

CALEO



PRIMITIVO PUGLIA IGT

From Tuscany to Sicily by way of Abruzzo and Puglia: this is Caleo. An itinerary through central and southern Italy, to savor the diverse landscapes from east to west while capturing the uniqueness and variety of each area.

INSPIRATION

A journey of discovery into the art of winemaking in the sunniest part of the Bel Paese, to be shared and enjoyed together.



CONSUMER SEGMENT

From boomers to Gen-Z, these wines cut across generations and occasions.



BRAND

Dreaming of being lulled by the sun of Puglia, caressed by the breezes of the Abruzzo hills or kissed by the Calabrian sun: it happens when you choose Caleo, whose name sounds like a plant used in ancient times by shamans to reach a lucid dream state.



DESIGN

Distinctive, simple and colorful. The brand name is highlighted at the top of the label and, on the opposite end, the statue of a God is depicted carrying the sun and illuminating the lands thus promoting fertility.



WINE STYLE

Each wine of this line is made from native grape varieties, which exude the terroir expression in every easy-to-drink glass.



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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Primitivo



Clay,
calcareous



18/20 °C



Apulia



13% vol
750 ml

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 steel tanks at a controlled temperature 25/27 °C.



A dark, intense-red colour
with violet highlights



Intense and fragrant bouquet
with a rich variety of
sensations



Pleasant, harmonic and
velvety taste



Great wine for roasts.
Excellent with cheeses and
soups