo is the appellation focus here. Classical origin stories are not DNA evidence.

WHY IT GROWS THIS WAY

Irpinia is inland and hilly, with cold winters and marked summer temperature shifts. Greco's delicate skins and phenolic content require careful handling. The resulting density and occasional gentle astringency distinguish it from many light whites. Its soils include limestone, clay and volcanic deposits; avoid describing the entire district as one uniform volcanic soil. [2, 3]

STYLES & APPELLATIONS

Greco di Tufo DOCG is based on at least 85% Greco. The range includes still wine, Riserva and sparkling expressions. For an account introduction, establish the exact bottle's style rather than assuming "Greco" means a light, simple aperitif. Structure and acidity are the most useful recurring themes. [3]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Consorzio Tutela Vini d'Irpinia: Greco history and the wine railway.
[2] Regione Campania: Greco di Tufo history and the 2003 DOCG decree.
[3] Consorzio Tutela Vini d'Irpinia: Greco di Tufo DOCG, territory and styles.
[4] Enotec Imports: Russo Taurasi Grele and portfolio.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Fiano

Texture and complexity beyond simple crispness.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
White	fee-AH-noh	Campania · Irpinia / Avellino

Fiano is the grape; Fiano di Avellino is a protected origin. Minutolo, formerly called Fiano Minutolo, is a distinct variety. [1, 3, 5]

TODAY

Floral and orchard fruit, texture and the potential for nutty or savory development make Fiano more than a simple aperitif white. [1, 3]

ITS ROOTS

A historic Irpinian variety whose continued place depended on growers and producers preserving and refining local grape traditions. [1, 2]

THE 15-SECOND SELL

"Fiano di Avellino offers more than crispness: floral fruit, real texture and the capacity to develop the savory complexity that makes a white worth revisiting."

Nel calice — IN THE GLASS

Typical profile [1, 3]

BODY	ACIDITY	CHARACTER
Medium to medium+	Fresh to high	Flowers · orchard fruit · nuts

WHERE IT FITS

A textured-white alternative for poultry, rich vegetables and seafood.

For an unoaked Chardonnay or textured-white buyer, offer body and complexity without promising the same flavor. Contrast its poise with Greco's often firmer grip.

A tavola — AT THE TABLE

Roast fish, shellfish, poultry, mushrooms, rich vegetable dishes, seafood risotto and fresh mozzarella.

IN THE ENOTEC PORTFOLIO

Russo Taurasi Fiano di Avellino "Donnaceleste." [4]

Teach it: Compare Donnaceleste with Grele to discuss Fiano's texture alongside Greco's often firmer grip.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Fiano

The textured, age-worthy white behind Fiano di Avellino

HISTORY, ORIGIN & EVOLUTION

An old reputation, with evidence to separate from lore

Fiano's traditional history reaches back to the Apian grapes of antiquity, often explained through the attraction of bees to ripe fruit. Treat that as an inherited interpretation rather than a proven genetic chain. A more concrete reference appears in a 1656 description of the Avellino countryside: the names Apiano, Afiano and Fiano are connected with the area around Lapio. The regional research literature preserves this account, anchoring the grape's reputation in an identifiable place and historical text. [1]

Preservation required a modern commitment

A long history did not guarantee commercial security. Fiano's survival as a distinctive Campanian wine depended on growers and producers continuing to value local varieties rather than only reliable volume. In a firsthand account of his family's work, Piero Mastroberardino describes Antonio's efforts from the 1950s to safeguard native grapes during vineyard reconstruction. That broader preservation story helps explain Fiano's modern trajectory: heritage needed active farming, cellar investment and a market willing to recognize its individual character. [2]

A protected origin and a reputation for development

Fiano di Avellino obtained DOC status in 1978 and DOCG recognition in 2003. The origin now defines a regional benchmark rather than the limit of where Fiano can grow. Research and producer experience have also drawn attention to its ability to develop beyond simple youthful fruit, with greater savory and aromatic complexity over time. Its modern identity rests on both sides of that history: a longstanding local grape and an increasingly precise understanding of how to express and preserve its qualities. [1, 3]

