



AZIENDA AGRICOLA

# MOLETO<sup>®</sup>\_news

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## WELCOME TO MOLETO NOVELLO, THE FIRST WINE OF 2011



*Its genesis is undoubtedly fascinating, its roots deep in France, in the finest Beaujolais nouveau tradition. Made with the carbonic maceration technique, in Italy this wine has become THE Novello, and the Moleto wine is even more characteristic than most.*

The 2011 Moleto Novello is made from Merlot grapes, skillfully processed by Giovanni Stival. The exceptional spring/summer of 2011 produced the very highest quality Merlot grape. It is an excellent fruit that will give us a truly exceptional Novello. This is the first wine of 2011, a prelude to other whites and reds of great interest.

How is Novello made? The modern winery is an extraordinary laboratory where techniques and knowledge, tradition and innovation combine to produce wines of a higher quality than ever before.

The carbonic maceration technique involves sealing whole clusters of grapes – with the stalks – for a few days in a vat saturated with carbon dioxide (the exact number of days depends on the winemaker's choice on the basis of a variety of aspects, such as grape quality). A series of phenomena begin in this stage, in which the grapes are forced to switch to an anaerobic metabolism – as if by some mysterious alchemy of nature – involving intracellular fermentation in the grapes themselves, with transformation of part of the sugar into alcohol, the transition of carbon dioxide in the grapes, and the partial external diffusion of the CO<sub>2</sub> produced by intracellular fermentation. Then what happens? A reduction of the malic acid due to the respiratory and fermentive action, the development of substances with a fresh fruit fragrance, and the migration of coloring substances from the skin to the pulp. After the fermentation process, the grapes are crushed and any residual sugars are converted into alcohol in the usual way.

The Novello Moleto obtained using this process is characterized by a bright, transparent ruby-red color, a bouquet with pleasant fruity hints of wild berries and cherries, and a smooth and harmonious taste. It is mellow and slightly tannin-rich to the taste. The "novello" bouquet is extremely well balanced, without any discordant notes, making it excellent for first courses and more.

It goes well with pasta and delicate white meat, as long as the dishes are not overly savory or very spicy. Novello Moleto 2011 will be on sale from November 6.

To start the autumn in a pleasant, lively way, don't miss your Novello!

### *Novello* : RESERVE YOUR WINE NOW

If you order your Moleto Novello 2011 BY AND NO LATER THAN 31 October 2011, we will reserve your order with a discount.

Orders should be sent by e-mail to [ordini@moleto.com](mailto:ordini@moleto.com) or by fax to +39 (0)422 861 041.

Phone +39 (0)422 860 576 for more information on delivery/shipment.

Info: Phone +39 (0)422 860 576, Monday to Friday (09.00 -11.00 and 13.30 -17.30).

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**\_focus on****THE VENDEMMIA, AN INIMITABLE AND AUTHENTIC GRAPE-PICKING RITUAL**

In Italy, the vendemmia could be considered a ritual, as in essence it celebrates the conclusion of a year's work. The clusters of grapes are harvested in the final act of a process that began the previous autumn, with the pruning of the vines. After the winter's respite, the vines awake once more in spring and require suitable nourishment. During the summer months the vines are cared for with meticulous and targeted treatments, thinning the plants where needed, closely monitoring the fields to prevent the outbreak of disease and parasite infestations. The wine-grower's eyes will always be on the weather, and he trembles at every summer storm, because just a few minutes of a violent hailstorm can destroy months of hard work. And then the vendemmia - a harvest ritual - with everyone waking at dawn to start work as soon as possible and avoid the midday heat, when it's all but impossible to gather the grapes. It's a ritual that's celebrated only in Italy. It's true that there are vineyards all over the world; but it is only in Italy that the vendemmia is a celebration of joy, with people singing in the vineyards, and everyone gathering together for a well-deserved meal offered at the end of a hard day's work. Moletto winery cherishes these traditions: the unmistakable vinous scent fills the air, the growl of the tractors, clusters of ripe grapes decorate the tables, master winemakers wander among steel vats, the best blend of past and future.

