

June 2022

CROCI
(Emilia-Romagna, Italy)



Massimiliano Croci taking a break among his vines on the hills of Emilia-Romagna.

Croci Tenuta Vitivinicola is a story of generations of an Italian farming family that exists today because of sheer determination. In the 1930's, Massimiliano Croci's grandfather started as a farmer in the mountains, producing wood and hay near the village of *Castell' Aquato* in *Emilia-Romagna*. It was physically gruelling work that hardly put food on the family table. So, his grandfather took his family out of the mountains and down to the local fields, where the second generation of family (Massimiliano's parents) started a dairy farm. Unfortunately, that was in the 1970's when the price of dairy hit rock bottom and his family had to reinvent themselves, again.

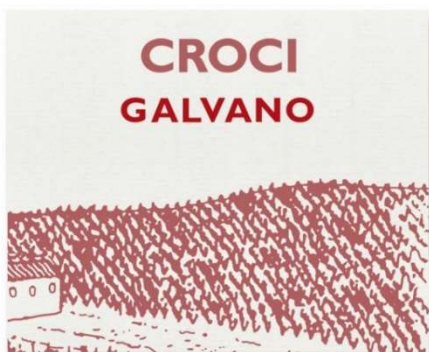
Massimiliano's parents planted a few rows of vines on the hills for family wine consumption while the dairy cows roamed the flatter lands. Then in the 1970's, Massimiliano's parents transitioned from the dairy farm to viticulture. Unfortunately, the industrialization came into vineyards and cellars in the 1980's, which resulted in a mass production of cheaply made *Lambrusco* through the *Charmat* method. *Charmat* is a charmless method of producing *frizzante* wines of *Lambrusco* by fermenting in stainless steels that would allow massive volumes through lab-made yeasts and chemical stabilizers. Thus, Massimiliano's parents were, once again, at a crossroads. The family could barely make a living, trying to compete with the industrial houses producing cheap *Lambrusco* using the *Charmat* method.

When Massimiliano took over the farm, he converted to organic farming and returned to the traditional way of making *frizzante* wines by refermenting the wines in bottles. Producing *frizzante* wines through refermentation in bottles is labour intensive but the results are far superior with gentler bubbles and complex taste that translates the land. That is how the ancients made *Lambrusco*. There are only a handful of farmers who still make *Lambrusco* this way. *Frizzante* wines made using the traditional method produce delicious and endlessly drinkable bottles that are perfect with the soulful rich foods of *Emilia-Romagna*.

Croci family farm is about 16 hectares, of which only about 8 hectares are planted with vines. The rest is planted with vegetables for the family consumption and some left for the cows to graze. Croci is a traditional poly-culture Italian farm, which brings diversity and health to the vines. The vines are planted on sandy limestone, which gives the Croci wines freshness, mineral complexity, and distinctive structure.

GALVANO 2018

SKU: 466362 Speculative 750 ml 12 bottles/ case
\$26.44 Wholesale/ \$34.00 Retail per bottle



Frizzante from *Emilia-Romagna* made with love. It is made with 60% Barbera and 40% Bonarda. While the majority of the producers in *Emilia-Romagna* bottle their red *frizzante* in the spring following a vintage, *Massimiliano Croci* bottles this red *frizzante* about two years after the vintage. This *frizzante*, as the local tradition dictates, is gently bubbly with endless charm. Intense ruby in colour. After two years in bottle, this *frizzante* opens slowly. Then, the wine picks up speed like an Italian racing car. Fruity with subtle yeasty overtones. Depth that can only attain from long aging and refermentation in bottles.

Remains playful and joyous as a *frizzante* should be. Drink this Italian happiness with your favourite pizza and stuffed pasta. You will instantly turn into an Italian that you wish you could be – well, least at a dinner table.

LUBIGO 2020

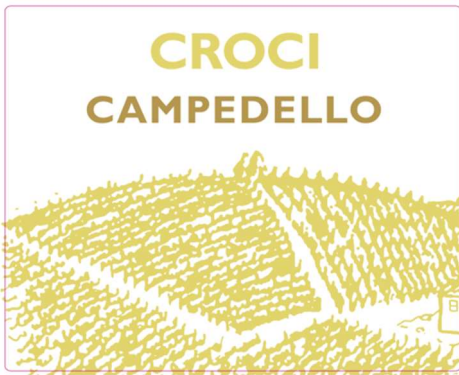
SKU: 466357 Speculative 750 ml 12 bottles/ case
\$26.44 Wholesale/ \$34.00 Retail per bottle



This is a *frizzante* wine made with 100% *Ortugo* grapes, which is indigenous in *Emilia-Romagna*. It is a white varietal. *Massimiliano Croci* gives this *frizzante* a brief skin-contact (7 to 12 days, depending on a vintage) to give some body and extract beautiful aromas that are inherent in the skins of the beautifully expressive *Ortugo* grapes. Intense straw colour with gentle structure from the skin contact. Distinctive aroma of dried fruit. Easy and pleasant *frizzante* with beautiful and elegant bubbles. All grapes are hand-harvested and fermented with ambient yeasts – like all of *Croci* wines.

CAMPEDELLO 2020

SKU: 466354 Speculative 750 ml 12 bottles/ case
\$26.44 Wholesale/ \$34.00 Retail per bottle



A *frizzante* made with a blend of 60% *Malvasia di Candia Aromatica*, 20% *Trebbiano*, 15% *Ortrugo*, 3% *Sauvignon*, 2% *Marsanne*. *Massimiliano Croci* has some old vines of *Sauvignon* and *Marsanne* that his parents planted, which produce beautiful grapes. So, he blended them into this *frizzante*. This is a skin contact *frizzante* of 11 to 15 days depending on a vintage. This gives stunning colour of straws. Aroma is so compelling, the sum that is greater than each varietal. What an enchanting Italian bubbly. So unique and delicious. Crusty bread, yeasty nose. Easy-going and very pleasant to drink.

ALFIERE ROSÉ NV

SKU: 466365 Speculative 750 ml 6 bottles/ case
\$41.20 Wholesale/ \$54.00 Retail per bottle



This is *spumante rosato* – a sparkling rosé wine. A faint rose hue with marked perfume. It is an equal blend of *Barbera* and *Bonarda*. The grapes are gently pressed, which gives the rosato. *Massimiliano Croci* likes to blend two vintages, one ripe and one less ripe, to give a balance to his *spumante rosato*. This *Alfiere Rosé* is a blend of 2018 and 2019. Aging about a year in neutral vats, followed by aging in bottles in lees for eighteen months prior to disgorging. Refined and elegant. A whole lot of love goes into this *spumante rosato*. (Note: this is the only *Croci* wine that comes in 6 bottles per case)