

THE SECRET OF TRENTINO WINE LIES IN ITS "SOUL".

By Enzo Merz – Gran Maestro Brotherhood of Vines, Wines and Journalist

For years the future of Trentino wine has been put into question, particularly now while both the economy and the nature of the wine itself is in the midst of a crisis. Should the quality of wine be its principal selling point? Or should a policy based exclusively on price be applied? Or should the promotion of the product be implemented in a mass marketing operation regardless of the level of quality that the wines might or might not possess? In my opinion, however, the wine should be the embodiment of its territory of origin, the efforts made by those working in the vineyards, the passing of the seasons, the breeze that dries the grapes after a brief shower, the passing of the heat of the day to the coolness of the night – all the factors that combine to create an elegant and aromatic wine for the future. This is what I expect from the story of the wine, that it reveals its soul and profoundly sensorial nature. What can we do? Cantina La Vis initially desired to fully understand its territory by mapping each single terroir within its confines trying to identify the most suitable areas of land and thus cultivate the most appropriate vine variety in order to obtain the maximum in results from its research and an excellent product to be put on sale after the vinification processes applied in the winery. It is clear that not all the individual zones are of a superior quality and neither is it possible to plant any type of vine nor apply any type of cultivation technique. Based on the supposition that increasing the range of wines offered will satisfy consumers to a greater degree in my opinion has led to, in Trentino, too many varieties of vine being cultivated and the production of too many types of wine. The global market is increasingly divided into large sectors; consumers who drink without knowing the wine, doing so just for the enjoyment of tasting alcohol find ever greater choice on the market at ever lower prices; consumers who choose the wine on the basis of value for money also find a greater range

where choice is based not only on the pricing bracket but also on how the product is put on display and how it is perceived; consumers who make a choice on the basis of a superior knowledge of wines or on the recommendation of specialized wine shop staff. Even though there is a greater possibility of choice, it is easier to make the right choice and the customer is satisfied above all by tasting the wine and then on the purchase. As I commented on earlier, the wine must be able to tell its

own story and this can only be achieved if traditionally the vine is tied to the territory such as, the autochthonous wines Nosiola, Teroldego, Marzemino, and Enantio or historical vines that acclimatized to Trentino and have for many years produced amazing results, namely Lagrein that could be defined as autochthonous, or Chardonnay, Müller Thurgau, Traminer, or more recently Sauvignon Bianco, Pinot Nero, and Riesling. This is without mentioning the products that

for some time represented the best in Trentino production, namely "TRENTODOC" or the great red or white "bordolese" wines that we, Trentini, can boast the unquestionable fact of being the first in Italy to cultivate these varieties. It is evident that not all types or bottles of wine can be positioned in the top segments of the market, which would not, anyhow, necessarily be productive. On the contrary positioning an excellent wine that embodies the territory of origin and can "tell the story"

and that is offered to the consumer at a reasonable price in the mid-segment of the market which is also the largest segment is a more rational strategy. Allied to this the "top brands" i.e. the best, most exclusive products should be positioned in the higher market segments. This could, in my opinion, bring fame and economic success to those producers who pursue this strategy of focusing on both vineyard production and then the following transformation phase.



KNOW YOURSELF... AND THE REFERENCE MARKET

By Nicola Cattaneo - Business Development Manager Gruppo La-Vis

Our society is becoming increasingly frenetic with seemingly no time to do anything at all. The world of wine, even though a world that revolves around business, is nevertheless required to take its time, above all, in the most significant moments: tasting is that sacred moment for understanding and appreciating the aromas, the taste, the culture, the refinement, the strength and the subtlety that a territory can express.

This privileged moment allows the telling of stories, the reflecting on experiences, life and thus the entire universe that surrounds us. And in this instant two worlds can join and wander down a stretch of the same path together, here where diversity can transform into wealth through the ability of one to comprehend and interpret the needs of the other. The beauty of Trentino lies undoubtedly in the multiple solutions it can offer and from its uniqueness be seen favourably by clients of diverse nature. In the Anglo-Saxon world, for example, from North America to England, Pinot Grigio retains its popularity. It still today represents a visiting card for presenting a territory, a style or other varieties that are unknown. The Anglo-Saxon world being a reference market, also for its lifestyle, necessarily influences the tastes of other nations that are only just now beginning to open up to the international markets, and thus very similar sales dynamics at play can be observed.

