Winemaker: Gianfranco Pizzo
Generation: 1st

LUCHI

Prosecco DOC Extra Dry

Luchi is the quintessential Prosecco, with its lively bubbles, soft, warmhearted fruit, and just a touch of honeyed sweetness. Grapes are grown in the province of Treviso - in between the Italian Alps and Adriatic Sea, and just a short drive from Venice. Vibrant and perfectly priced, this friendly sparkler is born for celebrating - whether it's a special occasion or just an impromptu Tuesday night!

WINEMAKER BIOGRAPHY

Spanning all of Italy, Luchi was created to offer well-made,relatable, affordable wines for everyday use around the American table. From Primitivo grown on the heel of the boot to Prosecco crafted near Venice, Luchi represents classic Italian wines born to make your food taste great, help elevate the day, and celebrate community!

ENOLOGIST

Gianfranco Pizzo

TASTING NOTES

Color	Bright straw with green highlights
Nose	Soft aromas of citrus, peach, and white blossom
Palate	Balanced, with just a touch of honeyed sweetness
Finish	Clean and celebratory

VINEYARD & VINIFICATION

	12
Vineyard Location	Prosecco DOC, Veneto
Varietals List	100% Glera
Farming Practices	Sustainable; natural fertilizers
Elevation	150 m
Soils	Mix of calcareous clay and morenico
Maturation Summary	In Steel for 3 months and Bottled for 3 months
In Steel	3 months
Alcohol	11.0 %
Acidity	6 g/liter
Residual Sugar	11 g/liter

AUGUSTIMPORTS
WINES · SPIRITS · INNOVATIONS

LUCHI

Often, Italian wine can be complex - even intimidating - but at Luchi, we try to take all the mystery out by making things fun and accessible. Culturally, the Italians are pros when it comes to unplugging, enjoying a great meal, and letting the conversation flow for hours – and that's exactly what their wines are designed to help us all do. Always ripe but never too sweet or overdone, the wines of Luchi come from some of the Boot's best-loved places and stand as fantastic examples of what this vibrant Mediterranean land has to offer. To find them, we have traveled high and low to source the best representations of Italy's most iconic styles, seeking out winemakers who farm sustainably and love to create clean, honest wines for everyday use.

One such producer is Luca Pattaro, whose family has been farming the hills of Chianti Colli Senesi for three generations. Today he leads the estate with the same "true blue" dedication as his grandfather who planted their first vines in 1952. As Luca likes to say, "every bottle is a promise", meaning that everything worth doing – down to the last, single bottle of Chianti - is worth doing well. For Luca and his family, picking by hand and farming organically go hand-in-hand with their everyday lifestyle.

Then there is winemaker Salvatore Lovo... A trained enologist, Salvatore worked for many years as a consultant in other areas of Italy, including Tuscany, the Marche, and Abruzzo. Today, alongside his daughter, Silvia, he focuses on historic varietals that help to define his own region just south of Padua (30 minutes from Venice). Cultivated in the rolling green, volcanic hills near his home, his ultra-smooth Pinot Noir is hands-down the best we have tasted for the money. To say that the mantra of quality over quantity has been woven into Salvatore's DNA would, in our opinion, be a vast understatement!

REGION

VENETO

Home to the iconic cities of Venice and Verona, Veneto is also Italy's second most prolific region in terms of wine production. Whites like Pinot Grigio and Prosecco, in particular, are made en masse in the lowlands proximate to the Adriatic. Beyond this, however, Veneto is also home to world-class estates and wines that couldn't be made anywhere else (not least of all the renowned Amarone della Valpolicella). From coastal flatlands to subalpine hills, a vast diversity of microclimates gives this wine region a unique edge. There are an impressive 28 DOCs and 14 DOCGs, with Prosecco, Pinot Grigio, Soave, and the red wines of Valpolicella all calling the Veneto home.

Beginning on the edge of Lake Garda, this NE region has 7 provinces: Belluno, Treviso, Venezia, Verona, Vicenze, Padova and Rovigo. Its northern boundary is protected from harsh weather conditions by the Dolomites, and cooler conditions in the north are well-suited to white varietals like Garganega (the main grape in Soave). In contrast, the warmer Adriatic coastal plains and river valleys near Lake Garda are where the renowned Valpolicella, Amarone, and Bardolino reds are produced.

It is believed that Veneto is one of the oldest wine-producing regions in the world, dating back to the bronze age. Its main port, Venice, has long served as a point of entry for new varietals, and departure for its products. Italy's very first school for oenology was founded in Conegliano in 1885, and today Europe's most important wine fair, VinItaly - with a draw of some 200,000 people - takes place each spring in Verona.

PROSECCO DOC

Like the Trevenezie designation, the Prosecco DOC transcends regional borders, in this case including a large swath of (central and NE) Veneto along with the whole of Friuli-Venezie Giulia. Named after the village of Prosecco outside Trieste, today Prosecco DOCs can come from 9 different provinces across the 2 different regions. (Gorizia, Pordenone, Trieste, and Udine in Friuli, or Belluno, Padua, Treviso, Venice, and Vicenza in the Veneto.) Across the board, wines must be made using at least 85% Glera – the grape also informally known as Prosecco – with grapes such as Chardonnay, Pinot Bianco and Pinot Grigio also permitted. These additions, along with specific terroir, can certainly change the character of Prosecco, but generally speaking one can expect notes of crisp apple and pear, along with jasmine and acacia blossoms on both nose and palate. With riper fruit, peach and melon also sometimes enter the equation. Aromatics are enhanced by the (largely) cool, subalpine clime, soils rich in calcium carbonates, and also by vine training techniques; pruning with the Guyot system (or double-arched cane), for example, can also help in the production of aromatic fruit.

With the establishment of the DOC in 2009, the guidelines for making Prosecco finally firmed up after decades of IGT fluidity. Yields were officially lowered, leading to a rise in quality, along with an increased focus on terroir. Today, the appellation is actually smaller than Champagne in terms of hectares (23,000 vs. 34,000), although it produces 20-25% more wine. (In recent years, the Prosecco DOC has exceeded 450 million bottles.) Sparkling and semi-sparkling wines account for an amazing 99% of the zone's total production, with still wines eking out an existence at just 1%!