



TINAZZI

Tinazzi Goes to the Fairs: new wines for 2023 at Prowein and Vinitaly

Tinazzi is preparing to go to Prowein and Vinitaly to tell its story to an audience of admirers, professionals and experts. It will be taking with it a host of wines to be discovered and tasted: from the Fianos and Aglianicos produced by Tenuta Feudo Croce and Cantina San Giorgio to the new Duca delle Corone line, which includes the first Primitivo to be vinified as a rosé.

Lazise (Verona), March 13 2023_ **Cantine Tinazzi** has distilled the essence of its vineyards in Puglia into bottles, which it will premiere at **Prowein** in Düsseldorf (March 19-21 – Hall 15 Stand B13), one of the world's top wine shows. It will also be present at the 55th edition of **Vinitaly** in Verona (April 2-5, Pavilion 4 stand B8), together with producers from 60 countries all over the world to exploit a new opportunity to speak about its products, its rosés in particular. The two events are ideal showcases for Cantine Tinazzi to present to international players in the sector its **new products for 2023**, a year packed with surprises.

Prowein: a preview from Puglia

Playing a starring role at the event will be Puglia, a home from home for the Tinazzi family, natives of Lake Garda, ever since 2001. **Tenuta Feudo Croce**, a traditional farmhouse with 20 hectares of vineyards in the region's Alto Salento district, has two new wines in store: **Fiano Puglia IGP "Dysmè"** and **l'Aglianico Puglia IGP "Nyktos"**. The first, which borrows its name from the Greek word for sunset, is a 100% fiano varietal: it is bright yellow in colour with golden highlights, highly-scented, full-bodied and citrusy. The second's means "night": luminous ruby red in colour and balsamic and spicy on the nose, it is well-balanced and tannic on the palate. **Cantina San Giorgio**, also situated in the Alto Salento district, near the town of Faggiano, will also be premiering two wines: **"Archita" Fiano Puglia IGP** and **"Erodoto" Aglianico Puglia IGP**, whose very names evoke Magna Graecia. "Archita", made with the native fiano



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grape variety, is golden yellow in colour and refreshing, with hints of tropical and tart citrus fruit, while "Erodoto" is deep red with ruby highlights, balsamic and tannic, with notes of bramble, black cherry, plum and violet.

Prowein will also be the showcase for another new project Tinazzi is dedicating to Puglia: the **Duca delle Corone line**, characterised by a label that pays homage to the **rose windows** of this magical, mysterious region's cathedrals. Each window is different, as is each wine: the line presents seven of them to explore the rich potential of Puglia's grapes.

The four most "traditional" wines – **Primitivo, Negroamaro, Negroamaro rosato and Bianco** – all in conical Bordeaux bottles, are now joined by three brand-new ones: **Fiano, Aglianico** and the brand's first **Rosato di Primitivo**, which come in lighter so-called borgognotta bottles.

At its stand at the German fair, Cantine Tinazzi will also present its **second Sustainability Statement**, the tool it has adopted to measure its impact from an economic, environmental and social point of view. New features include the adoption of a code of conduct for suppliers along the entire supply chain.

Vinitaly: the new Primitivo drives the rosé revival

Cantine Tinazzi's presence at Vinitaly revolves around **rosé wine**, which is currently being rediscovered for drinking on any occasion in any season, like the more noble champagne. It is a wine that meets the **taste of young people** and with a host of suitable terroirs to draw on, Italy is one of its leading producers. Tinazzi has an important new product in store: as of the 2022 grape harvest, in fact, it, has taken up the challenge of using primitivo grapes to make rosé wine with great enthusiasm. Puglia's **principal grape variety**, the early-ripening primitivo – which has enjoyed a boom at international level in recent years – will thus take on a whole new appearance. **Primitivo Salento Rosato IGP** is the feather in the cap of **Cantina San Giorgio's new Duca delle Corone line**: a concentrate of the Mediterranean scents of the region, it is bright in colour with fruity fragrances, floral notes and a harmonious mineral flavour, deftly balanced between freshness and sweetness.



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Also in Puglia, Cantina San Giorgio's range of diverse award-winning wines will feature another rosé, **Negroamaro Rosato Salento IGP "Kleio"**, a fresh, full-bodied single-variety wine with scents of berry fruits. Rosé wine is one of the most traditional expressions of the negroamaro grape in the region, while up in **Veneto**, in Bardolino on the Veronese side of Lake Garda, we find **Chiaretto Bardolino DOP**, one of Italy's most renowned rosés. The Tinazzi family who hail from the area, have been producing it for more than half a century under the **"Campo delle Rose"** label with grape varieties that benefit from the microclimate created by the lake: namely corvina and, in smaller percentages, rondinella and molinara. Fresh, floral and fruity, it is a wine that is enjoying great success.

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In the old Veronese wine-making tradition, *tinazzi* were barrel-like containers in which pressed grapes were left to ferment, meaning that the Tinazzi family's connection with wine can be traced to the very origin of their name. What better way to begin the Tinazzi story than with this curious anecdote! It was in the late 1960s that the winery came into being at Cavaion Veronese near Verona, the fruit of the commitment and passion of founder Eugenio Tinazzi. Eugenio's son Gian Andrea Tinazzi, only 18 at the time, soon took over the reins at the head of the business and progressively widened its productive and market horizons. Lively, enterprising and proactive, over the years he has transformed the family winery from being a local concern selling DOC Veneto wines to small shops and restaurants on Lake Garda to its present-day status as a major Group embracing Veneto and, since 2001, Puglia, a region of great character with huge quality potential. With him at the wheel, the group produces high-quality wines, which it sells in 55 countries round the world. Thanks to his insight, it has become one of Italy's most important wineries with more than 100 hectares of vineyards, not to mention a leading player in the rural events and hospitality sectors. The major international accolades received from magazines such as *Wine Spectator*, *Wine Enthusiast* and *Decanter* and excellent ratings from critics Luca Maroni and James Suckling are but the latest chapter in the story of Tinazzi's wines.



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UFFICIO STAMPA TINAZZI_DOC-COM

DOC-COM Headquarter Bologna | T. +39 051 5941567

Alessandra Iozzia, alessandra.iozzia@doc-com.it, M. +39 333 3835185

Laura Girolami, laura.girolami@doc-com.it, M. +39 347 3842102

www.doc-com.it