**A look round the vineyard.**

These are busy days for Giovanni Stival. "We are satisfied," says Giovanni, "it's been years since Mother Nature blessed us with such grapes. Just look at this cluster of Glera (Prosecco): it's love at first sight. The unusual weather conditions produced unexpected results. The last days of summer were so hot the grapes started to wither on the vines, to produce a grape of the very highest quality. The vendemmia is the conclusion of a year's work; and as we have to put our trust in Mother Nature, it's hard to predict what the outcome will be. There's Mother Nature, the grapes, and the skill of the winemaker, who gets the best result thanks to the knowledge handed down from generation to generation. When we have a high quality harvest like this year, excellent results are guaranteed." At the time of going to press, the winery had harvested the white grape varieties, and had just started harvesting the red. "The characteristics of the white grapes are amazing, excellent in terms of flavor, acidity, and fragrance. We mentioned Mother Nature, but she had some help from the human hand, with all the work we did in the vineyards.

I must thank the expert winemakers who work with us, the Conegliano laboratory has been collaborating with us for many years offering advice, and sharing our enthusiasm in the choices we made," says Giovanni Stival. The latest news on the black grape vendemmia in the next issue.

**\_the wine****Discovering wine ...****RABOSO DOC PIAVE 2005**

Marca Trevigiana "par excellence"; an autochthonous wine, emblem of the Piave. A vinous red wine, strong and dry, with a full-bodied and persistent taste. Raboso Moletto 2005 is made from pure Raboso Veronese grapes, aged in used barriques for 48 months. It goes well with barbecues, stewed or braised red meat, and mature cheese. Serve at 20°C.

Bottled by spring 2011, it has already made a name for itself in national and international competitions, winning the Silver Seal in the "ENOCONEGLIANO 2011" competition and the Silver Medal at MUNDUSvini 2011.

**Vinification**

After harvesting the grapes in the Motta vineyards of Livenza, the winery proceeded by macerating the grapes at a controlled temperature for 30 days. After crushing, the wine is decanted to steel vats where it stays until the malolactic fermentation process is finished. The wine is then transferred to used barriques (225 L French wood) where it is left to age for 48 months. Bottled in spring 2011.

**Tasting notes**

Color: deep red with a hint of violet.

Bouquet: full, intense bouquet of blackberry, black cherry and blueberry with a delicate hint of wood, which elegantly complements the previous perceptions.

Taste: complex with complete harmony between tannin content and acidity. A fruity after-taste of red grape, reflecting the fragrance. Savory, elegant and tannin-rich, with a well-balanced mineral content. Delicately smooth due to the alcohol content.

Alcohol content: 14% ABV

**Visiting the vineyards ...****THE RABOSO VERONESE GRAPE VARIETY**

Quite a rustic variety, late to ripen, which gives Raboso Piave a less harsh and tannin-rich taste. The medium-size grape grows in cylindrical, elongated, compact clusters, with a wing.

The grape is almost spherical, medium-sized, with a thick waxy, leathery, blue-black skin; the pulp has a simple acidulous taste.





## SpritzOne HITS THE STATES

In July, SpritzOne was officially presented to the US public. SpritzOne, the ready to drink aperitif, took American taste buds by storm. Served chilled, on the rocks, with a slice of orange, it played the role of protagonist in Oklahoma and New Jersey discos and nightclubs.

Join us on Facebook SpritzOne-US - a direct line with SpritzOne in the US!  
(<http://www.facebook.com/#!/pages/SpritzOne-Moletto-US/119593888122994>)

(imported in USA by Laird & Co., [www.lairdandcompany.com](http://www.lairdandcompany.com))

## VISIT THE SpritzOne BLOG

On-line at <http://blog.spritzone.com>.

