



Winemaker: Massimo Lovisolo
Generation: 5th

SCARLET[™]
VINEYARDS

Moscato Provincia di Pavia IGT 375

Low in alcohol but big on flavor, this vivacious Moscato is bright and effervescent, with alluring aromas of sweet orange and summertime peach. The palate is semi-sweet by design but never cloying, with ripe peach candy, green apple and a hint of lemon drop on the finish. Made in Italy's Piedmont region by the Lovisolo family, whose 120 years of winemaking experience shows with every sip! Enjoy slightly chilled.

WINEMAKER BIOGRAPHY

Weaving ancient production techniques with modern technology, the Lovisolo family of Piedmont brings all their talents to bear with the Scarlet series. Naturally vibrant and low in alcohol, these delicious drinks are ahead of the curve, and come in fully recyclable, carbon neutral packaging.

ENOLOGIST

Loris Gava



TASTING NOTES

Color Luminescent pale straw
Nose Sweet ripe orange, acacia flower, and summertime peach
Palate Peach candy with green apple and a touch of spritz
Finish Sweet but clean, with a hint of lemon drop



VINEYARD & VINIFICATION

Vineyard Location	Lombardia
Vineyard Size	43 ha
Varietals List	100% Moscato Bianco
Farming Practices	Sustainably farmed, including dry-farmed; grapes picked by hand
Elevation	250-380 m
Soils	Calcareous tufo with Pliocene marl
Maturation Summary	In Steel for 9-11 months and Bottled for 2 months
In Steel	9-11 months
Alcohol	5.0 %
Acidity	5.5 g/liter
Residual Sugar	11 g/liter
Annual Production	400,000 bottles



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REGION

LOMBARDIA

Home to Italy's second-largest city, tourists know Lombardia for Milano itself, for the stunning environs of Lake Como, and perhaps (placing a distant third) for the elegant, classic-method DOCG sparkling wine known as Franciacorta. Situated across the Alps from the Swiss canton of Ticino, Lombardia is flanked by Piedmont and Veneto on either side and by Emilia-Romagna to the south. While less known to wine consumers in the U.S., the region can boast nearly 60,000 acres of vineyards along with 5 DOCGs, 21 DOCs, and 15 IGP. Of these, 3 zones typically rank as the most important: the Franciacorta growing zone, situated between Brescia and Lake Iseo... Valtellina, known for its far-north, alpine take on Nebbiolo... and last but not least, the green hills of Oltrepò Pavese south of the River Po, famed for its own metodo classico, abundant Pinot Nero and, more recently, for its DOC Pinot Grigio. Overall, southern Lombardia is more influenced by the Ligurian Sea and enjoys a Mediterranean climate. The region's north, by contrast, is alpine continental with its lofty altitudes, mountain winds, and the cooling effects Lakes Iseo, Como, Maggiore, and Garda.

Historically, vines were first planted here by the pre-Roman Etruscans, with winemaking dating back well over 2500 years. Next, the lands were conquered by the Gauls - beginning a long push and pull with French vs. Italian dominance - followed in the 6th century by the Germanic Lombards (aka the "long-beards" or Lombards, after whom the region is named). Ultimately, this conquering force assimilated and became "Italian", with the arrival of the Franks (late 8th century) putting an official end to their reign. Beginning early in the next millennium, the House of Savoy began its long and far-reaching dynasty, eventually culminating in the peninsula's unification and the first Italian Kingdom. With influence ebbing and flowing across the border of modern-day France, it comes as little surprise that main grape varieties planted today go beyond the local Croatina (17%) and Barbera (12%) to include the all-important Pinot Nero (14%) and Chardonnay (13%).



SCARLET VINEYARDS

With nearly 130 years of wine expertise behind them, the Lovisolo family is proud of their humble, hardworking, Piemontese roots. Massimo Lovisolo can tell you all about his great-grandfather and four great-uncles who decided to abandon their grueling jobs as day workers, replace the mulberry trees growing on their 14 hectares of land with grape vines, and finally go into business for themselves... That original farm, named Ca'd'Murin, lay the groundwork for the family's future success - the five brothers started selling demijohns to local taverns, then began operating wine bars of their own as far as Genoa and Milano. By 1920 this trade had expanded, and the family became full-on distributors, working with a host of farmers and delivering wine to big cities. This industry paid off, and by the mid-1990's, the third and fourth generations of Lovisolo wine merchants had opened a regional bottling facility - today named So.Vi.Pi - allowing their neighbors to bottle and brand their small batch wines.

Today, the family's center of operations remains based in their sub-alpine hometown of Calamandrana, where So.Vi.Pi assists in the stem-to-stern production of wines from throughout the region. Their focus continues to be local wines from Piedmont - especially sparkling wines - and they pride themselves on their constant update of winemaking technology and staying ahead of trends. Despite all their innovation and success, however, the family has never forgotten their roots. Director of Operations, Loris Gava, smiles when he speaks of the working environment: "Our customers are all acquaintances and friends. Picture us all there... having local tagliolini made with forty yolks while discussing wines!" Such proximity to local growers also gives the Lovisolo's direct access to the region's best fruit when it comes to projects like Scarlet. They pride themselves both on a high cost-to-quality ratio and elevating the community's standards. Notably, they believe in taking the best of old winemaking techniques and modernizing them to achieve the best of both worlds. For example, while the use of carbon-neutral aluminum bottles is modern, the overall concept centers on an ancient technique called "filtered sweet". Says Gava, "The methods have changed but the concept remains the same: blocking the fermentation in a natural way, obtaining the must in a natural way and leaving a sweetness that is the result of only the grapes." With such an intelligence and heartbeat behind them, no wonder the Scarlet offerings all taste so great!