



ITALY

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# REGION OVERVIEW-ITALY

## ITALIAN WINE FACTS

- Wine has been produced in Italy for over 4,000 years.
- Ancient Greeks dubbed it “Enotria” - land of wine.
- Romans propagated the cult of Bacchus - establishing a flourishing wine trade thousands of years ago.
- Leading producer of wine in the world, alternating with France.
- Thousands of different wines are produced in Italy's 20 regions.
- Hundreds of different grape varieties.

## ITALIAN WINE LAWS

### Vini Varietali & Vino (formerly Vino da Tavola)

- Simplest wines
- Few government controls
- New EU rules allow for use of following grapes with Country of Origin with/without vintage date:

- |                      |                           |
|----------------------|---------------------------|
| • Cabernet           | • Merlot                  |
| • Cabernet Sauvignon | • Syrah                   |
| • Cabernet Franc     | • Chardonnay              |
| • Sauvignon          | • Wine - Red, White, Rose |

## IGT/IGP

### (Indication of Typical Geographic Origin)

- Less restrictive than DOC
- Some examples - Toscana (not every region has a general IGT), Maremma Toscana, Delle Venezie (inter-region Veneto /Friuli-Venezia Giulia and Trentino-Alto Adige)

## DOC/DOP

### (Denomination of Controlled Origin)

- 300 + wines from all 20 regions
- EEC = PDO/DOP – Protected Denomination of Origin/  
Denominazione di Origine Protetta
- Regulates geography, grapes, yields and in some cases – ageing

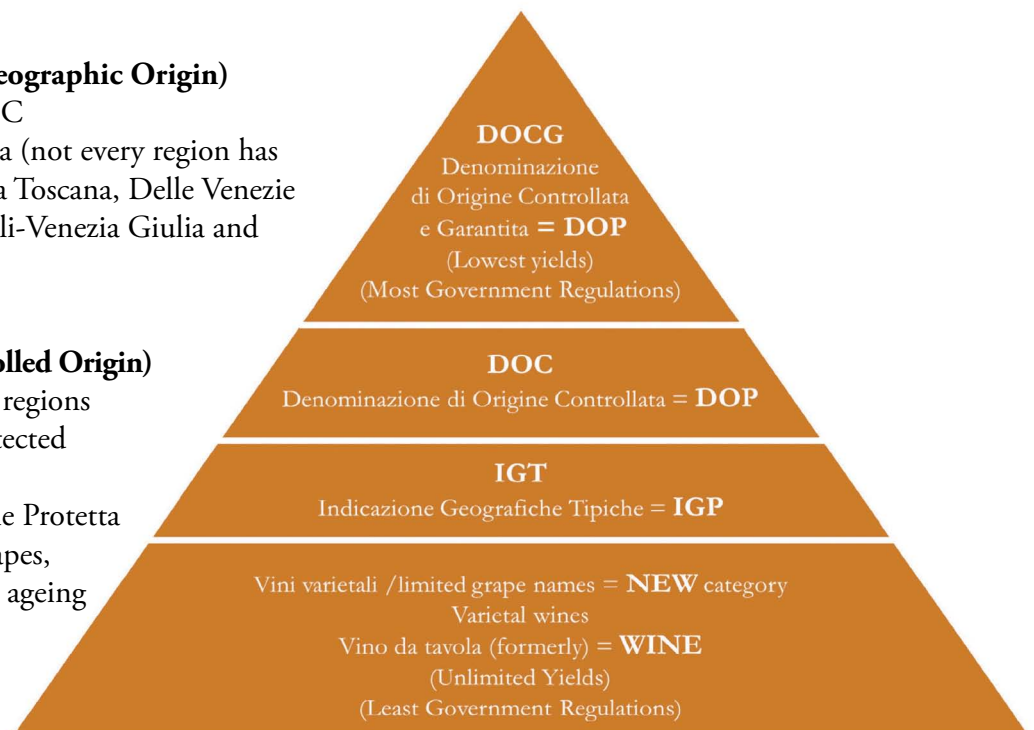
## DOCG/DOP

### (Denomination of Controlled and Guaranteed Origin)

- 74 Wines - only 15 regions
- EEC =PDO/DOP –  
Protected Denomination of Origin/Denominazione di Origine Protetta
- Most Restrictive Category.
- Further guarantee of authenticity.
- No wine law can guarantee quality, only producer can do that.

