Winemaker: Gianfranco Pizzo
Generation: 1st

LUCHI

Primitivo Puglia IGP

With ripe, powerful fruit, this iconic grape from southern Italy provides a lush yet approachable glass, full of dark plum and earthy tobacco undertones. Because it's unoaked, the finish is clean and ready for your next meal: great with bold, zingy flavors, from pasta Puttanesca to a bacon cheeseburger or spicy sausage pizza. Great on its own, too!

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	Dark ruby
Nose	Ripe plum, tobacco and earth spice
Palate	Medium-bodied, with round, sweet tannins
Finish	Plush and mouth-filling, yet clean

VINEYARD & VINIFICATION

	12
Vineyard Location	Puglia IGT, Puglia
Varietals List	100% Primitivo
Farming Practices	Sustainable; natural fertilizers
Elevation	Sea level m
Soils	Terra Rossa
Maturation Summary	In Steel for 3 months and Bottled for 3 months
In Steel	3 months
Alcohol	13.0 %
Acidity	5.6% g/liter
Residual Sugar	10 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

PUGLIA

The famous heel of the Italian boot, Puglia has a wine history dating back over 2000 years, when the Greeks first arrived on the scene. Surrounded by 3 seas (Adriatic, Mediterranean and Ionic), there are over 800 kilometers of coastline, and their marine breezes are critical for viticulture in this hot and arid location. Puglia's winemaking zones correspond directly to its provinces: Foggia in the north, Bari and Taranto in the middle, and Brindisi and Lecce to the south. While olive groves are omnipresent (the region is responsible for almost half of Italy's total olive oil production), Puglia's provinces diverge when it comes to wines.

Beyond their history and geography, the delineation between north and south can be observed directly in their wine varietals. The upper extremity of Puglia shares the same latitude as Rome, and that area produces grapes (ie Montepulciano and Sangiovese) more commonly seen in Abruzzo or Tuscany. The south, on the other hand, is a world all its own, with a separate culture (including a Greek-influenced dialect), and varietals exclusive to those latitudes – most notably the thick-skinned Negroamaro and Primitivo.

Over the past few decades - and following a postwar period that saw a marked decline in quality winemaking - Puglia has gone through some major changes thanks to investments by the EU, a generation of conscientious producers, and a host of new regulations. Once focused only on quantity, the region now has winemakers bent on showcasing the unique terroir of Puglia, including the peninsula's fascinating terra rosa soils. While it remains Italy's largest volume producer of wine grapes (with less than 10% finished in the bottle) fresh investments from influential producers and a new generation of young, artisanal winemakers have helped boost Puglia out of Europe's cellar and into the global spotlight.

PUGLIA IGT

While Puglia's 5 growing regions and dozens of DOC's lean heavily toward the traditional, there are always producers who seek the freedom of experimentation, and that is precisely where the Puglia IGT comes in. Wines purposely using varietals, percentages, terroirs, or aging techniques out of DOC bounds (for example, Palama's 'Metiusco' blend of Negroamaro, Primitivo and Malvasia Nera in the Salento subregion) all fall into this category.

The Puglia IGT is a region-wide designation and since its introduction in 1995, it has become one of the most widely used of Italy's 120+ IGT's. Given the sheer volume of wine made in Puglia, this also means that today it's one of the country's most economically significant appellations. More than 50 grape varieties were listed when the production laws were last updated, with an even split between red and white grapes. This number is likely to increase over the years, as experimental winemakers continue to seek out new avenues. As is common for IGT titles, a mix of Italian classics and popular 'international' varieties (that have migrated from France over the years) are permitted.