There are many entries in the SpritzOne on-line diary, chock-a-block with information, serving suggestions and exciting initiatives. SpritzOne looks forward to reading your comments and answering your messages.

Stay up to date with the latest news on the SpritzOne blog!



## WAITING FOR PROSECCO DOC MOLETTO 2011

In the vineyards the parameters concerning acidity, alcoholic content and the concentration of sugars indicate that the 2011 harvest is one of the highest quality, with a production of very healthy grapes.

The winery is working flat out to make sure not one drop of this treasure obtained from the clusters of Glera, so beautiful and rich, is lost. Bringing wine lovers - both in Italy and abroad - their Prosecco Doc Moletto in two versions: fully sparkling (spumante) or lightly sparkling (frizzante), every vintage guaranteed to stimulate emotions and passions even more than the last.

***This vintage 2011 is now protected by decree: an Italian Ministerial Decree passed on 9 May 2011 which came into force on 1 August 2011 identifies and protects the wine.***

***From 1 January 2012 the production of Prosecco DOC must bear the state (cork) seal.***

The Prosecco Doc Consortium has voluntarily chosen to apply the seal, not only to inform consumers of the added value of this product, the jewel of the north-east of Italy, but also because it represents the most concrete guarantee that the quantities put on the market respect the Glera grape production quota.

The seal or mark in question, supplied directly by the State Mint and Polygraphic Institute, will be affixed to the bottles of Prosecco Doc Moletto and bear a univocal alphanumeric identification code, the name of the wine, the nominal volume of the bottle, and the State seal.

After the protection of the name "Prosecco" in 2009, this initiative writes a new chapter to the history of Prosecco Doc.

A guarantee of authenticity: check the seal, beware of imitations.

**\_the grape**

**The history of this grape is fascinating, and it is only recently that studies have pinpointed its origins.**

This variety has always been present in the Moletto territory from where we have preserved and propagated the ancient vineyards since the 1960's, when the land for the vineyard was bought.

This vine was present in the provinces of Treviso and Venice as far back as the nineteenth century.

Despite its name, it is virtually unknown in the Verona area. Molon (1906) in fact wrote that "in Verona it is almost unknown, and the name was given by those who first brought it to Noventa di Piave (VE)." In 1925, the ampelographer Norberto Marzotto declared that Raboso Veronese was first brought to the area by Count Papadopoli of San Polo di Piave and Cologna Veneta (VR).

According to the General ampelography of the province of Treviso (1870) 'Rabosa veronese' was grown in the Treviso area with 'Rabosa nostrana', or 'trevisana', in other words Raboso Piave, and eventually became more widely used than Raboso Piave.

The "Viticultural indications for the provinces of Veneto" drawn up by the Experimental Institute of Viticulture and Oenology of Conegliano in 1931 (Dalmaso, Cosmo, Dall'Olio), recommended 'Rabosa veronese' for the provinces of Treviso (lowlands), Venice, Padua, Vicenza and Rovigo.

The origin of Raboso Veronese remained unknown until recently, in particular until discovered by researchers of the Experimental Station of Viticulture and Oenology of Conegliano, Ampelography and Genetic Development Section: Crespan, Cancellier and Giannetto (2004: Raboso Piave and Raboso Veronese: father and son Journal of Oenology and Viticulture, Conegliano, 57 (1-2): 51-57) and Crespan, Cancellier, Chies, Giannetto, Meneghetti (2006: Identified the parents of Raboso veronese: a new hypothesis on its origins. Journal of Oenology and Viticulture, 59 (1)).

Through the use of molecular biology methods, the researchers were able to prove Raboso Veronese descends from a spontaneous cross between Raboso Piave (the 'mother') and Marzemina Bianca (the 'father').

The study also showed that the Raboso veronese is morphologically much more similar to the maternal parent than to Marzemina bianca. In fact, it appears to be a refined form of Raboso Piave with its less acidic and less tannin-rich grapes, still full of color, and because it matures approximately fifteen days earlier.

