

Bosco  
del  
Merlo

# Why

## BOSCO DEL MERLO

- Sustainable winery **since 1977**
- **5 different appellation** within the same brand
- Representation of **most famous Italian varieties and native Friulian grapes**
- Complete line up expressing the **Identity of Friuli** with an authentic taste
- Unique soil close to **Italian Dolomites**
- Leading by a **young** and dynamic **third generation**
- Unique social project life in rose' - supporting women
- Predominantly female team **(60%)**
- Experience worldwide **52+ markets**
- Nice and catchy **labels retail friendly** with a strong storytelling
- Great synergies with **worldwide known artists**
- **Post sales support** with market visit and incoming
- **Enjoying the Italian Life style**



# Our home

## THE TERRITORY





Bosco del Merlo is located in the **western Friuli Venezia Giulia area**, in Squali.

This area is particularly suitable for the growth of vines: the **calcareous soil, rich in stones**, is perfect for the proper ripening of grapes.

**HECTARES: 100**  
→ International and indigenous grapes



### MAGREDI

The skeletal, pebble-rich soil **reflects the heat** during the day and at night **it returns the heat accumulated** during the sunniest hours.

**THE GOOD THERMAL EXCURSIONS ENHANCE THE CONCENTRATION OF AROMAS IN THE GRAPES!**



Another peculiarity of this area is the **Caranto**: a calcareous soil of fluvio-glacial origin composed of a particular stratification of **clay** and **gravel** that gives to white wines a **particular freshness and salinity**.



# Our history

OUR ROOTS



Valentino Paladin - the founder

Bosco del Merlo was founded in **1977** by *Valentino Paladin* and now his grandchildren have taken over the reins of the estate.



Martina Paladin



Valentino Paladin



Francesca Paladin

Martina, Valentino e Francesca represent the **third generation of winemakers**.  
*Valentino* actually lives in **Sequals** to **oversee the vineyard's development**.  
*Martina* and *Francesca* take Bosco del Merlo **around the world** and they oversee **strategic commercial activities, communication** and **wine tourism**.

GREEN IS BETTER

# Our mission

SUSTAINABILITY & HEALTHY LIFESTYLE

# 4V Project

4V Project is a protocol created by Bosco del Merlo that aims to **promote sustainability with a 360° approach:** respect for the **Vine**, safeguarding the **Green**, producing Sustainable **Wine** and protecting **Life**.

## VITE - VINE

- PRECISION VITICULTURE (**VIGOR MAPS**);
- FERTILIZATION IS DONE USING **ONLY ORGANIC MATERIAL** (COMPOST) **NO**
- **CHEMICAL HERBICIDES** ARE USED;

## VINO - WINE

- WORKING IN INERTED SYSTEM
- CONTROLLED TEMPERATURE AND QUALITY
- **IFS CERTIFICATION**

## VERDE - GREEN

- RESPECT AND PROTECTION OF **BIODIVERSITY**
- **ENERGETIC SAVING**
- **WATER DEPURATION**
- NO WASTE OF ENERGY, PACKAGING SUSTAINABLE
- **PHOTOVOLTAIC SYSTEM**

## VITA - LIFE



- **EQUALITAS, VEGAN and IFS CERTIFICATION**
- ADDITIONAL ACTIVITIES TO SUPPORT THE COMMUNITY
- COLLABORATION WITH **UNIVERSITIES** FOR R&D



# Life In Rosè

**The Life in Rosè project** was launched in **2018** in connection with the Pink Ribbon campaign, which Bosco del Merlo supports every year through a donation dedicated to prevention.

Building on this experience, Life in Rosè has grown into a broader project, reflecting the company's commitment to promoting a **healthy, mindful and active lifestyle.**

An initiative focused on women's well-being, understood as a balance between body, mind and human connection, fostered through sports activities, shared moments and experiences of empowerment. The project is represented by its ambassador wines, Prosecco Rosé and Pinot Grigio Rosè, symbols of energy, conviviality and positivity.