Regarding Italian sparkling wines, the popularity of Prosecco continues to grow thus allowing our products to gain a greater visibility than in the past. In fact the subtlety and fruitiness of the Pinot Nero Rosè, the greater complexity and refinement of TRENTO DOC are attributes that differentiate these wines in the marketplace and whose quality and refinement are standout features.

A number of emerging economies such as, Russia where it is usual to have Vodka with their meals, are finding wine more appealing. Indeed, it is these countries, which are often difficult to penetrate due to the distances involved and complex bureaucratic systems, that are beginning to truly appreciate the aromatic nature of our whites and the refined Pinot Nero. Each nation presents its own obstacles. There are markets that impose strict rules as if a monopoly were in command, others in which the law is dictated by the large distribution chains, others in which it is necessary to start by illustrating the complexity of our land on a map. Occasionally, we bump into distributors that share the passion we have for our territory, the curiosity to explore the landscapes of the Valle di Cembra, the interest in exclusive and autochthonous wines, such as Nosiola.

On one of our labels a bas relief from the Buonconsiglio Castle of Trento is represented: a black polished marble stone, in which you can see your own reflection, around which the phrase in Latin and Greek pronounced by the Oracle of Delphi "know yourself" has been etched. This underlines the importance within the context of an ever-deepening relationship with the market and in the approach to other realities of the significance of past choices, of having planted that variety in an particular terroir, of having opted for specific techniques of cultivation a/o vinification, and of the wait in the winery for the wine to run its course.



LA VIS OPENS UP THE
ROAD TO RUSSIA.
THE QUALITY PROJECTS
PRESENT IN AN
IMPORTANT MOSCOW
SUPERMARKET CHAIN

Azbuka Vkusa is the name of the Russian chain that is promoting Trentino excellence from the Gruppo La-Vis in soviet territory. This chain has more than 40 supermarkets in the Moscow area and in 2011 has already proposed 20,000 bottles of Ritratti and Masi to the more discerning consumers of the Russian capital. This chain consists of a sort of "stores of excellence" promoting selected labels together with other desirable quality products that are put on display in modern shops in function of a strategy of marketing to the elite and representing a reference point in Russian territory from a managerial perspective. Müller Thurgau, Chardonnay, Pinot Grigio but also Traminer, Sauvignon and Pinot Nero are the most popular wines. For La Vis this represents another occasion to serve as an ambassador for the excellence of Trentino viticulture. A strategy of marketing well-known brands that acknowledges the members professionalism and efforts made in the vineyard in addition to contributing to increasing the visibility of our territory as a an established tourist destination.



ECO-SUSTAINABILITY – ETHICS AND RESPONSIBILITY

By Corrado Aldrighetti – La Vis Wine Making Technical Manager

Trentino, a typical Alpine region, is characterized by an elevated variety of environmental conditions. The climatic and pedological differences derive from topographic and morphologic factors characteristic of the territory such as, altitude, position, exposure, incline of the slopes, all embellished by a specific cultivational technique applied to each individual species.

From a viticultural perspective the knowledge of the soil, the varieties, cultivation techniques, interaction between the vine and the environment are fundamental factors in producing quality grapes and wine. La Vis has for some years represented 15% of the total surface area of Trentino vineyards and thanks to the Zoning Project has been able to obtain differentiated products of optimum quality to place in the global market. For each vine the most suitable cultivation area has been identified, maximizing the value at the same time, via various territorial projects, the efforts and professionalism of the member-growers. In order to be competitive and profitable the objectives must be able to strive for quality of an authentic product that is strongly emblematic of the identity of the territory.

Moreover, over the course of recent years, the management team of the Winery, in close partnership with the member-producers, have identified a key policy with the concept of “sustainability” at its heart it lays down the guidelines for the application of commercial and productive competitiveness of the wine sector at an international level, and company and social responsibility. The future of La Vis’s viticulture is moving towards a “a new added value” deriving from the symbiosis of three diverse and until recently unconnected aspects of sustainability; economical, environmental and social.

