

# CÀ VITTORIA



## APPASSIMENTO, ROSSO PUGLIA IGT

*A wine with an authentic story to tell that exudes intensity and strength with every sip.*

### INSPIRATION

During the Bronze Age, the city of Canne della Battaglia was the site of the memorable battle between the Carthaginians and the Romans.

The ruins of a domus (house), a treasure preserved by the city, are of particular importance from a historical and an artistic point of view due to the beauty of the paintings on the walls and the precious mosaics on the floors.



### CONSUMER SEGMENT

From boomers to millennials, by way of generations z and x; they love classics and research the history that expresses itself through the brands.



### BRAND

The name Cà evokes the ruins of the domus, (Roman house) while the word Vittoria (victory) evokes the battle between the two peoples, which ended with the victory of the Carthaginians.



### DESIGN

A lavish style with extensive gold embossed embellishments designed to resemble the uniqueness and refinement of the mosaics on the floors of the ancient ruins.



### WINE STYLE

An intense wine with a vinous and intriguing aroma on the palate, dry and soft, with a pleasantly long finish.



### APULIA REGION

The climate is warm and temperate, with abundant rainfall throughout the year. In summer, the African winds cause a rapid and marked rise in temperatures with significant temperature fluctuations.



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## APPASSIMENTO ROSSO PUGLIA IGT VINO PASSITO



Red grapes



Clay,  
calcareous



18/20 °C



Apulia

### VINIFICATION:

In the last ten days of September the perfect ripeness of the grapes is reached and winemaking process starts from the vine. The withering process takes place in the vineyard by cutting the petiole of grapes but leaving them on the vine for about 15-20 days, during this period 50% of their weight evaporate. This will allow for wines with typical notes of ripe fruits, such as plums and raisins. The hand-picked grapes are pressed and the fermented. The skins are left in contact with the must for a long period to extract flavours and the characteristic red colour. Subsequently the wine is left to complete the malolactic fermentation; this contributes to the peculiar complexity of this wine.



14,5% vol  
750 ml



Deep red colour



The good late maturation gives the characteristic notes of ripe and dried fruits, such as plums and raisins



The subsequent slight oak aging gives the pleasant notes of chocolate and spices that make this wine harmonic and balanced, pleasant and mature



Great wine for roasted meats and with game dishes such as wild boar and deer. Excellent with mature and savory hard cheeses, it is also a good meditation wine