

BOTTER



Venezia 1928



MERLOT VENETO IGT

Botter has been synonymous with wine since 1928. A wide range of products, the majority of which is made with grapes from native vines to emphasize its multi-territorial approach that embraces all of Italy.

INSPIRATION

Where it all began at the turn of the last century: Venice and its province.



CONSUMER SEGMENT

Lovers of contemporary classics, dynamic people who stand out for their sophistication, even at the table.



BRAND

The brand bears the name of the family that has been leading the company for three generations. In 1928 Carlo Botter and his wife Maria started a small retail business selling wines in bulk and in demijohns that became an entrepreneurial business model already by the late post-war period, when their sons, Arnaldo and Enzo started exporting bottled wines beyond national borders. At the end of the 90s the third generation - Annalisa, Alessandro and Luca - gave a further entrepreneurial impetus to the company, which led Botter S.p.A. to become a leader in the world of Italian wine.



DESIGN

Together with the new payoff, it emphasizes the sense of belonging to a territory, a history, a culture and to the values of the city that the whole world knows and envies us for. The details in the packaging highlight the search for strong continuity with the past and, simultaneously, renewed momentum in the future: the soft wave that cuts across the label is a strong reference to fresh water, the gold leaf and gloss paint finishes evoke the glitz and glamour of the city's buildings; finally, the six horizontal lines are a tribute to Venice's sestieri.



WINE STYLE

Intense wine with a vinous and intriguing flavour on the palate; dry and soft, pleasantly long in the end.



VENETO REGION

Temperate, mitigated by the sea, the chain of the Alps protects it from the northern winds. Winters are cold and wet, summers are hot and sultry with medium temperature excursions.



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Merlot



Clay,
sandy soil



18/20 °C



12% vol
750 ml
1500 ml



Intense red color



Clean bouquet with notes of
currants and violets



Warm, smooth and harmonious
with soft tannins



Lovely with savoury dishes such
as risotto with mushrooms, with
pasta ravioli. Pleasant
accompaniment to boiled or
roasted meats

VINIFICATION:

The harvested and destemmed grapes have been vinified with 7/8 days of maceration in order to extract colour and structure. The alcoholic and malolactic fermentation are made in stainless steel tanks at a controlled temperature 25/27 °C.