From the theme of sustainability – intended as a durable, long term business activity – a number of needs of both producer and consumer have emerged which ensures, on the one hand, the conservation of natural resources utilized in a particular terrain, of water and air (sustainability of resources) and on the other hand, the factors of healthiness of the product and the production processes (sustainability for the health of operator and consumer alike), and last but not least a productivity

sufficient to satisfy the needs of the winemakers themselves (economical sustainability). The 90’s were characterized by the widespread adhesion to the Protocollo Vitivinicolo Trentino (Trentino wine makers protocol). This policy instrument has been very efficacious in setting quality standards for wine, in addition to the introduction of a scientific biological methodology applied across the entire vineyard surface area including even the study of “sexual confusion” of the grapevine moth. Finally, the last decade saw a rise within the member growers of a group, growing in number, focused on environmental issues and adopting cultivation techniques based on the ethical values of eco-sustainability.

La Vis, increasingly focused on the specificity of its wines produced in a mountain environment, is fully aware of the immense cultural and cultivational heritage that must be protected and in order to ensure the continuity in production both in terms of quality and quantity is wholly committed to safeguarding these products and the contribution they make to the local economy. Wine making at La Vis is following the path of

economical and environmental sustainability, guaranteeing to the consumer product traceability at any one moment, engaging in dialogue with its consumers thus ensuring the healthiness of its products while providing the maximum in transparency. There is the conviction that these vine growing zones with their high specificity surely represent a concrete and unique reality in which the emotions, sensations

and pleasure at play are transmitted directly by the territory itself. The result; wines that are not only emblematic, but at the same time provide a significant economic long term value.



Il sovescio a Maso Franch



CHEF OF THE YEAR 2011 - PIERLUCA ARDITO, EXECUTIVE CHEF AT “MASO FRANCH” AND “TENUTA MONACELLE”

An important recognition for the Chef who ‘best expresses the Italian gastronomic culture through his dishes’. This is the reason for the prize awarded to Pierluca Ardito, best chef in Italy, in line with the principles of ‘Solidà’ which every year awards the best professionals in the 10 most important professional categories of Italian hospitality and hotels sector, among which Federazione Italiana Cuochi (Italian Chefs Federation), Associazione Italiana dei Direttori d’Albergo (Italian Association of Hotel Managers), Associazione italiana dei Capi Ricevimento (Italian Association of welcoming & hospitality staff) and Associazione Italiana degli Housekeeping (Italian Association of Housekeeping).

Pierluca Ardito, 100% Apulian, at only 32 is already one of the most illustrious chefs in the Italian culinary world. Ardito is Executive Chef at *Tenuta Monacelle* in Apulia and at *Gourmet and Relais Maso Franch*, located in Trentino, as well as partner in NHL Management Srl, a hotels consulting and management company.

TERRITORI LA-VIS AWARD AT “LE GIARE” RESTAURANT IN POZZA DI FASSA.

UNIVERSITY OF PARMA - TOP CULTURE-TERRITORY PARTNER FOR ITS REASERCH ON SOCIAL AND ECONOMIC CULTURE OF ITALIAN CHARDONNAY: ORIGIN THE PROVINCE OF TRENTO

On July the 4th the final phase of Territori La-Vis award, which brought together the finalist restaurants, took place in the enchanting setting of Maso Franch. After a lengthy selection process the jury president, Paolo Tegoni (Chair Professor of Analytical Wine-tasting Methodology, Degree Course in Gastronomic Sciences, University of Parma) identified 5 dishes proposed by 5 different restaurants which stood out in the marrying Chardonnay and Pinot Nero varieties interpreted in the La-Vis style.

Ritratti, Dos Caslir, Cesarini Sforza Spumanti, Simboli: a selection of wines from which each chef had to marry with typical products from their own Territory. “Le Giare” Restaurant located in Pozza di Fassa was the overall winner with the dish “**sa di tappo**” (tasting of cork): **risotto cooked in a cork broth and creamed with Vezzena seasoned cheese, candied grape and scallion marmalade with Chardonnay Trentino Doc – Ritratti.**

The enthusiastic comments of Prof. Tegoni highlighted the excellent gastronomic research and harmonious blend of tradition and innovation. A row of vines in a Valle di Cembra vineyard bears the winner’s name, who can accompany their clients a/o guests there at any time.

Territori
Espressioni d’arte, cultura ed economia nel Gruppo La-Vis



INITIATIVES OF THE WINE SHOPS 2011

INITIATIVES OF THE WINE SHOPS 2011

by Rosario Pilati – Manager of the Lavis & Cembra Wine Shops

Our primary desire is to reposition **Wine** at the centre of attention, showcasing its qualitative characteristics that derive from the magical symbiosis deriving from the Vine, the Environment and the Work of Man.

