



REDISCOVERING QUALITY

A “capasuni” is a wine jar, a “vucala” is a jug and a “trufulu” is an amphora. Puglia has its own vocabulary of wine, much of it of Phoenician or Greek origin and dating from thousands of years ago. The region has hills but no mountains – Mount Cornacchia is only 1,150 meters high – which made it ideal country for colonists from the east who wanted to plant vines here. By the time the Romans arrived, grape production was well established and the quality of the local wine was praised by Ovid, Martial, Pliny and other Latin writers. Monks continued the viticultural tradition through the Middle Ages as Crusaders and Venetian traders took Puglian wines abroad. French importers discovered that Puglia’s robust reds were excellent blending wines for the sometimes anemic products of northern Europe. The region’s output was so vast that the grapes were exported all over Europe. So much Puglian wine went to Milan that wine bars were known as “trani,” after the port in Puglia. In the late 19th century, most of Puglia’s wine was red obtained from

montepulciano, lacryma, aleatico, aglianico, bombino, uva di Troia, sussumaniello, negroamaro, malvasia nera, sangiovese and of course primitivo, a variety that apparently came from Croatia and is genetically identical to



Puglia’s mild climate is very favorable to viticulture.

California's zinfandel. The name "primitivo" comes from the early vegetative cycle that made the variety popular with farmers. More recently, the region's wineries have shifted their focus to quality, rather than quantity, with great success.

Puglia's wealth of food products is far too vast to detail here. The region is home to the Tavoliere, Italy's second-largest area of cultivable flatland after the Po valley. Cereal farming gives the local table pastas, like orecchiette, and specialty breads such as Altamura as well as vegetables, fruits, oil and wine. Meat products abound and in Murgia, the butchers even keep a wood-fired



Alberobello and its trulli are a UNESCO World Heritage site.

oven lit to grill your selection on the spot. Puglia has 13 cased meat products not made anywhere else, including spicy sun-dried "muscisca" meat sticks. Not to mention the cheeses... 🍷



PIRRO VARONE • Salento IGP Rosso “Le Vigne Rare” 2009



GRAPES:
grisola 100%

DRINK BEFORE:
2014

Serve at 18 ° C
in a tulip glass
about six cm
at the rim

\$23

The Pirro Varrone vines, still bush-trained in the traditional fashion, extend over about 13 hectares in Contrada Surani, in the Manduria countryside. The estate's vineyard management protocols are scrupulously organic.

THE WINE

Deep ruby red veined with attractive purple highlights; elegantly intense whiffs of very ripe sour cherry-led fruits and Peruvian bark, spiciness at the back; nice acidity-driven freshness accompanies plush tannins before the long-lingering fruit finale.

TRY IT WITH...

Extract and softness make this a fine partner for white meats, like rabbit in a tomato-based cacciatora sauce or “alla ligure” with olives and pine nuts. Great with mature cheeses.

CONTACT: www.pirrovarone.com