

NEGRETTI

EZIO E MASSIMO

LA MORRA

ITALY

WHO

*Two brothers.
Living and breathing the lands.
Crossed paths like climbing plants.*

WHAT

*Wine.
A job repaid with joy.
Storytell of a dream.
And truths to discover.*

WHY

*Gratitude.
To the land. To its gifts.
Expected, hoped miracles. Came true.*

WHEN

*Always.
Land doesn't give you a rest, even when she does.
The Sun, Wind, Rain talk instead of her.*

WHERE

*La Morra.
Mother of History, son of Bacchus.
Uncompromising guardian of greatness.
Geometry of God's existence.*

WINE

*What has been wrote and told about wine?
He is on everyone's lips since the beginning of time.
However, the soul of those who savour seems
to be his favourite place on earth.*

WHO



WHO

Two brothers.

Living and breathing the lands.

Crossed paths like climbing plants.

I am **Ezio**.

I was born in '81. The shaky Gigi Radice's year to AC Milan, President Ronald Reagan and five hundred thousand people in Central Park in the presence of two genius Paul Simon and Art Garfunkel. My knees have tasted the bitter soil of the vineyard and the soccer field so many times that I have stop to count them. I never give up. **I love challenges. To overcome any obstacle.** I am graduated in Business Economics but the most exciting accounts are those with myself. I am the traveller: i bring our wine around the world. Always taking planes with our vines in a box. I shake hands, proudly uncork the result of our strengths from country to country. I put the miracles of my land in my bag during every trip.

I am **Massimo**.

I was born in '78, when a certain Sandro Petrini was becoming President in Italy, while on the other side of the world two guys, Jhon Belushi and Daniel Aykroyd made their debut on TV. I have breathed more dust of the ground than real oxygen in my life. On the wall, a paper says I am graduated in oenology.

I am the "technical guy" in the cellar: meticulous, stubborn and badass! Till things don't work out I can't go to sleep, but bags under my eyes have never been a problem.

I live with my dirty hands but I could never ask for a better life.

I polish them just when I want to ride my motorbike: the only woman the vine is not jealous of.



WHAT

WHAT

Wine.

A job repaid with joy.

Storytell of a dream.

And truths to discover.

Liquid nuances.

Or, if you prefer, Barolo, Nebbiolo, Barbera and Chardonnay.

Wine is not just a simply job to us. It's a beautiful love story born at the beginning of last century between our grand-grandparents, Anin and Minot, than continued by Adriana, called Dadà and Giovanni, our grandparents.

Followed by our parents: Maurizio and Graziella. Ending to our generation.

Uncorking this story, you will turn the pages of our passion to discover ancient and noble traditions with a touch of unavoidable modernity.

Proud of our background, we use what technology gives us, consciously knowing how important is the hand that drives it.



WHY

WHY

Gratitude.

To the land. To its gifts.

Expected, hoped miracles. Came true.

We were born and raised in a priceless land full of gifts. Not understanding and evaluating its beauty and generosity would be an offence.

Moreover, we are the result of who spilled his blood before us, relying on his arms, prayers, unpredictable winds and water.

The vineyard is the Alpha and Omega of our journey. *The beginning and the end.*

It's what we love and what we can't imagine to live without. We were used to breath the dust of the soil warmed by the sun since we were kids, and it marked us. Wine is a powerful glue to connect people together, to open and animate new debates, to reveal secrets, look into the deep of everybody's soul.

And it wisely accepts to get old.



WHEN

WHEN

Always.

Land doesn't give you a rest, even when she does.

The Sun, Wind, Rain talk instead of her.

Even if during the year there are some crucial moments, which can make the difference between a good, or a bad vintage, there is a total devotion to the land, without any rest.

Even the expectation, for a new bud popping up from the earth or the rain that may be late, can be exhausting. This struggle meets and melts two different concepts along the way:

the rational meticulous calculation thanks to the study and the use of technology, on the one hand, and the total irrational hope and desire that everything may go in the right way, on the other.

At the end, terms are made by Nature and you always have to be ready when she calls you.

