



## THE VINCHIO-VAGLIO SERRA WINERY

The Vinchio-Vaglio Serra Winery Cooperative was born on the 19<sup>th</sup> of February 1959 from the will of 19 wine growers who saw the opportunity to increase the financial remuneration of Barbera grapes thus guaranteeing the future of their companies and land. In that same year, the members started to provide grapes grown mostly in the Vinchio-Vaglio Serra and Nizza areas to the Cooperative Winery.

Now able to assume an even more central role in the regional economy, the winery decided to stimulate production by asking the members for their entire grape harvest. The increase in the mass of grapes pushed the winery to increase its capacity that in 1964 grew from 20,000 hl to 27,000 hl. As the volume increased, so did the quality because often the best Barbera grapes are produced in that 35% managed by the wine growers.

The dividend reform dates back to the 1970s when the Cooperative Winery encouraged improvement by giving premium for each sugary grade above average. The wine growers put more attention on the agronomic phase so the Cooperative Winery increased its capacity again to 35,000 hl. In the 1980s, the winery engaged the difficult challenge to modernize its facilities and practices to make better wine from the better quality grapes. The vines are the central element in their new philosophy. They distinguished between the vineyards according to the quality of their grapes, selected the products and gave different personalities to each label. The Vigne Vecchie project was born in this climate. The old vineyards became a heritage to preserve from which to collect grapes and produce wines able to express Barbera in all its potential. The Vigne Vecchie Barbera d'Asti DOCG resulted from this and since 1987, represents the Vinchio-Vaglio Serra Winery to the world.

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## THE WINERY TODAY

Despite the time-driven changes, the winery still maintains its original vocation: to preserve the health and vigor of the small growers through a collective and organized effort. Consequently, the region is safeguarded in a way that only companies producing viable incomes can ensure, companies with the mission of strong social themes reached through the concept of quality. From an undistinguished mass product we have come to differentiate grapes and vineyards. This results in a wide range of labels that embrace and showcase the regional oenological heritage. Not only in the Piedmontese DOC but also the large DOCGs such as Barolo, Barbaresco, Gavi, Asti, and Arneis and the great passion for Barbera interpreted by both large labels such as Vigne Vecchie and fresher, easier to drink wines with more of the typical varietal characteristics.

## YEAR 2016

<b>Associated Winegrowers</b>	187
<b>Cultivated Hectares</b>	472
<b>Barbera Hectares</b>	302
<b>Grapes Quintals</b>	45.300,52
<b>Barbera d'Asti Docg Quintals</b>	9.996
<b>Nizza Docg Quintals</b>	1090
<b>Piemonte Doc Barbera Quintals</b>	15.746
<b>Wine Hectoliters</b>	33.555
<b>Italian market</b>	75% ca.
<b>Foreign markets</b>	25% ca.
<b>Main foreign markets</b>	Usa, UK, Germany, Swiss, Benelux, Denmark, Scandinavia, Baltic countries, Canada, Japan, France, China, South Korea, Ireland, Slovakia, Austria

## THE BARBERA

Even if there were other reasons to guess its cultivation here since medieval times, the official Barbera historiography dates back to 1512 with a cadastral municipality act in Chieri that indicates Barbera's presence. Immediately used to produce wine for personal consumption, it is quickly identified as a daily wine. Spread throughout the entire Monferrato area, it is recognized as a Piemontese vinyard by the Conte Nuvolone who in 1798 inserted it in the first edition of "Ampelography". These are the years Barbera conquers the neighboring markets while waiting for the new railway to Genova and its harbor to reach Mediterranean routes. A commercial growth followed in the post-phylloxera period thanks to Barbera's resistance to the disease.

Even if Barbera kept a prominent role in local viticulture throughout the 1900s, a new era is born in the 1980s stimulated by a group of wine growers with the desire to improve their grapes' quality. This begins with big work in the field with affirmed concepts such as clone selection, thinning, grapes selection, maturation monitoring, and in the winery with the improved use of malolactic fermentation as well as barrels and barriques.

