

# FRANCO SERRA



## Barbera d'Asti

Barbera d'Asti DOCG, Piedmont, Italy

### GRAPE VARIETY

100% Barbera

### VINIFICATION

Select grapes are hand harvested. Ten days of maceration and two weeks of fermentation in stainless steel at 75°F is followed by three months of bottle aging before release.

### THE WINERY

Franco Serra is produced by the Sperone family who have been making affordable premium wines for four generations. In 1911, Antonio Sperone opened a small wine shop in Torino where he sold bulk wine directly to consumers. Unsatisfied with the quality and price of the local wine, Antonio started his own winery in Puglia and built a bottling facility in Torino. He was soon able to offer his customers quality wines at prices everyone could afford. Sadly, it was destroyed when the city was bombed in WWII. The winery in Puglia survived the war and enabled Antonio's grandson Giacomo to open a new facility in 1965 near Milan where he produced vermouth, sparkling wines, spirits and fine wines. In 1983, the family purchased 75 acres of prime vineyards in Piedmont and built the current winery in the small town of Mombaruzzo just outside Monferrato.

### TASTING NOTE

Brilliant ruby red with hints of crimson. Cherry and floral on the nose, with a hint of anise. Dry and medium bodied with ripe red fruit, bright acidity and smooth tannins.

### FOOD PAIRING

A very food friendly wine. Pairs well with hearty Italian fare and spicy dishes.



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