

# HB Wine Merchants presents wines from: **VoerzioMartini**

ITALY



## Barolo “La Serra”



DOCG

### Brand Highlights

- 100% Nebbiolo from the Piedmont region of Italy
- Veteran winemaker Gianni Voerzio is joined by Mirko & Federica Martini to introduce a new premium family of wines from grapes indigenous to the Piedmont region
- La Serra is the name of the vineyard—this single vineyard is 2 hectares with vines planted almost 50 years ago in clay & sandy soil

### The Estate

VoerzioMartini introduces the newest generation of wine makers in Piedmont, Italy. Gianni Voerzio has been making wine for more than 30 years in these vineyards....he is now joined by twins Mirko & Federica Martini who will continue the brand's terroir-driven winemaking tradition. The vineyards are located in Langhe, a wine region within Piedmont known for its beautiful rolling hills topped by picturesque towns. With eight hectares of total vineyard land located in the La Morra region of the Langhe, the wines from VoerzioMartini emphasize the characteristics of the soil and terroir of this fast growing wine region.

### Wine Making

The winery is located in La Morra. Federika handles the operational side of the business while Mirko is the head winemaker, with guidance and mentoring from Gianni. Mirko's approach is a more traditional style—lots of concentration, less new oak and larger barrels for aging. All grapes are harvested by hand using small crates to prevent crushing. Fermentation takes place in stainless steel tanks and lasts approximately two weeks. After malolactic fermentation, this wine is aged in French oak for 24–30 months.

### Tasting Notes

Intense ruby red color. On the nose, fresh strawberry jam married with blackberries and essence of vanilla. Rich with tannic balance, notes of cocoa and overripe fruits give this well-structured wine great longevity and power.

### Press

- ◆ 2013 Vintage **90 Points**—Wine Enthusiast
- ◆ 2013 Vintage **95 Points**—James Suckling
- ◆ 2012 Vintage **95 Points**—James Suckling

### Product Specifications

- Available in 750mL w/ natural cork
- UPC: 8 75734 00394 4
- SCC: 108 75734 00394 1
- Case (in.): 12.2 x 10.4 x 6.9