

# *Ag. Az. SERENELLI*



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. 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

### *"Trave"*

REGION: Marche  
WINEMAKER: Alberto Serenelli and Sergio Paolucci  
VINEYARD SIZE: 2.5 Acres  
YIELD PER VINE: 2 lbs  
GRAPE TYPE: 100% Montepulciano  
COLOR: Deep, dark red  
BOUQUET: Aromas of sweet dates, raspberries and fresh green timber  
TASTE: Jammy ripe fruit flavors with an intense finish  
BARREL AGEING: 18 Months in 100% new Allier barriques  
RECOMMENDED DISHES: Ideal for all rich flavorful dishes, meats and aged cheeses  
BOTTLE PRODUCED: 3,390 “Chinois” Bottles  
SERVE: Room temperature; 68° F (20° C)



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