As you know, wine is at its best on the table so, as always, we will be on occasion marrying it with best cuisine found in our land, starting out with Maso Franch - Gourmet and Relais located at Giovo.

We began on **29th April** with a special evening in the winery's "Stube" (hospitality cellar) dedicated to long-lasting white wines ranging from the autochthonous to the aromatics and fruity, married splendidly with cuisine from Maso Franch.

The **29th May** heralded the now traditional "**Cantine Aperte**" (Wineries Open Day) in which la Vis was presented as being in the avant-garde of "Eco-sustainable Viticulture".

The third appointment on **24th June** took place at **Maso Franch** dedicated to "Barn-house Wines". A presentation to discover the best selections of wines produced from a number of small vineyards named after their location within the confines of particular historical mountain barn houses.



Organised by the tourist board (APT) of Pinè-Cembra on the **29th July**, "**Adagio con Gusto**" (adagio with taste) will take place at Maso Franch. The restaurant's cuisine will be used to exalt the virtues of the Mountain Wines produced in Valle di Cembra – Mountain Wineries.



Don't miss an event organised on the **26th August** in our welcoming "Stube" located in our winery in Lavis: "**Il Pinot Nero ovvero la montagna si tinge di rosso**" (Pinot Nero or rather the mountain tinged in red). An evening dedicated to discovering this wonderful multi-faceted wine produced from avant-garde cultivational techniques.



We finish up in autumn with the traditional "**Divin Ottobre**", (Divine October) in partnership with Wine Route through the Colline Avisiane organisation. We will be sending you details on this event shortly.

In October we are starting up again with our "**Avvicinamento al Vino**" (getting to know about wine) courses; for anyone who is interested in taking part should come and sign up at the Wine Shops as soon as possible.

Monthly promotions are continuing. **From 5th to 24th September** there are special offers for Bianco & Rosso dei Sorni, sauvignon DiCembra, Merlot & Rosato Simboli. Unbeatable prices for holders of the Carta Storie di Vite which can be applied for at the Wine Shops.

For any further information and bookings please contact Vinoteca Lavis on 0461/440111 or via mail: vinoteca@la-vis.com. We are looking forward to seeing you all!!!

THE DAWN OF A NEW PRODUCT AT CESARINI SFORZA SPUMANANTI: TRIDENTUM RISERVA EXTRA BRUT



INTRIGUING AND REFINED, IT HAS BEEN GREETED WITH GREAT ENTHUSIASM BY THE MOST IMPORTANT WINE TASTERS

"Our main objective was to represent the Territory of origin, the high hills and mountains which are so characteristic of this complex yet undeniably enchanting vine-growing area...", as Giorgia Brugnara, wine making manager, comments on the newborn product at Cesarini Sforza. Tridentum Riserva Extra Brut is, first of all, a TRENTO DOC product, representing tradition yet increasingly the embodiment of avant-garde wine making techniques and representing the best of the Italian sparkling wine industry; a Classic Method sparkling wine, product of Trentino's long standing tradition in this sector. Come and try it in our Wine Shops!



LA VIS

RITRATTI the portrait of a wine is born in the land
Ritratto Bianco Vigneti delle Dolomiti IGT
Trentino Doc Müller Thurgau Ritratti
Trentino Doc Chardonnay Ritratti
Trentino Doc Pinot Grigio Ritratti
Ritratto Rosso Vigneti delle Dolomiti IGT
Trentino Doc Cabernet Sauvignon Ritratti
Trentino Doc Pinot Nero Ritratti
Trentino Doc Merlot Ritratti
The line Ritratti includes the grappas:
Grappa Trentina from Pinot Nero,
Chardonnay and Cabernet Sauvignon.