MILESTONES

1656
A historical account links Fiano-related names with Avellino and Lapio. [1]

1978
Fiano di Avellino receives DOC recognition. [1]

2003
Fiano di Avellino becomes DOCG. [1]

NAME & IDENTITY

The Apian-grape and bee story is traditional, not a settled derivation of the cultivar. Fiano is not a synonym for every southern white grape with a similar local name. In particular, do not confuse it with the distinct aromatic variety Minutolo, formerly often called Fiano Minutolo. [1, 5]

KEEP THE STORY STRAIGHT

Fiano is the grape; Fiano di Avellino is a protected origin. A floral or honeyed aroma does not establish sweetness.

WHY IT GROWS THIS WAY

Fiano di Avellino's inland hills provide a different setting from coastal Campania: cool winters, substantial elevation and marked temperature shifts. Fiano has relatively thick skins, and harvesting commonly extends from late September into October. Limestone and clay are important, alongside other geological material. A single "volcanic white" description misses much of the territory. [3]

STYLES & APPELLATIONS

Fiano di Avellino DOCG requires at least 85% Fiano; Riserva is also recognized. Fiano grows elsewhere, so a varietal label is not automatically Avellino DOCG. Steel and lees work often preserve fruit while building texture; wood is a producer choice. Nutty or smoky development does not necessarily mean obvious oak. [1, 3]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Regione Campania: Il Fiano, 2012 research monograph; historical chapter and wine chemistry.
[2] Piero Mastroberardino interview: the family's native-grape preservation work, 2015.
[3] Consorzio Tutela Vini d'Irpinia: Fiano di Avellino DOCG, territory and styles.
[4] Enotec Imports: Russo Taurasi Donnaceleste and portfolio.
[5] Italian Vitis Database: Minutolo, genetically distinguished from Fiano.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Aglianico

Southern Italy's red of structure, food and time.

Carta d'identità — GRAPE AT A GLANCE

TYPE	PRONUNCIATION	PRINCIPAL HOME
Red	ahl-YAH-nee-koh	Campania & Basilicata

Aglianico is the grape; Taurasi, Taburno and Vulture are distinct regional references. "Barolo of the South" is an analogy—not another name for Nebbiolo. [1–3]

TODAY

Dark fruit and savory complexity with high acidity and tannin support both younger regional reds and ambitious aged wines. [2, 3]

ITS ROOTS

An established southern red in regional trade, developed through different growing districts, producer choices and appellation identities. [1–3]

THE 15-SECOND SELL

"Aglianico is southern Italy's structured red: dark fruit, savory complexity and the acidity and tannin to reward a serious meal—or time in the cellar."

Nel calice — IN THE GLASS

Typical profile [3]

BODY	STRUCTURE	CHARACTER
Medium+ to full	High acid · high tannin	Dark cherry · herbs · spice

WHERE IT FITS

A structured-red conversation for braises, lamb and grilled meats.

For Cabernet or Nebbiolo drinkers, start with structure and food affinity. Then specify whether the bottle is a youthful regional wine or a more ambitious aged expression.

A tavola — AT THE TABLE

Braised beef, lamb, game, grilled steak, rich ragù, mushrooms and aged hard cheeses.

IN THE ENOTEC PORTFOLIO

Russo Taurasi Aglianico "Macrì": an introduction to the grape, not a substitute designation for Taurasi DOCG. [4]

Teach it: Use Macrì as an introduction to Aglianico; do not substitute Taurasi DOCG for its actual designation.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Aglianico

Southern Italy's great red of time, tannin and place

HISTORY, ORIGIN & EVOLUTION

A historical red, not a settled Greek-origin story

Aglianico is central to the older red-wine traditions of Campania and Basilicata. The familiar explanation connects its name with Ellenico, or Greek, but that is a historical theory rather than proof of a particular Greek ancestor or ancient shipment of vines. Renaissance wine writer Sante Lancerio discussed Aglianico wine from the Kingdom of Naples, providing a more tangible historical reference. Such accounts establish the name's early prestige without resolving every question about the modern variety's ultimate origin. [1, 2]