Life in Rosè supports and promotes sports, social and empowerment events in Italy and around the world, such as **Treviso in Rosa, CIBIC Run for the Cure, Women in Wine Chicago** and **Breast Agenda Sydney.**



**Through the Life In Rosé project, we have already invested €43.700 in initiatives supporting women.**

# Sparkling Wines



Prosecco DOC  
Millesimato Brut



The Drink Business  
Silver Medal



Gambero Rosso  
2 bicchieri



CSWWC  
Silver Medal



Bibenda  
3 grappoli



Vitae AIS  
3 viti



Luca Maroni  
93 points



Prosecco DOC Rosé  
Millesimato Brut



Gold Medal  
The Global Prosecco Masters  
by The Drink Business



Gambero Rosso  
2 bicchieri



CSWWC  
Silver Medal



Bibenda  
3 grappoli



Luca Maroni  
94 points



Prosecco DOC  
Millesimato  
Extra Dry



I Migliori Vini Italiani  
Luca Maroni  
91 points



Valdobbiadene  
Prosecco Superiore  
DOCG

# Still Wines



Chardonnay Bricola  
DOC Friuli

91 PTS.  
JAMES SUCKLING.COM

91 points  
James Suckling

I MIGLIORI VINI ITALIANI  
Luca Maroni

I Migliori Vini Italiani  
Luca Maroni  
93 points



Pinot Grigio Tudajo  
DOC Friuli



Gambero Rosso  
2 bicchieri

90 PTS.  
JAMES SUCKLING.COM

90 points  
James Suckling



Bibenda  
3 grappoli

I MIGLIORI VINI ITALIANI  
Luca Maroni

I Migliori Vini Italiani  
Luca Maroni  
95 points



Pinot Grigio Rosè  
DOC delle Venezie

90 PTS.  
JAMES SUCKLING.COM

90 points  
James Suckling

I MIGLIORI VINI ITALIANI  
Luca Maroni

I Migliori Vini Italiani  
Luca Maroni  
96 points



Turrano Sauvignon Blanc  
DOC Friuli



Concours Mondial  
Du Sauvignon  
Silver Medal

91 PTS.  
JAMES SUCKLING.COM

91 points  
James Suckling



Bibenda  
4 grappoli



5 Star Wines Vintaly  
92 points

I MIGLIORI VINI ITALIANI  
Luca Maroni

I Migliori Vini Italiani  
Luca Maroni  
96 points

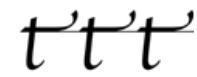
# Still Wines



Bibenda  
4 grappoli



I Migliori Vini Italiani  
Luca Maroni  
95 points



Vitae AIS  
3 viti

Traminer Aromatico  
Ibisco DOC Friuli



Bibenda  
3 grappoli



I Migliori Vini Italiani  
Luca Maroni  
94 points



Vitae AIS  
3 viti

Ribolla Gialla  
Iside IGP Venezia Giulia



95 points  
I Migliori Vini Italiani  
Luca Maroni

Pietris Friulano  
DOC Friuli



Gambero Rosso  
2 bicchieri



Bibenda  
4 grappoli



Vinibuoni d'Italia  
4 stelle



I Vini di Veronelli  
3 stelle



I Migliori Vini Italiani  
Luca Maroni  
91 points

Verduzzo Passito Soandre  
DOC Lison Pramaggiore

# Still Wines



Cabernet Sauvignon  
Nono Miglio DOC Friuli



Wine Enthusiast  
91 points + best buy



I Migliori Vini Italiani  
Luca Maroni  
94 points



Primont Pinot Nero  
DOC Friuli



I Migliori Vini Italiani  
Luca Maroni  
93 points



Vitae AIS  
3 viti



Syrah Seduzione



Gold Medal  
Asia Wein Trophy



Merlot Riserva Campo Camino  
DOC Venezia



Bibenda  
4 grappoli



Gambero Rosso  
2 bicchieri



I Migliori Vini Italiani  
Luca Maroni  
94 points

# Still Wines



Refosco Riserva Roggio dei Roveri DOC Friuli



Gambero Rosso  
2 bicchieri



Wine  
Enthusiast  
90 points



Bibenda  
4 grappoli



Vinibuoni d'Italia  
4 stelle



I Migliori Vini Italiani  
Luca Maroni  
94 points



Gambero Rosso  
2 bicchieri



Wine Enthusiast  
92 points



Bibenda  
4 grappoli



James Suckling  
92 points



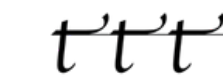
The WineHunter  
Rosso



I Migliori Vini Italiani  
Luca Maroni  
94 points



Vineargenti Rosso Riserva DOC Venezia



Vitae AIS  
3 viti

