

DEI

Montepulcino

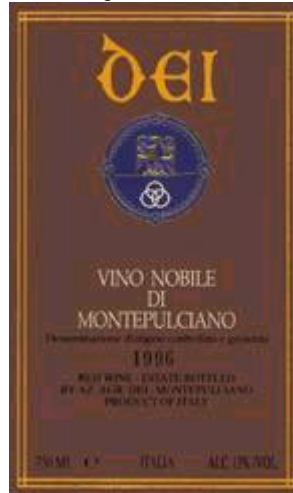
Vino Nobile di Montepulciano - a wine whose lordly reputation is documented by no less than 16th century Papal court cellarmasters - was, as its name implies, a wine reserved for the pleasure of the nobility; and as a gift from the ruling families of Montepulciano, was much appreciated by aristocracy throughout Italy. An aesthetic memento to the wine's history is the wealth of magnificent cellars to be seen in Montepulciano, many dating back to the 14th century.

Montepulciano's economy, however, was severely crippled by the phylloxera and oidium plague that ravaged Europe at the end of 1800. When government subsidies came, it was the better known Chianti who received the lion's share. And again, when Montepulciano's township requested a formal DOC in the 1960s it was granted (since 1980 *Vino Nobile* is a DOCG) - but virtually, and most grossly, patterned after that of the Chianti Classico (varietals, percentages and all!). The Italian agricultural crisis that saddled the late 1960s was a further blow. But this superb wine, whose identity had been legally betrayed, still survived; and in less than a decade its formidable qualities have gained it growing international attention and acclaim.

Its characteristics are unique in the Tuscan wine panorama in that it is the only fine wine outstanding when young, yet gifted with an excellent capacity for aging. For its immediate up-front fruit and velvety roundness one might call *Vino Nobile* the Pomerol of Tuscany, and the analogy wouldn't be far off the mark. So true is this that in 1989 a new DOC has made it possible to bottle the wine of Montepulciano one year after the harvest under the denomination of *Rosso di Montepulciano*.

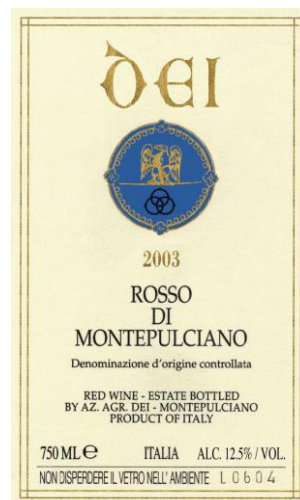
The Dei estate boasts two outstanding crus in the heart of the

Montepulciano appellation. Impeccable in both vineyards and cellars (the latter now totally renovated), Dei produces a *Vino Nobile di Montepulciano* of truly superior breeding. Powerful and



austere, its rich, elegant warmth betrays a firm underlying structure. The Estate's first bottling coincided with the great 1985 vintage, and the outstanding results of Dei's standards of excellence moved yet higher when Niccolò d'Afflitto became winemaker in 1993. Bottled after two years of oak aging, Dei's *Vino Nobile di Montepulciano* will reward the connoisseur for a good ten years to come.

A *Rosso di Montepulciano*, a *Vino Nobile Riserva*, a white wine (a blend of *Trebbiano* and *Malvasia*) and *Sancta Catharina*, a non DOC wine (a blend of *Prugnolo Gentile*, *Cabernet Sauvignon*, *Syrah* and *Petit Verdot*) are also produced.



Tuscany

Rosso di Montepulciano

Zone: *Montepulciano*

Cru: *Bossona, Martiena*

Varietal: *80% Prugnolo Gentile, 20% Canaiolo Nero*

Average Prod.: *40,000 bottles*

Vino Nobile di Montepulciano

Zone: *Montepulciano*

Cru: *Bossona, Martiena*

Varietal: *80% Prugnolo Gentile, 15% Canaiolo Nero, 5% Mammolo*

Vineyard Ext.: *16 hectares*

Average Prod.: *60,000 bottles*

Vino Nobile di Montepulciano (Riserva)