Railways and study expand its commercial reach

In the nineteenth century, Irpinia's wine economy developed around connections between vineyard districts and larger markets. Taurasi became an important stop on the railway associated with the trade, while Avellino's school of viticulture and enology helped turn local wine knowledge into systematic observation. This history matters commercially: Aglianico was not simply a forgotten rustic grape awaiting outside discovery. It belonged to an established regional economy, even though the modern bottled identity of its wines would become more sharply defined later. [2]

Appellations make its different homes visible

Taurasi received DOC recognition in 1970 and DOCG status in 1993. Aglianico also anchors wines associated with Taburno and Basilicata's Vulture area, giving the grape several important territorial identities rather than one universal style. Modern vineyard and clonal work continues to examine that diversity. The lesson is to connect Aglianico's naturally substantial structure with the wine's actual origin and aging: a youthful regional bottling and a mature Taurasi may share a grape while serving very different needs at the table. [2, 3]

MILESTONES

1500s
Sante Lancerio discusses Aglianico wine from the Kingdom of Naples. [1]

1800s
Wine railways and viticultural study strengthen Irpinia's trade. [2]

1970 / 1993
Taurasi becomes DOC, then DOCG. [2]

NAME & IDENTITY

Aglianico is the grape; Taurasi, Aglianico del Taburno and Aglianico del Vulture identify distinct regional wine traditions. "Ellenico" is a proposed name origin, not a proven genetic conclusion. The grape's different local selections do not make its wines interchangeable. [1–3]

KEEP THE STORY STRAIGHT

"Barolo of the South" is only a structural analogy. Aglianico is not Nebbiolo, and not all its vineyards are volcanic.

WHY IT GROWS THIS WAY

Aglianico ripens late and needs suitable exposure and a long growing season to balance fruit and tannin. Warm southern latitude does not remove the challenges of cool inland hills. Nursery work records significant local and clonal variation. Clay-limestone sites are important as well as volcanic ones; use a producer's actual vineyard description. [2, 3]

STYLES & APPELLATIONS

Key reference points are Taurasi DOCG, Aglianico del Taburno DOCG and Aglianico del Vulture, alongside younger regional Aglianico wines. Aging and extraction can change the experience substantially. Do not insist that every Aglianico needs years of cellaring; equally, do not promise a mature appellation's complexity from every entry-level bottle. [2, 3]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Cantina Il Passo: historical discussion of Aglianico and Sante Lancerio's account.
[2] Consorzio Tutela Vini d'Irpinia: Aglianico, Taurasi and the wine railway.
[3] Vivai Cooperativi Rauscedo: Aglianico profile, origins and clonal diversity.
[4] Enotec Imports: Russo Taurasi Macrì and portfolio.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.

Brachetto

Rose and fresh-berry perfume in an aromatic red.

Carta d'identità — GRAPE AT A GLANCE

TYPE
Red · aromatic

PRONUNCIATION
brah-KEHT-toh

PRINCIPAL HOME
Piemonte · Acqui / Asti / Alessandria

Brachetto is an aromatic red grape, not Moscato. Perfume does not guarantee sweetness, and not every Brachetto-based wine is Brachetto d'Acqui DOCG. [1–3]

TODAY

Floral, berry-led wines offer a welcoming sweet-red option in familiar fizzy styles; dry expressions also exist, so check the bottle. [2–4]

ITS ROOTS

A local aromatic grape weakened by phylloxera, then revived with producer commitment and techniques that preserved its fragrance. [1–3]

THE 15-SECOND SELL

"Brachetto brings rose and fresh-berry perfume to a joyful red-wine style: an easy way to make sweet-wine drinkers feel included rather than overlooked."

Nel calice — IN THE GLASS

Typical profile [2, 4]

BODY
Light in sweet, fizzy styles

STYLE
Often sweet · check label

CHARACTER
Rose · strawberry · raspberry

WHERE IT FITS

A red-wine option for Moscato drinkers, fruit desserts and celebrations.

For Moscato drinkers seeking a red option, offer a comparable occasion—not the same grape. Describe sweetness and gentle fizz honestly, and serve the actual style appropriately.