Even without notice.



WHERE

WHERE

La Morra.

Mother of History, son of Bacchus.

Uncompromising guardian of greatness.

Geometry of God's existence.

La Morra, UNESCO Heritage since 2014. Proudly explained in many documents and the reasons are deeply recognized everywhere.

We think its real nature comes out better in the everyday life.

It is a land to taste slowly, step by step.

With no hurry. You have to watch carefully and gently every corner, respecting its silence and beautiful hills

that seem covered by elderberry during the sunny days, or tamed by the fog, and becoming brave if defied by the rain.

La Morra is that proud commune, which does not follow the fashion system.

It denies urban identities as models and even if she is always the same from the beginning of times, its crystallised nature **never disappoints those who are looking for Beauty.**

The background is a vibrant, abstract composition of marbled paper. It features a mix of deep reds, magentas, and purples, with lighter, creamy white areas interspersed. Dark, irregular, almost organic shapes, resembling ink blotches or perhaps dried botanical elements, are scattered across the surface, particularly concentrated in the upper and lower portions. The overall effect is one of rich, textured color and organic form.

WINE

WINE

*What has been wrote and told about wine?
He is on everyone's lips since the beginning of time.
However, the soul of those who savour seems
to be his favourite place on earth.*

We have taken a path and we have decided to follow it without compromises, hesitation or smart choices dictated by the consumerism. Maximum result with minimum effort is not our way of thinking. We chose the Green Experience: **a gentle way of making wine**, a real certification that guarantees our respect of natural

resources, biodiversity and this priceless world heritage called Langhe.

In this way, the consumer knows our products don't sacrifice even a centimetre of land. Not a leaf.

In the cellar, the chemistry is not the rule that guides us; we believe in Physics respecting the soil.

DINOI

D I N O I

Nothing is purer than mother earth.
The native essence sought after with
modern knowledge.

We had few certainties, perhaps just one:
everything had changed.
If, on one hand the unknown was scaring us,
on the other it was pushing us to action, to
seek the origins, to be as pure as possible.
So we went back to the moment when
everything began.

Our journey back to the past has triggered
scientific studies, historical investigations.



*The epilogue of our journey,
free expression of the vineyard,
in search of origins, indigenous
and ancestral expressions.*

BAROLO DOCG BRICCO AMBROGIO RISERVA

D I N O I

Ruby red color with lively and intense amaranth reflections.

A complex nose of roots, rhubarb, undergrowth and china which alternates flashes of blue plum.

Deep and full in the mouth, It confirms its complexity and austere vibrant tone, occasionally nervous.

An articulated tannic complex structure maintains the tension of this Barolo.

Variety:
100% Nebbiolo

Vineyards:
Bricco Ambrogio - Roddi,
vineyards of the 1950s,
250/270 m. a.s.l.
South exposition.
4500/5000 plants/ha.

Soil composition:
white, clay, calcareous.

Vinification:
Indigenous yeast
fermentation with the skins
for 25/30 days in Austrian
oak barrels with controlled
temperature between
27/30°C. Spontaneous
malolactic fermentation.

Aging:
in Austrian oak barrels
(2500 L) on its own yeasts
or 36 months.

*The epilogue of our journey,
free expression of the vineyard,
in search of origins, indigenous
and ancestral expressions.*

LANGHE DOC CHARDONNAY

D I N O I

The color of this chardonnay is made of green shades on a lively yellow base.

A faceted and intriguing nose opens up with white flowers, develops to yellow petals and ends with to a peach and white chocolate notes.

It's full in the mouth although adrenaline, its lively acidity opens up to a savoury tasty creaminess.

Its long aftertaste leaves hints of star anise and nuances of mint.

Variety:
100% Chardonnay

Vineyards:
Bettolotti - La Morra,
vineyards of the 1990s,
230/270 m. a.s.l.
south-east exposition,
4500/5000 plants/ha.

Soil composition:
clay, plebbly, calcareous.

Vinification:
indigenous yeast
fermentation for 12/15 days
in French oak
barrels with spontaneous
malolactic fermentation.

