

S E R E N E L L I



Alberto Serenelli is carrying on the family traditions which began in 1920 by “Nonno” Alberto. He started to use the Montepulciano varietal grown on the hillsides of Monte Conero, an area which is designated as Rosso Conero D.O.C. in 1967. This is a very small viticultural area compared to other D.O.C.’s. This characteristic, along with the special soil and micro climate promotes the production of unique wines.

In the 1930’s, “Nonno” Alberto creates wines using 100% Montepulciano grapes, a highly unusual practice in those days. Years of research and experimentation have led to the identification of the best clones, root stocks and vineyard locations. In the 1980’s, Alberto “Junior”, with the assistance of “Nonno” Alberto and father Cesare, takes leadership of the family farm and winery. In 1985, Alberto Serenelli unlocks the potential of the Montepulciano grapes, with the first production of “Varano”, made with 100% Montepulciano. The wine is made only in special years, and one has to wait until 1994 for the next vintage. Luckily the last few years have been outstanding, so the wine is also made in the 1998, 1999 and 2000 vintages. Land in the hamlet of Boranico in Varano on Monte Conero is purchased and Montepulciano is planted using the high density, low yield system. This is destined to be the crown jewel of the winery, with grapes that will produce wines of incredible character. 1999 marks the first release of Varano and Trave from these vineyards.

Experience, passion and enthusiasm feed the desire to create “Trave”, “Varano” and “Marro” of great character and personality, fruit of exclusive use of the Montepulciano grape. The newest creation: Boranico is a 50/50 blend of Montepulciano and Merlot. Another spectacular wine from Serenelli.

ROSSO CONERO

"MARRO"

REGION: Marche

WINEMAKER: Alberto Serenelli & Sergio Paolucci

VARIETAL: 100% Montepulciano

COLOR: Dark plum red

BOUQUET: Notes of raspberries and dates with a hint of chocolate

TASTE: Stewed fruits and anise

AGEING: 6 months in Slavonian oak

VINEYARD SIZE: 5 acres

YIELD PER VINE: 2 lbs

CASES PRODUCED: 1,250

FOOD PAIRING: Red meat dishes, grilled sausages and pasta with rich sauces

SERVING TEMP: Room temperature: 68° F (20° C)

