

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 without 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.

A close-up photograph of dark brown, textured soil. The soil surface is uneven with small clumps and particles. The word "WHY" is overlaid in the upper left quadrant in a white, outlined, sans-serif font.

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.**



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.



*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.

Vinification:

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

Aging:

in French oak
(225 l) for 24 months

Soil composition:

clay, calcareous

*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 passpartout 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.*

NEBBIOLO D'ALBA DOC

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:

Monforte d'Alba, vineyards
of the 1980s, 300/330 m.
a.s.l. 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

between 23/30°C.
Spontaneous malolactic fermentation.

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

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

Soil composition:
dark, marl

Vinification:
fermentation with the skins
for 8/12 days in steel vats
with controlled temperature

WHERE WE ARE



PIEMONTE



Negretti is one of the company operates founding companies independently in of 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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