



Winemaker: Gianfranco Pizzo
Generation: 1st



Primitivo Puglia IGP

With ripe, powerful fruit, this iconic grape from southern Italy provides a lush yet approachable glass, full of dark plum and earthy tobacco undertones. Because it's unoaked, the finish is clean and ready for your next meal: great with bold, zingy flavors, from pasta Puttanesca to a bacon cheeseburger or spicy sausage pizza. Great on its own, too!

WINEMAKER BIOGRAPHY

With vines spanning the Adriatic coast of Italy, Luchi was created to offer well-made, sustainable, affordable wines for virtually any everyday occasion. From Primitivo grown on the heel of the boot to Prosecco crafted near Venice, Luchi represents classic Italian wines born to elevate the day and celebrate community!

ENOLOGIST

Gianfranco Pizzo



TASTING NOTES

Color Dark ruby
Nose Ripe plum, tobacco and earth spice
Palate Medium-bodied, with round, sweet tannins
Finish Plush and mouth-filling, yet clean



VINEYARD & VINIFICATION

Vineyard Location	Puglia IGT, Puglia
Varietals List	100% Primitivo
Farming Practices	Sustainable; natural fertilizers
Elevation	Sea level m
Soils	Terra Rossa
Maturation Summary	In Steel for 3 months and Bottled for 3 months
In Steel	3 months
Alcohol	13.0 %
Acidity	5.6% g/liter
Residual Sugar	10 g/liter



REGION

PUGLIA

The famous heel of the Italian boot, Puglia has a wine history dating back over 2000 years, when the Greeks first arrived on the scene. Surrounded by 3 seas (Adriatic, Mediterranean and Ionic), there are over 800 kilometers of coastline, and their marine breezes are critical for viticulture in this hot and arid location. Puglia's winemaking zones correspond directly to its provinces: Foggia in the north, Bari and Taranto in the middle, and Brindisi and Lecce to the south. While olive groves are omnipresent (the region is responsible for almost half of Italy's total olive oil production), Puglia's provinces diverge when it comes to wines.

Beyond their history and geography, the delineation between north and south can be observed directly in their wine varietals. The upper extremity of Puglia shares the same latitude as Rome, and that area produces grapes (ie Montepulciano and Sangiovese) more commonly seen in Abruzzo or Tuscany. The south, on the other hand, is a world all its own, with a separate culture (including a Greek-influenced dialect), and varietals exclusive to those latitudes – most notably the thick-skinned Negroamaro and Primitivo.

Over the past few decades - and following a postwar period that saw a marked decline in quality winemaking - Puglia has gone through some major changes thanks to investments by the EU, a generation of conscientious producers, and a host of new regulations. Once focused only on quantity, the region now has winemakers bent on showcasing the unique terroir of Puglia, including the peninsula's fascinating terra rosa soils. While it remains Italy's largest volume producer of wine grapes (with less than 10% finished in the bottle) fresh investments from influential producers and a new generation of young, artisanal winemakers have helped boost Puglia out of Europe's cellar and into the global spotlight.

PUGLIA IGT

While Puglia's 5 growing regions and dozens of DOC's lean heavily toward the traditional, there are always producers who seek the freedom of experimentation, and that is precisely where the Puglia IGT comes in. Wines purposely using varietals, percentages, terroirs, or aging techniques out of DOC bounds (for example, Palama's 'Metiusco' blend of Negroamaro, Primitivo and Malvasia Nera in the Salento subregion) all fall into this category.

The Puglia IGT is a region-wide designation and since its introduction in 1995, it has become one of the most widely used of Italy's 120+ IGT's. Given the sheer volume of wine made in Puglia, this also means that today it's one of the country's most economically significant appellations. More than 50 grape varieties were listed when the production laws were last updated, with an even split between red and white grapes. This number is likely to increase over the years, as experimental winemakers continue to seek out new avenues. As is common for IGT titles, a mix of Italian classics and popular 'international' varieties (that have migrated from France over the years) are permitted.



LUCHI