## HOW ITALIAN WINES ARE NAMED

- Grape Variety - Lambrusco, Sangiovese, Trebbiano, etc. Usually in conjunction with an IGT or DOC
- Area/Zone of Production - Barolo, Chianti, Gavi, Valpolicella, etc.
- Grape Variety and Area/Zone - Brunello di Montalcino, Vernaccia di San Gimignano, Brachetto d'Acqui, etc.
- Fantasy /Proprietary Names - Excelsus, Sassicaia, Summus, Tignanello, etc. Usually designated as part of an IGT or DOC





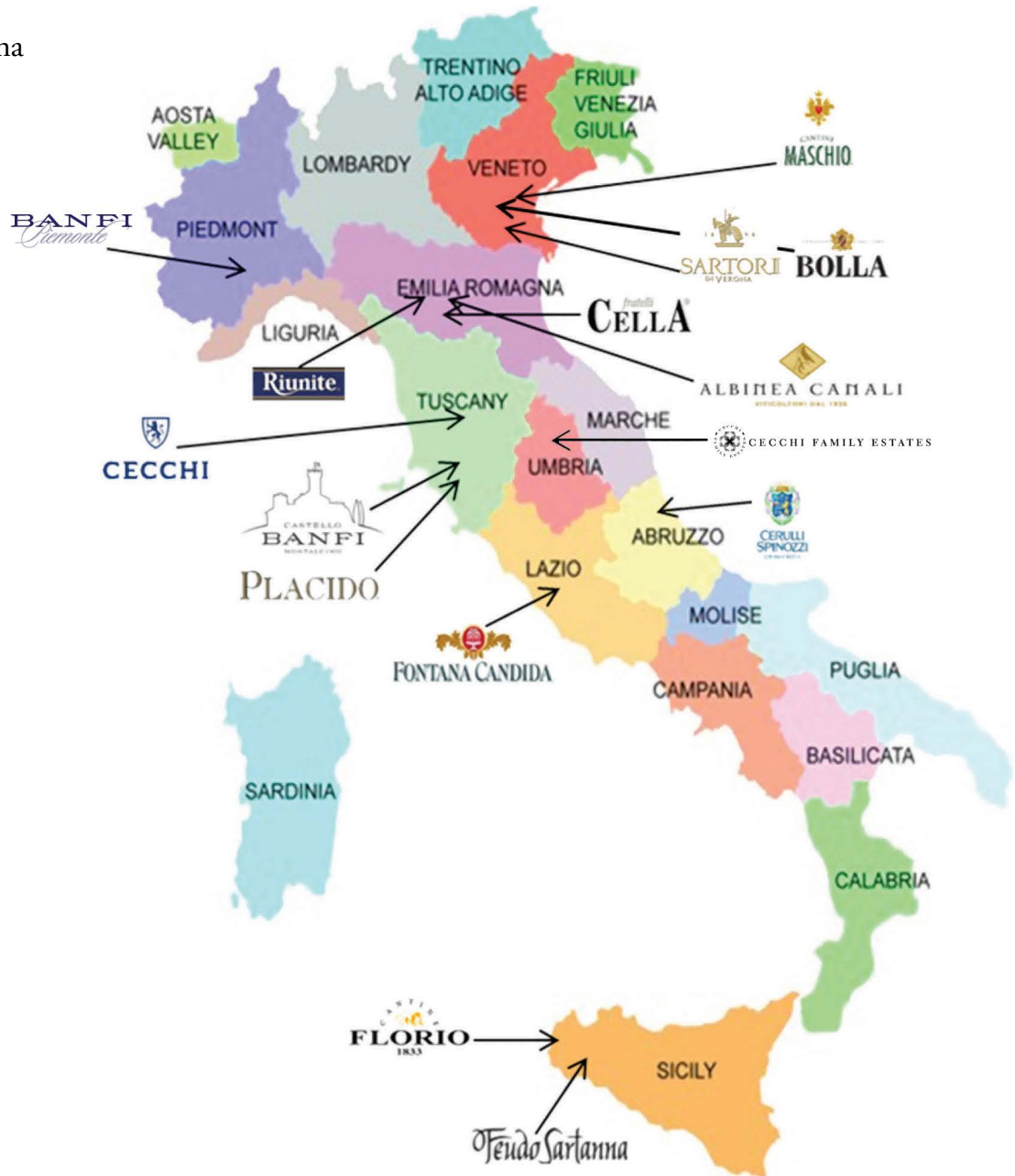
# REGION OVERVIEW-ITALY

## BANFI WINE REGIONS

Italy produces wine in all 20 regions.

Banfi Vintners currently does business with wineries in 8 of these regions.

- Veneto
- Piedmont
- Emilia Romagna
- Tuscany
- Lazio
- Abruzzo
- Sicily
- Umbria



# MAPS



## Italy Wine Regions

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# REGION OVERVIEW-EMILIA ROMAGNA

## EMILIA-ROMAGNA

Emilia-Romagna, located in the north of Italy, is so named for the road called the Aemelia, which was built by the Romans to cross from the capital on the Western Coast over to the Adriatic Sea. It is famed for being the food capital of Italy, producing such international