Raboso Veronese is an autochthonous grape, registered in the National Register of Grape Varieties under registry number 204. DOC Piave production requirements, because wines made from Raboso Veronese and Raboso Piave grapes are respectively very similar, generically indicates the 'Raboso' vine as admitted.





## ENOCONEGLIANO, WHAT MEDALS!

What satisfaction! With gratifying confirmation: Moletto is in top form for the 13th edition of "ENOCONEGLIANO - XIII Regional Wine Competition - A selection of Veneto Wines".

Satisfaction for the "Dama d'Oro" (Gold) awarded to **Cabernet Sauvignon Selecti 2004** vintage: just bottled (presented in June 2011), this wine has already won its first medal, confirming the charismatic character of our Cabernet Sauvignon Selecti, a wine of great class, making a name for itself both in Italy and abroad.

The second **Silver medal** was awarded to **Raboso Doc Piave 2005!** Truly an incredible year! Find out more on our web site.

Finally, yet another award for **Colmello Rosso 2003**, adding an ENOCONEGLIANO **Bronze Medal** to its long list of achievements.

But that's not all: **Diplomas with Merit** were awarded to: **Lison Classico DOCG Lison 2010**, a complex wine for wine connoisseurs one might say, but with a subtle and marked character; **Colmello Rosso** vintage **2002** and **2000**, and **Merlot Doc Piave 2009**.

One hundred and fifteen Veneto wineries participated in the selection, presenting 373 wines for the competition. The prize-giving ceremony was held on Saturday 24th September in the picturesque Convent of St. Francis in Conegliano.

The winning wines have been presented to the public for tasting at the traditional Grape Festival held in Conegliano on the 23rd, 24th and 25th September 2011.

Info [www.damacastellana.it](http://www.damacastellana.it).

A great chance to taste Moletto wines in the charming setting of Conegliano, the pearl of the Treviso hills.

## YET ANOTHER SUCCESS!

This time in two international competitions: MUNDUSvini 2011 held in Germany and the IWC International Wine Challenge of Vienna 2011.

**Cabernet Sauvignon Selecti 2004** won the **Gold Medal** and **Raboso 2005** the Silver this year at MUNDUSvini.

The IWC-Vienna awarded the **Gold Medal** to **Colmello Rosso 2003**, the **Silver** to **Cabernet Sauvignon Selecti 2004** and the **Seal of Approval** to **Franconia 2009** (entered in the Blaufrankish category!!).


Further confirmation for Moletto wines! For some time, Colmello Rosso 2003 has been a growing success at an international level. This is also due to the excellent 2003 vintage.

Cabernet Sauvignon Selecti 2004, bottled in May of this year, was warmly received on the international market, proof of its unique characteristics.

Not forgetting Raboso 2005; great satisfaction for the international success of an autochthonous wine!

Finally Franconia 2009: Moletto plays its role as an ambassador of fine wines, loved for its marked typical qualities, everyone at Moletto is proud that these qualities have also been acknowledged in this difficult Blaufrankish category.

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 Easy, user-friendly browsing, with all the latest news and info on the company, and above all, our wines.

We've updated the graphics of the Moletto web site, now faster and easier to browse, with even more information. Make sure you visit the pages containing descriptions of our wines: these contain the technical-tasting information for the vintage in question. You can download images of the products and labels. Inviting and fast to consult, *Anna's Recipes* offer great ideas for the best dishes to go with your wine. The *Grapes* section has also been updated, and you can read or download the company catalogues in the **DOWNLOAD** section.

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#### YouTube

<http://www.youtube.com/user/ViniMoletto>



#### Dailymotion

<http://spritzzone1.myvirgilio.it>  
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#### Vimeo

<http://vimeo.com/moletto>

### MOLETTO NEWS

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