



## HISTORY, VISION and MISSION



**Poggio Verrano** is the concrete idea of a visionary: **to create red wines that are expression of Maremma, the Southern part of the Tuscany Coast**, a landscape of irresistible natural and anthropological beauties. Now I wish to tell you how this idea has become a long and patient **route** leading **from the Earth to Wine**.

**Me, Francesco Bolla. I start again by myself.**

**Franco, my father**, and even before **Alberto, my grandfather**, made great wines both in Soave and in Valpolicella, such as the famous *Amarone*.

In 2000, after long time expanding the family Winery, I decided to start again by myself returning to the vineyard. I was aware that a constant commitment would be needed to create such an ambitious project on my own and conscious that a great wine only comes out of a right marriage of soil, climate, vines ... and man.

**Maremma along the Tuscany Coast. The new El Dorado.**

My new El Dorado is in the **Etruscan Maremma**. I was driven here by the love for the sea and Argentario gulf, headland in the beautiful Tuscan archipelago, is only 15 km away. The **climate** is Mediterranean and the Maremma, as well as the nearby Parco dell'Uccellina, houses a pure **nature**, very rich in flavors. In addition, the **rural culture** suits perfectly with the spirit of the project.



**POGGIO VERRANO**



### **From the Earth to Wine.**

Poggio Verrano has a rocky **soil** of calcareous and clayey nature, south-southwest exposure, height between 170 and 300 m. on sea level and enjoys the shining breezy **Mediterranean climate**.

The **vineyards**, a **garden** wisely integrated in the rural surrounding landscape, are 27 ha (67 acres) in size with density of 6.700 vines per ha (2700 per acre) and they are grown with low spurred cordon. The grape varieties are a thought-out mix: from the indigenous Sangiovese and Alicante to Cabernet Sauvignon, Cabernet Franc and Merlot perfectly integrated along the Tuscany Coast since many decades.

The modern and functional **winery**, built following the **gravity flow** principle on three levels, is fully underground and covered by vines. The fermentation room has small inox vats with punching down the cap, where grapes fall from above; the barrique room is divided in two areas to manage specific temperature and work. The building is reminiscent of the harmonious Etruscan style and the use of our own natural material makes it **eco-friendly**.

The **wines**: selective hand harvest is followed by controlled temperature fermentation and slow maceration; then they are left to mature in French oak barriques and then to refine in bottles. Unfiltered.

### **Dròmos, our Top Wine**

The long tunnel crossing the cellar represents the linear **route** I followed: **to create an intensive and elegant red wine, beyond the trend**; a product expressing values, both traditional and innovative. And Dròmos, our Top wine, exactly means "route".

At the beginning my friend *Carlo Ferrini*, refined experienced agronomist and highly intuitive skilled oenologist, helped me to achieve the aim. The result is a wine highlighting the quality and the culture of this land; wine of noble intensity that associates superior characteristics, getting richer year after year, with an elegant and long lasting image; a **"glocal"** wine destined to the worldwide taste of those who appreciate Wine as full expression of Nature.

**Last but not least** ... I am pleased to have my daughter **Valentina** working to continue the legacy. She is the fifth generation of the Bolla family. She is Sommelier from AIS and DipWSET. Valentina serves as the official spokesperson of Tenuta PoggioVerrano and she makes a rosé wine under her nickname "Vale".



**POGGIO VERRANO**



# Tenuta PoggioVerrano

## Maremma, Costa Toscana

*vigneron: Francesco Bolla*

**Anno di fondazione:** 2000

**Vigneti:** 27 ettari a Cabernet Sauvignon, Merlot, Alicante, Sangiovese, Cabernet Franc; cordone speronato basso; 6.700 ceppi ettaro

**Terreno, esposizione, altitudine:** calcareo argillosi molto ricchi di scheletro con esposizione sud/sud ovest in zona collinare dai 170 ai 300 m slm a 15 km dal mare Mediterraneo

**Vinificazione:** selettiva vendemmia manuale seguita da fermentazione a temperatura controllata ed una lenta macerazione in piccoli tini d'acciaio aperti dotati di follatore; cantina completamente sotterranea realizzata secondo il principio del flusso per gravità; vini non filtrati

**Affinamento:** in barrique di rovere francese e poi in bottiglia

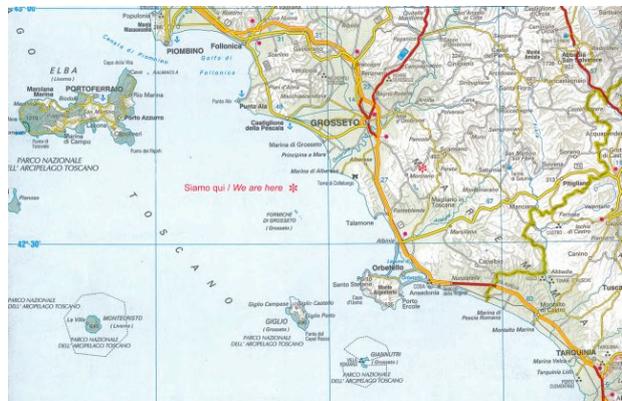
**Foundation year:** 2000

**Vineyards:** 27 hectares (67 acres) planted with Cabernet Sauvignon, Merlot, Alicante, Sangiovese, Cabernet Franc; low spurred cordon; 6700 vines per hectare (2700 vines per acre)

**Soil, exposition, altitude:** rocky soil of calcareous and clayey nature, south-southwest exposure, height between 170 and 300 m. on sea level, 15 km away from the Mediterranean sea

**Vinification:** selective hand harvest followed by controlled temperature fermentation and slow maceration in small stainless steel open top vats with gentle "punching down the cap"; fully underground gravity flow cellar; unfiltered wines

**Aging:** in French oak barriques and then in bottle



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