favorites as Prosciutto di Parma, Parmigiano Reggiano, and of course Lasagna Bolognese. It also boasts a superior Viticultural sector, and is 4th among Italy's 20 regions for wine production. 33% of its wines are DOC/DOCG recognized, and 60% are reds. Of all the wines produced in Emilia-Romagna, the best known is Lambrusco. A native vine with a 2,000 year old history in the land, it is true staple in the Italian diet, and has been for centuries. Indeed, when the Seven Country Study was conducted in the early 20th century, scientists were intrigued by how the Emiliani could remain so fit, despite their high-fat diet. This was attributed, in part, to certain properties of the Lambrusco grape that appear to help counteract the fattiness of those foods.

### IMPORTANT GRAPE VARIETIES:

#### WHITE

- Malvasia
- Trebbiano
- Ortrugo
- Sauvignon Blanc (Spergola)
- Muller Thurgau
- Moscato
- Pinot Grigio
- Tocai
- Garganega
- Pinot Bianco
- Pignoletto

#### RED

- Lambrusco
- Lancellotta
- Bonarda
- Sangiovese
- Dolcetto
- Marzemino
- Montepulciano
- Pinot Nero
- Cagnina

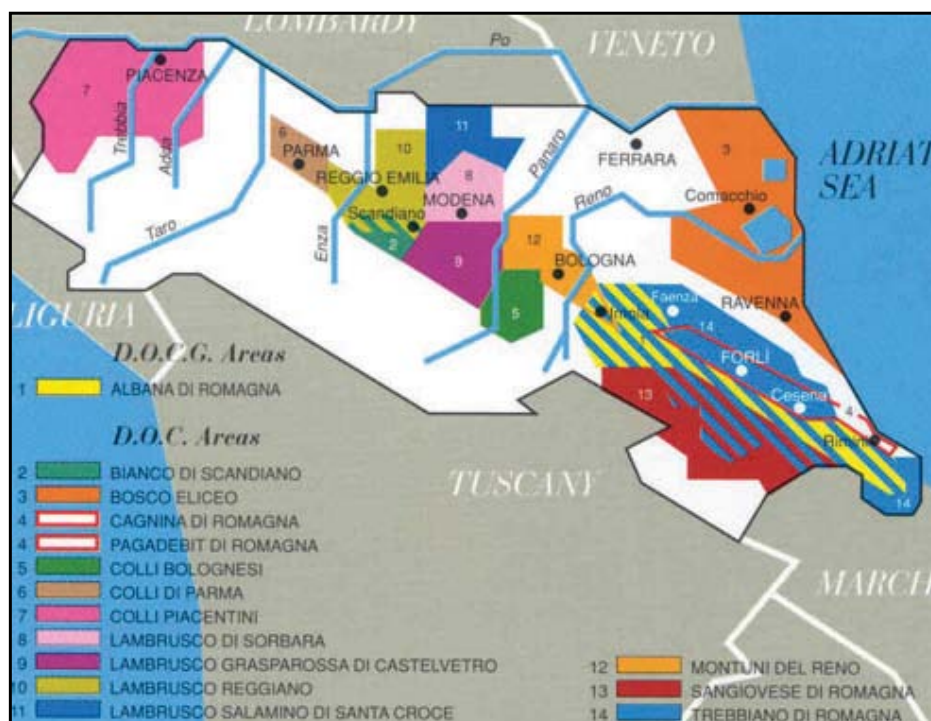
### IMPORTANT WINE TYPES:

#### WHITE

- Moscato
- Albana
- Bianco di Scandiano
- Montuni
- Pagadebit
- Trebbiano

#### RED

- Lambrusco
- Sangiovese
- Colli Bolognesi
- Colli di Parma
- Colli Piacentini



# BRAND SUMMARY

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## SUMMARY

Since 1960, Fratelli Cella has been producing some of the world's finest examples of sparkling wines from the region of Emilia Romagna, including Lambrusco, one of the most important Italian wines.

The Fratelli Cella winery is recognized as one of the leading producers of Lambrusco in Italy. Cella is made using the combined effort of some 2,500 associate growers from throughout Emilia Romagna, who use only the best grapes from the area. The winemaking focus begins in the vineyards and ends with the impressive portfolio of fine wines offered by the brand. Today, Cella wines can be found in over 40 countries around the world. At Cella, there is a strong dedication to quality, which means: consistency with tradition, achievement of recognized standards of excellence for the fruit produced, and the willingness to adapt and the ability to introduce innovation and change.

## THREE KEY SELLING POINTS:

- 1. LEADING NAME IN LAMBRUSCO:**  
Cella is one of the top 3 leading Lambrusco labels by volume in the US.
- 2. "CHILL A CELLA":**  
Campaign that brought awareness to the Lambrusco Category.
- 3. STRONG BRANDING HISTORY:**  
Throughout the 1970's and 1980's, Aldo Cella created strong branding that had an impact not only on Cella, but the Lambrusco category overall.

## ON PREMISE PRIORITIES:

- **BTG:** Cella Lambrusco dell'Emiliana IGT
- **BTB:** Cella Lambrusco dell'Emiliana IGT



Lambrusco

**PREMIUM TIER**



## KEY PLAYERS

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### **IVAN BORTOT-WINEMAKER**

Cella winemaker Ivan Bortot comes from Conegliano region of the Veneto, which is known not only as the premier region for sparkling wines in Italy, but is also the standard-setter for all things agricultural across Italy. Being a native of such a deeply agricultural – and viticultural – area, Ivan developed a great passion for wine-making, ultimately earning a degree in Oenology in 1972 from the prestigious university in Conegliano Veneto.

Immediately after graduating, he began working at a winery in the Emilia-Romagna region in the position of Manager of Laboratory Analysis, and in 1974, he was made the technical head of the winery. Since 1993, he has held various roles at the upper-managerial level, from bottling, to technical oenological development, to vinification. He currently oversees all winemaking procedures at Cella and is also the President of the Commission of DOC Wine Tasting, as well as the President of the Consortium on wines of the Reno region.



# ADDITIONAL RESOURCES

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## WEBSITES



**BANFI**  
VINTNERS

**BROCHURE, SELL SHEETS & OTHER MATERIALS**

**RESOURCES FOR THE TRADE**

## PREMIUM TIER OVERVIEW

### LAMBRUSCO DELL'EMILIA IGT SUMMARY

Lambrusco from Fratelli Cella is produced in Reggio Emilia, in the fertile soil of Emilia- Romagna. Lambrusco is regarded as the ideal accompaniment for festivities, gatherings and moments of relaxed enjoyment. It is the pride of all Emilian people who for centuries have had the pleasure of its company.

