Winemaker: Gianfranco Pizzo
Generation: 1st

LUCHI

Pinot Noir

Grown in vast, green hills that were once prehistoric underwater volcanoes, this Pinot from northern Italy is brimming with layers of soft, juicy fruit accompanied by light, integrated tannins and hints of dark earth. In addition, the wine is incredibly smooth, making it perfect on its own or with cozy, bistro fare. It's rare to find such high-quality Pinot at this price from anywhere in the world - a stunning value.

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	Cherry skin
Nose	Subtle forest fruits and dark earth
Palate	Smooth, with layers of red cassis, blackberry, and wild cherry
Finish	Balanced and delicious, with some light, integrated tannins

VINEYARD & VINIFICATION

	12
Vineyard Location	Veneto
Vineyard Size	20 ha
Varietals List	100% Pinot Noir
Farming Practices	Sustainably farmed, including dry-farmed; vegan
Elevation	200-250 m
Soils	Calcareous clay, volcanic mix
Maturation Summary	Bottled for months
Alcohol	12.5 %

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.