I MASI

Trentino Doc Müller Thurgau Roncador
Trentino Doc Gewürztraminer Clinga
Trentino Doc Sauvignon Tratta
Trentino Doc Nosiola Rosabel
Trentino Doc Lagrein I Baldazzini
Trentino Superiore Doc Marzemino d'Isera Nailam
Mandolaia Vigneti delle Dolomiti IGT

SORNI

best embodiment of a land made for wine production
Trentino Doc Bianco dei Sorni
Trentino Doc Rosso dei Sorni
The Sorni include also
la Grappa Trentina dei Sorni

SIMBOLI wines from Trentino

Trentino Doc Chardonnay
Trentino Doc Müller Thurgau
Trentino Doc Nosiola
Trentino Doc Pinot Grigio
Trentino Doc Gewürztraminer
Trentino Doc Riesling
Trentino Doc Pinot Nero
Trentino Doc Cabernet
Teroldego Vigneti delle Dolomiti IGT
Trentino Doc Merlot
Rosato Vigneti delle Dolomiti IGT
Novello di Teroldego Vigneti delle Dolomiti IGT

STORIE DI VITE

Trentino Doc Chardonnay
Trentino Doc Pinot Grigio
Trentino Doc Nosiola
Trentino Doc Müller Thurgau
Teroldego Vigneti delle Dolomiti IGT
Trentino Doc Merlot
Trentino Doc Cabernet
Trentino Doc Marzemino
Trentino Doc Rosato

PERCORSI D'ALTURA

Trentino Doc Sauvignon
Trentino Doc Müller Thurgau
Trentino Doc Riesling
Trentino Doc Chardonnay
Trentino Doc Pinot Grigio
Trentino Doc Gewürztraminer
Trentino Doc Pinot Nero



VALLE DI CEMBRA Cantina di Montagna

COLLEZIONE PRODUTTORI
Trentino Superiore Doc Müller Thurgau
"Vigna delle Forche"
Trentino Superiore Doc Pinot Nero
"Vigna di Saosent"

DOS CASLIR

Trentino Doc Müller Thurgau "Dos Caslir"
Trentino Doc Pinot Nero "Dos Caslir"

DICEMBRA

Trentino Doc Müller Thurgau
Trentino Doc Chardonnay
Trentino Doc Sauvignon
Trentino Doc Pinot Nero
Schiava "Valvalè" Vigneti delle Dolomiti IGT



ST. ANDRAE

I VINI DELL'ALTO ADIGE
Südtiroler - Alto Adige Doc Gewürztraminer
Südtiroler - Alto Adige Doc - Blauburgunder
Südtiroler - Alto Adige Doc Lagrein



POGGIO MORINO

TENUTA IN SCANSANO
Morellino di Scansano DCGG
Morellino di Scansano DCGG Riserva
Olio Extravergine di Oliva Toscano IGP



VILLA CAFAGGIO

TOSCANA
Toscana DCGG Chianti Classico
Toscana DCGG Chianti Classico Riserva
San Martino IGT Toscana
Cortaccio IGT Toscana
Olio Extravergine di Oliva



SPUMANANTI

CESARINI SFORZA
Aquila Reale - Trento DOC
Tridentum Riserva Extra Brut - Trento DOC
Tridentum - Trento DOC
Tridentum Brut Rosé - Trento DOC
Cuvée Brut - Trento DOC
Cuvée Brut Riserva - VSQ
Cuvée Brut Rosé - VS
Cuvée Dolce - VSAQ

Editor: Marco Zanoni
Editorial staff: Tiziana Dallago,
Rosario Pilati, Marco Raengo.

Inquiries, curiosities or suggestions? Write to the editorial staff:

Cantina La Vis - Redazione di Profili
Via Carmine, 7 - 38015 Lavis (Tn)
Tel. +39.0461.440111 fax +39.0461.440244
cantina@la-vis.com www.la-vis.com

News

VINOTECA LA VIS IS ALL DAY LONG OPEN from monday to saturday from 9.00 to 19.00

PICK UP YOUR STORIE DI VITE CARD AT OUR WINE SHOPS THE ENVIRONMENT, IN AND DISCOVER OUR SPECIAL OFFERS & ORGANISED EVENTS.

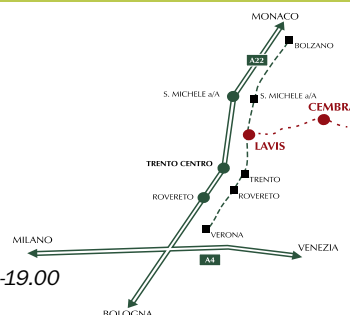


Via Carmine, 7
38015 Lavis (TN) - Italy
Tel. +39.0461.440150
Fax +39.0461.440235
vinoteca@la-vis.com
www.la-vis.com



Via IV Novembre, 72
38034 Cembra (TN) - Italy
Tel. +39.0461.680010
Fax +39.0461.682177
vinotecacembra@la-vis.com
www.cantinavalledicembra.com

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