



## PRIMITIVO PUGLIA IGT, ORGANIC WINE

*Era, a line of mono varietal organic wines made with grapes from indigenous vines to emphasize the multi-territorial approach that embraces all of Italy.*

### INSPIRATION

Nature, complex and perfect in its simplicity.



### CONSUMER SEGMENT

Consumers who are aware that healthy drinking is synonymous with feeling good. The ethical aspect is also very important: the production system of organic wines ensures greater respect for the environment.



### BRAND

ERA (age), by definition, is a historical period marked by important events; for us, it was the first step toward the consciousness and acknowledgment of the wonderful environment in which we live and the strong desire to protect and preserve it for future generations.



### DESIGN

Fresh, straightforward; the wine label design, which features simple and intuitive references to nature, is just as captivating as the wine.



### WINE STYLE

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



### 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.





## PRIMITIVO PUGLIA IGT ORGANIC WINE



Primitivo



Clay,  
calcareous



18/20 °C



### 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. Three months of aging in barrels complete the winemaking process before the bottling time.



13% vol  
750 ml



A dark, intense-red colour with violet highlights



Intense and fragrant bouquet with a rich variety of sensations



Varietal characters are especially blackberry, cherries and ripe fruits in general. A very interesting structure is achieved due to the good balance between the soft tannins and acidity



Great wine for roasts. Excellent with cheeses and soups