A tavola — AT THE TABLE

Strawberries, berry tarts, fruit desserts, light chocolate desserts, brunch and selected gently spicy dishes.

IN THE ENOTEC PORTFOLIO

Vivace! Sweet Red is Brachetto-based with other aromatic red grapes. Present it as a blend, not as 100% Brachetto or Brachetto d'Acqui DOCG. [4]

Teach it: Present Vivace! as a Brachetto-based blend and verify sweetness, alcohol and sparkle from its technical sheet.

Profiles are typical, not wine specifications. Pairings and account uses are suggestions. Confirm SKU, vintage, blend and availability.

History, vineyard context and numbered sources on the reverse.

Brachetto

Piemonte's aromatic red, rebuilt around fragrance and pleasure

HISTORY, ORIGIN & EVOLUTION

Sorting a fragrant grape from a tangle of names

Brachetto's history contains several similar names that did not always describe the same grape. The Italian Vitis Database identifies an aromatic Brachetto from the Alessandria area in Demaria and Leardi's 1875 work as a recognizable predecessor of the variety now registered under that name. Earlier accounts sometimes confused it with grapes from Nice. This makes a careful documentary story more valuable than a claim that the modern cultivar can be conclusively traced to a famous Roman love potion. [1]

A fragile position after phylloxera

Phylloxera sharply reduced Brachetto's vineyards, and the grape struggled to recover its former place. Its later revival required more than surviving vines: producers needed a reproducible style and a reason for customers to choose it. Official appellation history associates the 1950s recovery with Arturo Bersano and the use of pressurized-tank methods, helping preserve the grape's floral and berry character in a fresh, accessible wine. Technology served a local variety rather than replacing its identity. [2, 3]

Protection and a more visible market role

Brachetto d'Acqui received DOC recognition in 1969 and DOCG status in 1996. Sweet, lightly sparkling or sparkling reds became the variety's best-known commercial expressions, but its history also includes dry wines. The relevant distinction is between the aromatic grape and a particular finished style. Its modern usefulness lies in making that clear: natural perfume, sweetness, alcohol and bubbles are separate elements, and the exact combination must be established from the wine's designation and technical sheet. [2, 3]

MILESTONES

1875
Demaria and Leardi describe aromatic Brachetto in Alessandria. [1]

1950s
Bersano and tank-method production support a revival. [3]

1969 / 1996
Brachetto d'Acqui becomes DOC, then DOCG. [2]

NAME & IDENTITY

Brachetto is an aromatic red grape. "Aromatic" describes its natural perfume, not a guarantee of residual sugar. Similar historical names, including the Braquet of Nice, should not be used as evidence of identical varieties. Keep grape, appellation and sweetness level separate. [1–3]

KEEP THE STORY STRAIGHT

Brachetto is not automatically Moscato, not always sweet, and not every Brachetto-based wine is Brachetto d'Acqui DOCG.

WHY IT GROWS THIS WAY

Brachetto's distinctive asset is its aromatic fruit. Vineyard decisions and gentle cellar handling aim to preserve that character. For sweet, low-alcohol styles, fermentation management retains grape sugar rather than fermenting it all into alcohol. A grape's perfume and a wine's final sweetness are related in the drinking experience, but are not the same property. [2–4]

STYLES & APPELLATIONS

Brachetto d'Acqui DOCG is the protected reference for the familiar sweet red styles. Other Brachetto-based wines may be blends or carry different designations. Dry expressions also exist. Verify the actual alcohol, sweetness and level of sparkle; do not transfer DOCG rules or a pure-variety claim to a proprietary sweet-red blend. [2–4]

SOURCES & FURTHER READING

Online source titles are clickable

[1] Italian Vitis Database: Brachetto, naming history and the 1875 description.
[2] Regione Piemonte: Brachetto, history and appellation milestones, 2024.
[3] European Union: Brachetto d'Acqui specification history, Official Journal 2020/C 32.
[4] Enotec Imports: Vivace! Sweet Red technical sheet; aromatic-grape blend.

Proposed origins and traditional accounts remain qualified. References and historical body copy are retained from v005; this edition reorganizes the material for distributor use.