

Nino Negri





MISSION STATEMENT

Established in 1897, Nino Negri is the premier estate producing wine in the Valtellina DOCG in Italy’s Lombardy region. In the past 100 years, Nino Negri has worked to innovate and reinvent their rich heritage. Looking forward, they aim to take their wines as far as possible into the future.

KEY INFORMATION

- Established in 1897, Nino Negri is the premier estate producing wine in the Valtellina DOCG in Italy’s Lombardy region.
- The estate specialty is Sfursat (“strained” or “forced”); a wine made from grapes harvested by trained pickers and dried for 100 days in the cool, dry, alpine air
- The star and primary varietal here is Chiavennasca, the local name for Nebbiolo.
- The success of Nino Negri is due largely to the efforts of winemaker Casimiro Maule who has worked at the estate since 1971, his entire professional life. In 2007, Casimiro was named “Winemaker of the Year” by Gambero Rosso, the magazine authority in Italian wine.

PRIORITY SKUs



Quadrio
\$24.99



Mazer
\$29.99



Inferno
34.99



Ca’Brione
\$45.99

OPPORTUNITY GENERATORS



Sfursat
\$62.99



Fracia
\$62.99



Ca’Guicciardi
\$66.99



Sassorosso
\$69.99

FLAGSHIP



5 Stelle
\$99.99





FREDERICK WILDMAN AND SONS, LTD.

IMPORTERS AND WINE MERCHANTS

NINO NEGRI - MAZÉR VALTELLINA SUPERIORE DOCG 2020

OVERVIEW

"Mazer", is a dialect word in Valtellina meaning "distinguished", an apt description for this wine's character. Mazér is a Valtellina Superiore, a result of knowing the area very well and 'savoir faire', to be expected of a company that has been making wine in Valtellina since 1897. The batches of grapes are selected from among the various zones of the valley to obtain a wine of great balance. A small part of the Nebbiolo grapes are dried for a few days, the juices of which then concentrate and the wine thus obtained is subsequently added to the rest of the grape mass, lending dark fruit notes to the final aroma of the Mazér and further enriching taste sensations with soft tannins.

Terrior:

The vineyards are south-, south-east, and south-west facing lying at altitudes of between 300 and 500 metres above sea level. Type of soil features Shallow, sandy loam with low fertility, contained by dry-stone wall terraces.

Vinification:

Red winemaking method at controlled temperature. Depending on the quality and origin of the grapes, either long maceration after fermentation, sometimes for more than a month or shorter vinification at low temperature so allowing extremely slow fermentation.

Ageing:

Two years, at least one which in medium and large vats of French and Slavonian oak.

Recommended Cellaring:

8 - 10 years.

ADDITIONAL DETAILS

Bright garnet hue with ruby highlights: pronounced, fruity nose of blackberry and bilberry; woody licorice and spicy notes reminiscent of bay leaf and juniper: dry and flavorful on the palate with elegant, velvety tannins. **Technical Details**

Appellation: Valtellina Superiore

Winemaker: Danilo Drocco

Soil: Loam

Alcohol: 13.5%

Sizes Available: 750ml

Pack Size: 12/750ml

Varietals: 100% Chiavennasca (Nebbiolo)





90 pts
Wine
Enthusiast



95 pts
#63
Top 100 of 2023
Wine Spectator

93 pts
"Hidden Gem"
Wine
Enthusiast



95 pts
"Hidden Gem"
Wine
Enthusiast





APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED:

- Valtellina Superiore DOCG

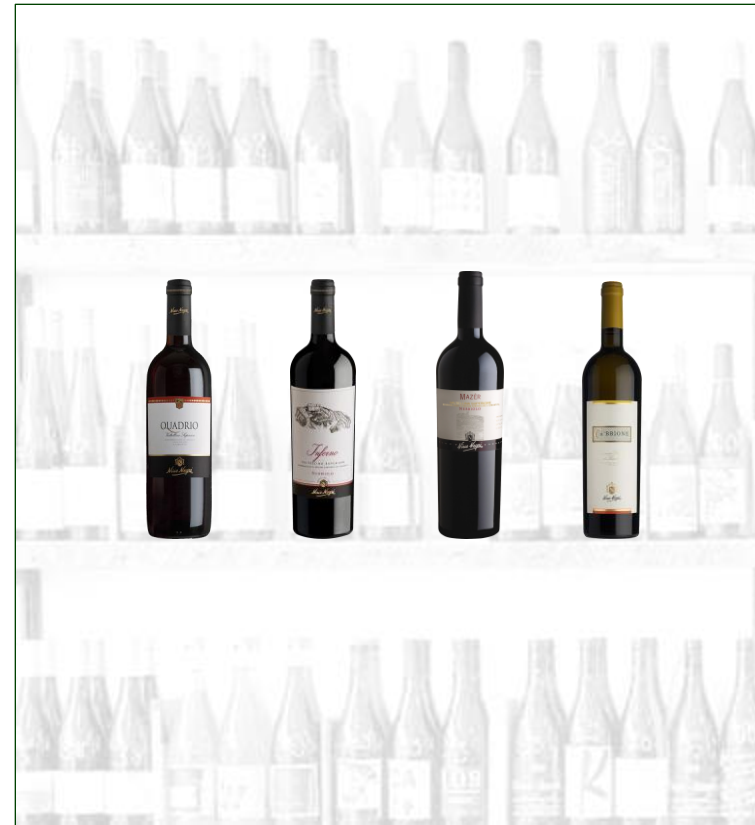
COMPETITIVE SET:

- Quadrio
 - Memete Provostini Sassella Valtellina Superiore Marena
- Inferno
 - Duripi Valtellina Superiore
 - Tenuta Scersce Nettare Rosso di Valtellina
- Mazer
 - Tenuta Scersce Essenza Valtellina Superiore
 - Ar. Pe. Pe Grumello Rocca de Piro Valtellina Superiore
 - Allegrni Palazzo della Torre

ADJACENCIES :

- Italian red wine section
- Near other Lombardy/Piedmont Nebbiolo based wines
- Specifically red wines from the appellation of Valtellina

SHELF POSITIONING



LOMBARDIA, ITALY





NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
<p>ON-PREMISE PRIORITIES</p> <ol style="list-style-type: none"> Mazer 750ml/6pk Quadrio 750ml/6pk 	<p>ON PREMISE BTG PRIORITIES</p> <ol style="list-style-type: none"> Quadrio 750ml/6pk Mazer 750ml/6pk
<p>OFF-PREMISE PRIORITIES</p> <ol style="list-style-type: none"> Mazer 750ml/6pk Quadrio 750ml/6pk 	<p>ON PREMISE BTB PRIORITIES</p> <ol style="list-style-type: none"> Mazer 750ml/6pk Vigna Fracia 750mL/6k Ca'Guiccardi 750mL/6pk Grumello Sassorosso 750mL/6k 5 Stelle 750mL/6pk
	<p>OFF PREMISE PRIORITIES</p> <ol style="list-style-type: none"> Inferno 750ml/12PK: Mazer 750ml/6pk

TARGET ACCOUNTS		
		
		
		