Winemaker: Massimo Lovisolo
Generation: 5th

SCARLET VINEYARDS

Blackberry Red Blend 375

Low in alcohol but big on flavor, this juicy red blend is bubbly and refreshing, with aromas of sweet cherry cobbler, black cassis, and a hint of wild rose. The palate is semi-sweet but never cloys, with tons of ripe, summertime cherry and a balanced, clean finish. Made in Italy's Piedmont region by the Lovisolo family, whose 120 years of winemaking experience shows with every sip! Enjoy slightly chilled.

WINEMAKER BIOGRAPHY

Weaving ancient production techniques with modern technology, the Lovisolo family of Piedmont brings all their talents to bear with the Scarlet series. Naturally vibrant and low in alcohol, these delicious drinks are ahead of the curve, and come in fully recyclable, carbon neutral packaging.

ENOLOGIST

Loris Gava

TASTING NOTES

Color	Bright ruby with purple highlights
Nose	Sweet cherry cobbler and cassis with hints of wildflowers
Palate	Ripe, summertime cherry
Finish	Semi-sweet but clean, with a hint of slate

VINEYARD & VINIFICATION

	12
Vineyard Location	Piedmont
Vineyard Size	60 ha
Varietals List	70% Brachetto 15% Dolcetto 15% Lambrusco
Farming Practices	Sustainably farmed, including dry-farmed; grapes picked by hand
Elevation	280-430 m
Soils	Calcareous marl
Maturation Summary	In Steel for 11-13 months and Bottled for 2 months
In Steel	11-13 months
Alcohol	5.0 %
Acidity	5.5 g/liter
Residual Sugar	11 g/liter
Annual Production	450,000 bottles

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SCARLET VINEYARDS

With nearly 130 years of wine expertise behind them, the Lovisolo family is proud of their humble, hardworking, Piemontese roots. Massimo Lovisolo can tell you all about his great-grandfather and four great-uncles who decided to abandon their grueling jobs as day workers, replace the mulberry trees growing on their 14 hectares of land with grape vines, and finally go into business for themselves... That original farm, named Ca'd'Murin, lay the groundwork for the family's future success – the five brothers started selling demijohns to local taverns, then began operating wine bars of their own as far as Genoa and Milano. By 1920 this trade had expanded, and the family became full-on distributors, working with a host of farmers and delivering wine to big cities. This industry paid off, and by the mid-1990's, the third and fourth generations of Lovisolo wine merchants had opened a regional bottling facility – today named So.Vi.Pi - allowing their neighbors to bottle and brand their small batch wines.

Today, the family's center of operations remains based in their sub-alpine hometown of Calamandrana, where So.Vi.Pi assists in the stem-to-stern production of wines from throughout the region. Their focus continues to be local wines from Piedmont – especially sparkling wines - and they pride themselves on their constant update of winemaking technology and staying ahead of trends. Despite all their innovation and success, however, the family has never forgotten their roots. Director of Operations, Loris Gava, smiles when he speaks of the working environment: "Our customers are all acquaintances and friends. Picture us all there... having local tagliolini made with forty yolks while discussing wines!" Such proximity to local growers also gives the Lovisolo's direct access to the region's best fruit when it comes to projects like Scarlet. They pride themselves both on a high cost-to-quality ratio and elevating the community's standards. Notably, they believe in taking the best of old winemaking techniques and modernizing them to achieve the best of both worlds For example, while the use of carbon-neutral aluminum bottles is modern, the overall concept centers on an ancient technique called "filtered sweet". Says Gava, "The methods have changed but the concept remains the same: blocking the fermentation in a natural way, obtaining the must in a natural way and leaving a sweetness that is the result of only the grapes." With such an intelligence and heartbeat behind them, no wonder the Scarlet offerings all taste so great!

SCARLET VINEYARDS

REGION

PIEDMONT

As the name might suggest, Piedmont (trans. 'foot of the mountain') lies in the NW corner of Italy, with Alps shielding it on two sides. 40% of the region is in fact mountainous, and an additional 30% covered in subalpine hills. Borders are shared with Switzerland to the north and France to the west, with the Mediterranean coastline just 90 minutes south. This dual proximity lends itself to bold, structured wines that stand the test of time: ice-cold air from the Alps blows down at night, replacing the warm afternoon temperatures afforded by Mediterranean breezes. These significant diurnal swings allow grapes to develop over longer periods of time, often deepening their natural tannic structure.

Often described as the "Burgundy" of Italy, few would fail to place Piedmont among the world's very finest wine regions. This reputation has been earned in part thanks to its numerous small-scale, family-operated wineries and a near obsessive focus on quality. With entire villages dedicated to the production of wine, it's not unusual to hear stories of winemakers who "sleep amongst their vines", or profess goals such as "making better wine than the French".

Importantly, the region is home to more DOCGs than any other in Italy. Barolo and Barbaresco (accounting for just 3% of Piedmont's production) are just the tip of the iceberg. The Nebbiolo grape alone makes up 13 DOC/DOCG certified wines, and, thanks to topographical variation, the differences between one tiny town and the next can be astounding. With their different altitudes and expositions, for example, the Langhe hills around the town of Alba are Italy's answer to the Côte d'Or. Even though Nebbiolo has a reputation for big tannins and long-term aging, many of the sub-regions (i.e. Langhe, Alba) produce softer styles with a similar weight to whole-cluster Pinot Noir. Single vineyards in close proximity can produce very different wines, which is also why we see so many single-vineyard bottlings.