Aging:
in French oak barrels
(225 l) on its own yeasts for
10/12 months.



TRADITION

TRADITION

Tradition is the sum of memories, news, and testimonies passed down from one generation to the next.

They are our roots; they provide continuity in our lives and give us a sense of belonging, structure, and stability.

They foster community as we come together to celebrate and honor our shared history.

But while this is the foundation of our philosophy, we know that perspective is equally important; we want to do old things in a new way. Small details are vital. Small things make big things happen. Sensations are the details that make up the story of our lives, our work, our wines. Our liquid nuances.



*Unpredictable, exciting.
From wild nature, a **sinuous**
stretch between blue flowers
and wild herbs.*

BAROLO DOCG **MONVIGLIERO**

A purple base enriched with bright garnet reflections is a prelude to a wild and elegant character, an unpredictable wine in its corollary of vegetal notes of violet and dry lavender, mixed spices with white pepper, ripe black cherry and blood orange peel. A lightly smooth tannin mixes with hints of currant berries and grilled grass, creating an harmonic astringency and silky notes in a constant growth of intensity.

Variety:
100% Nebbiolo

Vineyards:
Monvigliero - Verduno,
vineyards of the 1970s,
220/280m. a.s.l.,
south exposition.
4500/5000 plants/ha

Soil composition:
white, silty-clayey,
calcareous

Vinification:
fermentation with the skins
for 20/25 days in steel vats
with controlled temperature
between 26/30 °C.
Spontaneous malolactic
fermentation

Aging:
in French oak
(225 l) for 24 months

*Pure power.
It's a sensorial journey
of noble truths.
It's the **principle** of our journey.*

BAROLO DOCG BRICCO AMBROGIO

Amaranth red with ruby reflections.
It shows a concentrated complexity, which spreads
ripe raspberry, woody aromas, bitter orange peel
and black peppercorn notes at the nose.
In the mouth it's warmy powerful but able to touch
all the significant points of the palate sensitive to its
thick tannic structure.
Its acidity is well aligned to the alcoholic level,
driving the tasting with a certain character; this
wine reaches high notes.
A long minerality confirms on the palate its
olfactory complexity.

Variety:
100% Nebbiolo

Vineyards:
Bricco Ambrogio - Roddi,
vineyards of the 1950s,
250/270 m. a.s.l.
South exposition.
4500/5000 plants/ha
Soil composition: white,
clay, calcareous

Soil composition:
white, clay, calcareous

Vinification:
fermentation with the skins
for 25/30 days in steel vats
with controlled temperature
between 27/31°C.
Spontaneous malolactic
fermentation.

Aging:
in French oak
(225 l) for 24 months.





*Paradigm of Elegance,
son of one among the finest Cru
in La Morra it's **silk** on the palate,
an answer for those who search beauty.*

BAROLO DOCG

RIVE

Ruby colour on a soft red basis. It's characterized by female notes of petals and lipstick, face powder and wild strawberry.

In the mouth it's persistent and silky, with a well domesticated tannin and a rich, slightly acid but fragrant extraction.

Its alcohol amplifies without mistake remarkable notes of flower and dry herbs.

Variety:

100% Nebbiolo

Vineyards:

Rive - La Morra,
vineyards of the 1980s,
230/260 m. a.s.l.
South-east exposition.
4500/5000 plants/ha.

Soil composition:

clay, calcareous

Vinification:

cryomaceration before
fermentation with the skin
for 12/16 days in steel vats.

Aging:

in French oak
(225 L) for 24 months

*Character to sell,
the eye of the winner.
Its aromatic complexity surprises
and seduces. A **mystic** trip.*

BAROLO DOCG

MIRAU

Purple reflexes mix amaranth with dark notes coming from a long refinement. This unique wine requires a careful eye, the awareness of being in front of an ancient story. Born from an incomparable vineyard which gives extraordinary grapes thanks to its microclimate, soil composition and richness of microelements. This Barolo doesn't accept any compromise, wearing an exotic dress and speaking a different language. Incense, turmeric, sandal and black liquorice are mixed with faraway spices and are confirmed during the tasting where black berries and gooseberry interchange with indian curry. A tannic complexity puts everything together surrounding mystic notes of incense.