Barbera is a medium vigor variety with high fertility and constant production. The grapes have high acidity and low tannins that gives longevity to the wine and a pleasurable mouthfeel as well as high levels of anthocyanins that contribute to the wine's bright and deep color. It grows well with many different techniques but the "controspalliera" with Guyot pruning is the most preferred with ten buds on one single fruit branch. Barbera is resistant to downy mildew, powdery mildew, and phylloxera.



## THE VIGNE VECCHIE (OLD VINEYARDS) PROJECT

The Vigne Vecchie (old vineyards) project took shape in the 1980s spurred by the desire and will to save historic vineyards whose existence was threatened by new and more productive vines. The winery created a high remuneration project which compensated the growers for the exiguity of their grapes. Inspired by Giuliano Noe, one of Barbera's fathers, the Vigne Vecchie Project is born. New Barbera d'Asti is made from older than fifty years vineyards. They identify the better individual vineyards and the winery assists the wine growers through harvest (made with a special basket). The grapes are hand checked when they reach the winery. Separate fermentation and aging in small oak barrels completes the oenological process. The result is a high profile Barbera. With its deep, complex aroma and an intense, ruby red color that lets unfold the perfume of ripe fruit, the Vigne Vecchie reveals in the mouth all its body full of fruit and mellow spice that can be aged for long times as only big wines can be. The attention the Vinchio-Vaglio Serra winery gives to preserve the Vigne Vecchie finds recognition in Carlo Petrini's words that in 2004 defined it as "the mother of all Barbera".



## THE OTHER LABELS

Barbera represents without a doubt the winery's reference. The entire Barbera pyramid of quality from the Piedmonte DOC to the Nizza DOCG is well represented with both fresh, ready to drink young wines as well as more complex wines destined for long aging in the cellar. The different production methods mean Barbera is a versatile wine able to be paired with a variety of traditional, national, and international foods.

The winery also produces the principal Piedmontese varieties Dolcetto, Grignolino, Fresa, Nebbiolo, Barnarda, Brachetto, and Ruche, a yearly wine tradition with DOC and DOCG denominations to be presented to wine enthusiasts around the world. This production also includes white wines. Together with the DOCG Gavi and Arneis, there are Piedmonte DOC labels of typical local varieties such as Cortese as well as international varieties such as Pinot, Chardonnay, and Sauvignon. Attention is also given to sparkling wines with the fresh "Castello del Mago" and "I 3 Vescovi Rose", a traditional Barbera method. The Vinchio-Vaglio Serra Winery offers a wide range of wines each with a well defined identity; a red line represented by a constant search for quality that always characterizes their choices.

## THE TASTE OF TERROIR

The hills around Vincchio-Vaglio Serra are famous not only for Barbera but also for fruits and vegetables and for food. The high biodiversity of the region's produce is well represented by the multitude of dishes with old peasant origins.

First of all must be the truffle which finds its ideal ambience in the dense forests interspersed throughout the landscape. The Monferrato is one of the principal areas where this Hypogeous mushroom grows. Collected in September, truffles can be black or white, more intense and rare. There are a lot of recipes that include this small and big treasure such as: raw meat salad (tartare), tajarin, eggs "all'occhio di bue", and herbs tagliata. A traditional can't miss dish is "agnolotti", a special hand-made pasta originally filled with roasted ground meat and seasoned with the same roast meat sauce to respect the tradition that refuses any waste.

Also typical is "bagna cauda" literally "hot bath". Born to accompany seasonal vegetables, it became a convivial ritual where diners dip their vegetables into the same bowl. The dish includes garlic, olive oil, and anchovies simmered to a sauce over low heat. Perfect with Nizza Monferrato's humpback cardoons, it also pairs with all the vegetables throughout the year. Another classic delicacy of the area is asparagus.

But Monferrato's food is much more, a peerless range of dishes and ingredients in terms of taste and variety from a heritage developed over the centuries using the products of the land.