Lambrusco wines have a long tradition and heritage. Today, thanks to the efforts of Fratelli Cella, these wines continue to attract discerning consumers throughout the world because of their simplicity, sparkling nature, and cheerful, hearty, and versatile personality.

#### FEATURES

- A blend of Lambrusco Salamino, Lambrusco Grasparossa, Lambrusco Marani and Lambrusco Maestri.
- The pressing and brief maceration of select grapes followed by the fermentation of the must at a controlled temperature, is followed by a second fermentation using the Charmat method that imparts a characteristic sparkling note.

#### BENEFITS

- Cella Lambrusco is an easy, drinkable wine perfect for every day. It makes an excellent aperitif and goes divinely with spicy dishes, pizza, pasta, sandwiches, burgers, and even desserts.
- An accessible, affordable wine in a category that is growing in popularity in the On-Premise segment.

#### TASTING NOTES



**Cella Lambrusco dell'Emilia IGT:** Fruity and fragrant, with a perfume that is reminiscent of berries and cherries. Captivating, with a well-balanced acidity and pleasant, fruity finish.

## LAMBRUSCO DESCRIPTION SHEET



*fratelli*  
**CELLA**<sup>®</sup>

## LAMBRUSCO DELL'EMILIA IGT

*Production Area:* Reggio Emilia in Emilia Romagna, Italy.

*Grape Variety:* Lambrusco Salamino, Lambrusco Grasparossa, Lambrusco Marani and Lambrusco Maestri.

*Description:* Deep ruby red in color with violet reflections and a delightfully lively froth of the same hue. The notable perfume is fruity and fragrant with hints of berries and cherries. Cella Lambrusco captivates the palate with its well-balanced acidity and pleasantly fruity finish. Lambrusco has a long tradition and heritage making it the ideal accompaniment anytime from relaxed moments to festive gatherings.

The pressing and brief maceration of select grapes is followed by the fermentation of the must at a controlled temperature. A second fermentation, using the Charmat method, imparts the characteristic sparkling note.

Cella Lambrusco is an easy, drinkable wine perfect for everyday meals. It is particularly suited to spicy dishes, pizza, pasta, sandwiches, burgers and grilled sausages.

Serve chilled at 55-60°F.

UPC	Cella Lambrusco	750ml	0 80516 12004 1
UPC	Cella Lambrusco	1.5L	0 80516 12002 7
UPC	Cella Lambrusco	3L	0 80516 12000 3



## LAMBRUSCO VINTAGE CARD

**CELLA****Lambrusco Dell'Emilia IGT*****Area of Production:***

Reggio Emilia in Emilia Romagna, Italy.

***Soil:***

Fertile, deep and medium-mixture loam, 800 feet above sea level.

***Grape Varieties:***

Lambrusco Salamino, Lambrusco Grasparossa, Lambrusco Marani and Lambrusco Maestri.

***Production Technique:***

The pressing and brief maceration of select grapes is followed by the fermentation of the must at a controlled temperature. A second fermentation, using the Charmat method, imparts the characteristic sparkling note.

***Characteristics:***

*Color:* Deep ruby red with violet reflections and a delightfully lively froth of the same hue.

*Bouquet:* Fruity, fragrant with a perfume that is reminiscent of berries and cherries.

*Taste:* Captivating with a well-balanced acidity and pleasant, fruity finish.

*Alcohol Content:* 7.5%.

*Total Acidity:* 6.5 g/l.

Cella Lambrusco is an easy, drinkable wine perfect for everyday meals. It is particularly suited to spicy dishes, sandwiches, pizza, pasta, burgers and grilled sausages. Serve chilled at 55-60°F.

Information may change vintage to vintage.

