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PERVALE 2008

Pervale is an IGT Toscana wine from Azienda Agricola Urlari in Riparbella, Toscana.

BLEND:

Sangiovese, Cabernet Sauvignon, Cabernet Franc, Merlot and Alicante Bouchet.

HARVEST:

Mid-September, early October, handpicking and collection in 15-kg crates; strict sorting of grapes on the sorting table at the cellar.

VINIFICATION:

De-stemming and soft crushing; grapes are raised by conveyor belt using gravity rather than a pumping system. Temperature-controlled fermentation in stainless steel tanks.

Aging period: 12 months in French oak barrels and 6 months in the bottle.

ORGANOLEPTIC CHART

COLOR: Deep Ruby Red

NOSE: Intense and complex with notes of ripe red and small black fruit, cassis, chocolate and spicy vanilla oak.

PALETTE: Well-structured with a nice acidity reflecting the terroir. It has a long and well-defined finish.

ALCOHOL CONTENT: 14%

TOTAL ACIDITY: 4.8 g/l

PH: 3.67

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L'URLO

2009

TOSCANA
MERLOT
INDICAZIONE
GEOGRAFICA TIPICA



L'URLO 2009

L'URLO is an IGT Toscana merlot from Azienda Agricola Urlari in Riparbella, Toscana.

BLEND:

100% Merlot

HARVEST:

Mid-September handpicking and collection in 15-kg crates; strict sorting of grapes on the sorting table at the cellar.

VINIFICATION:

De-stemming and soft crushing; grapes are raised by conveyor belt using gravity rather than a pumping system. Temperature-controlled fermentation in stainless steel tanks.

Aging period: 12 months in French oak barrels and 6 months in the bottle.

ORGANOLEPTIC CHART

COLOR: Ruby Red

NOSE: Great mix of fruit and spices (chocolate and blueberry).

PALETTE: Full body wrapped with elegant tannins and a clean finish.

ALCOHOL CONTENT: 14%

TOTAL ACIDITY: 4.7 g/l

PH: 3.67



An International Team

MEET OUR EXPERIENCED TEAM FROM AROUND THE WORLD



Italy

Roberto Cristoforetti—Founder, Farmer and Inventor, created Azienda Agricola Urlari in 2004 in Riparbella, Tuscany.



Francesco Venerini—Vineyard Manager, gained his experience working in far-reaching vineyards from New Zealand to California to Argentina before returning home to his native Tuscany.



France

Jean-Philippe Fort—Winemaker, has worked with Michel Rolland's team for more than 20 years. He consults 70+ Bordeaux wineries and combines art and science to make exceptional Grad Cru Classe wines. Urlari is his first project working beyond French borders.



United States

Mary Kate Buckley—International Marketing and Distribution, joins the team with more than 30-years of experience working for multi-national brands including Nike and Disney.



Valerie Taylor-Smith—Creative Director, began her 20+ year career at Nike before launching her own business focused on comprehensive branding including identity, packaging and environmental design.



Vignette Brand Communications focuses on authentic brand communications for lifestyle brands. Urlari works with Vignette to utilize their communication strategy for website design.



Pervale—"Emotion in a Glass"

PRESS REVIEW BY WINE CRITIC LAURA RANGONI, JANUARY 2010

It's snowing. All is silent and softened in my mountain chalet. It's the right time for a special event, for tasting something very special.

Just a few days ago, a friend, Sommelier Luca Castelletti, gave me a bottle as a special gift, saying only "you will be amazed". It's an absolute premiere, a wine not yet sold in the market. It's from its first harvest, I would say an experiment. . . one of the many gems coming from the incredible jewel-case of the Al Ponte Wine Cellar of Ponte San Pietro.

Luca's father, Italo Castelletti, founder and delegate of the Italian Sommelier Association smiled, winking. The perfect gesture to convince me that I was in for a real treat.

I prepare the fireplace, lowering the lights and uncorking the bottle. I slice some 'mora romagnola' ham, the perfect companion for this special moment. I'm missing music. I choose a soundtrack I love: Mendelssohn's Violin Concerto in E minor, Opera 64. I pour the wine into the glass as the first movement begins.

Pervale is a Toscana IGT produced by Azienda Agricola Urlari and its young and energetic owner, Roberto Cristoforetti. His cellars lie on the sweet hills of Riparbella in the region of Pisa.

The wine color is beautifully deep ruby like my mother's beloved ring. The wine is a blend of Cabernet Sauvignon, Cabernet Franc, Merlot and small amounts of Sangiovese and Alicante Bouchet. It's aged in 75% French oak barrels with a rapid stage in stainless steel tanks. The vintage 2008 is its preview; only 8,000 bottles have been produced but starting next harvest these numbers will surely increase. I love to discover new wines and the emotion of tasting this beautiful preview is unbelievable.

Luca Castelletti defines this wine as "evolving" and he is sure it will be a success in the near future. The Isaac Stern violin leads the rhythm as I contemplate the wine Roberto Cristoforetti named for his daughter Valentina . . . Per Vale, or for Valentina.

Immediately I recognize the great French of Saint Estephe. Closing my eyes, I indulge in its bouquet; it's very intense with scents of violet, red berries and a light vanilla tone. It's mighty but harmonic with a complex bouquet that slowly reveals tones of tobacco, black pepper, cassis and minerals.

Taste is wonderfully rich and intense. Intense, persistent, velvety with a soft and elegant tannic tone, yet dry and quite well-balanced. This wine will refine in the bottle and will not be ready until April 2010.

The body suggests the potential to further develop in the bottle. The finish is still complex and long, taking the tasting experience to new levels of intensity. A slightly bitter sensation and a fruity elegance that renews the emotions of the tasting.

I'm captured by Mendelssohn's music, closing my eyes and feeling all the sensations gifted by a great wine. All my gratitude goes to Luca Castelletti for sharing with me such a discovery. And I'm grateful also to Roberto Cristoforetti, my unknown winemaker, who is unaware of all the emotions I experienced tonight . . . a pure and intense joy!