Variety:
100% Nebbiolo

Vineyards:
Rive - La Morra,
vineyards of the 1980s,
230/260 m. a.s.l.
South-east exposition.
4500/5000 plants/ha.

Soil composition:
clay, calcareous, sandy.

Vinification:
fermentation with the skins
for 14/18 days in steel vats
at controlled temperature
between 24/30°C.
Spontaneous malolactic
fermentation.

Aging:
in Swiss oak
(2500 L) for 24 months





*A passport for elegant and mature symposis. **Union** of a land that has a great charm. Dedicated to those who wisely control impatience.*

BAROLO DOCG

A team play.

A balanced complexity between red and black fruits, winter cherry and white flesh, spicy notes and face powder.

This is the nose of this Barolo, which was born from the encounter of the different Cru of the property.

Intriguing and fresh in the mouth, it can guide the tasting among its elegant tannins and mineral flavour with a great style.

Variety:

100% Nebbiolo

Vineyards:

Bricco Ambrogio - Roddi, vineyards of the 1950s, 250/270 m. a.s.l.

South exposition.

4500/5000 plants/ha

Rive - La Morra, vineyards of the 1980s, 230/260 m.

a.s.l. south-east exposition, 4500/5000 plants/ha.

Bettolotti - La Morra, vineyards of the 1990s, 230/270 m. a.s.l.

south-east exposition, 4500/5000 plants/ha.

Soil composition:

clay, calcareous, sandy

Vinification:

fermentation on the skin for 14/18 days in steel vats with controlled temperature between 24/30°C.

Spontaneous malolactic fermentation.

Aging:

6 months in French oak (225 L) and 18 months in Austrian oak (2500 L)

*Symbol of those who begin the journey.
Who believed first in the magic
of the land: our grand-grandfather Minot.
Genesi and careful guardian.*

LANGHE DOC NEBBIOLO

MINOT

Violet red and shiny amaranth, its beginning in the palate is smooth, when proud and direct tells in a whisper of violet, fresh chamomile and menthol influences, ripped currant and medlar's skin. With the same elegance it envelops your mouth in a silky, graceful, soft way to leave vanilla memories on the aftertaste.

Variety:
100% Nebbiolo

Vineyards:
Bettolotti - La Morra,
vineyards of the 1990s,
230/270 m. a.s.l.
south-east exposition,
4500/5000 plants/ha.

Soil composition:
clay, with blue marl

Vinification:
fermentation with the skins
for 10/12 days in steel vats
with controlled temperature
between 24/28°C
Spontaneous malolactic
fermentation

Aging:
in French oak
(225 l) for 12 months.





*Ancient, authentic, intense **roots**.
It gladly gives itself to the palate,
without fearing the judgement.
A multiple remedy for hurt and happy souls.*

BARBERA D'ALBA DOC **SUPERIORE**

Ruby violet with oneiric blue reflexes.
The power of this wine screams even before the olfactory notes of ripped plum, cassis, coffee and mahogany.
The mouth explodes in an alcoholic warm, ripped tannin and cherry flesh to end in a long rhythmic note slightly toasted.

Variety:
100% Barbera

Vineyards:
Bettolotti - La Morra,
vineyards of the 1990s,
230/270 m. a.s.l.
south-east exposition,
4500/5000 plants/ha.

Soil composition:
dark, marl

Vinification:
fermentation with the skins
for 8/12 days in steel vats
with controlled temperature
between 23/30°C.
Spontaneous malolactic
fermentation.

Aging:
in French oak (225 L)
and German oak (2500 L)
for 12 months.



THE SCREWS

THE SCREWIES

*A memory comes out every time we think
about how all started, an unclear purpose,
then becoming awareness and a choice of life.*

*There's this image about ourselves as kids with our
parents and that intense smell of must.*

*It seems hard to tell, it's just a little scrap, a
starting point, but we would have made few
other things without it. Becoming aware of this
marked our turning point, the choice of finding
that ethereal thing we were breathing and putting
it back in bottle. So today, near to the classical
line, a different one, young and lively was born.*

*The cork changes, the style makes new a step
forward, to rediscover those young emotions with
experience and enological research, that playful
and dreamy icon of wine able to evoke lost,
numb emotions that were waiting from too long
somebody to wake them up, to be finally free to
understand and interpret, as when we were kids.*



*Born from experimentation and tradition.
The research of alternative way,
of a **mediterranean** identity
of Chardonnay.*

LANGHE D.O.C. BIANCO

JUMP

The bright and saturated golden yellow color immediately reveals the face of wine.

A chardonnay without mysteries, clear and dynamic with its citrus leaps mixed with an almost green banana.

Enveloping, wide, it gives a walk between generous notes of mediterranean and tropical fruit.

On the palate it confirms its size, rich, full of sun and summer, but its temper underlines his own noble origin.

Its well-present tannic vein mixes to an adrenaline citrus acidity.

Variety:
100% Chardonnay

Vineyard:
Bettolotti in La Morra,
planted in 1990,
230 / 270m above sea
level, south-east exposure,
4500/5000 vines / ha

Soil composition:
marly, calcareous, fresh

Vinification:
cryomaceration before
fermentation in contact
with the skins for 24/36
hours and fermentation
in stainless steel at a
controlled temperature
between 12 ° and 16 ° C.

Aging:
4 months in steel on its own
yeasts

*Born from experimentation and tradition.
A successful game where the heart
it becomes a tribute to memory and
dedication.*

ROSÈ WINE

ELLA

The onion skin pink color brings bright reflections of orange peel.

Elegant, nostalgic and whispering of loquat peels, ripe apricot pulp with a memory of strawberries and forest flowers.

On the palate it shows a solid structure confirming hints of fruit and compote, a thin sour and sapid vein outlines the character of Nebbiolo which here is shaded with feminine grace for its immediacy and great drinkability.

Variety:
100% Nebbiolo

Vineyard:
Rive - La Morra,
plant of 1980, 230/260m.
slm, south-east exposure,
4500/5000 vines/ha

Soil composition:
calcareous, fresh

Vinification:
cryomaceration with the
skins contact for 24/36
hours and fermentation
in stainless steel vats at
controlled temperature
between 13 °/16 ° C. for
15/20 days.

Aging:
4 months in steel vat on its
own yeasts





*Born from experimentation and tradition.
Playful and precious research
of the **youth** of King Nebbiolo.*

LANGHE D.O.C. NEBBIOLO FLOS

Its shades who turn from purple red to violet and blue are the visual cloak of this wine.

Elegant and clear in its complexity reveals the violet of Nebbiolo mixed with blue plums, blueberries, blackberries and morello cherries.

On the palate it reveals its nobility like a young prince, with vibrant but silky tannins, well bound to contain a gentle pulp, its acid vein is persistent and soft and guides the palate between fruit and minerality.

Intriguing, complex and able to persist for a long time with its aromatic sensations.

Variety:
100% Nebbiolo

Vineyard:
Bettolotti in La Morra,
vineyards of the 1990s,
230/270m. a.s.l.,
south- east exposition,
4500/5000 ceppi/ha

Soil composition:
clay, calcareous, sandy

Vinification:
cryomaceration before
fermentation with the skin
for 12/16 days in steel vats.
Controlled temperature
between 23/26°C.
Spontaneous malolactic
fermentation

Aging:
6 months in still

WHERE WE ARE



Member of



Negretti is one of the companies that operates independently in the "Langa Style", vineyard and in cellar, so a group of young each manufacturer has wine producers in the the opportunity to fully Langhe. A group of express their creativity friends with intentions and individuality of and same visions of the winemaker's, but what is communication approach to the market and marketing in place as a single group the wine world. Each called Langa Style.

NEGRETTI

EZIO E MASSIMO

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