

“Braida”

BRAIDA AT PROWEIN 2015

- *Limonte: a new beginning*
- *Montebruna and Paolo Conte*
- *1982+30 Congratulations, Bricco dell'Uccellone!*
- *Opera Wine: Braida with its Bricco dell'Uccellone among the 100 wineries selected for “Opera Wine”, in Verona on 21 March*
- *Bricco dell'Uccellone at the WINE Pavilion at Expo 2015*

Braida will exhibit at **ProWein** in Düsseldorf on **15, 16 and 17 March 2015**:
ViP WEINE Stand, **Hall 16 - J55**.

Saturday 14 March, at the **“Tre Bicchieri Tasting Event”** (Botschaft Cecilienallee 5 Düsseldorf), dedicated to excellence of Italian wines selected by **Gambero Rosso**, our **Bricco dell'Uccellone** can be tasted from 1pm to 8pm.

(7 MARCH 2015)

BRAIDA

Località Ciappellette - SP27, n.9 - 14030 Rocchetta Tanaro (At)

www.braida.it

facebook & pinterest BRAIDA di Bologna Giacomo [twitter@braidawine](https://twitter.com/braidawine)

tel. + 39 0141 644113 info@braida.it

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➤ **Limonte: a new beginning**

This year there is a new wine at the Braidida winery: **Limonte, Grignolino d'Asti Doc**, which will be presented in advance at ProWein and Vinitaly (**22-25 March 2015, Pavilion 10 Piemonte stand H4**).

An ample bouquet with aromas of cherry, apricot, rose and delicate spices; aged for four months in steel vats and two in the bottle.

Grignolino has always been identified with characteristics of finesse and lightness, while the new Braidida vineyard grows in a soil very rich in clay and lime: the hill and wine take their name from this very lime.

“Maintaining the autochthonous vines we have, preserving, reassessing them – explains **Giuseppe** and **Raffaella Bologna** – are the key processes that drive us to be more committed than ever to this historic vine native to our region. The Limonte project has come alive from these intentions and with this commitment”.

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➤ **Montebruna and Paolo Conte**

The poetic soul, spiritually French, of Paolo Conte and the pioneering nature of Giuseppe and Raffaella Bologna, children of Giacomo Bologna, the creator of Braida Winery, have teamed up for **Montebruna** wine. The Barbera d'Asti **Montebruna 2013** has, indeed, on the back label a poem by Paolo Conte: precious words that weave in a link among the Piedmont landscape, the river and vineyards in a final toast. The Bologna family conceived this unique initiative in 2001, which moves from a desire to tell, through one of the highest expressions of the soul as is poetry, the emotions that the wine can awaken. To achieve this goal The Bologna family called upon, then as now, authors who, through their art, celebrate the essence of life. The musician and songwriter **Bruno Lauzi** in 2001, the comedian and writer **Giorgio Faletti** in 2003, **Roby Facchinetti** of the Italian pop band Pooh in 2005, in 2008 **Omar Pedrini** and now with **Paolo Conte** they have written a poem to offer the treasures of the heart that arise from a personal encounter with Montebruna and its wine.

Montebruna

*Where is the Tanaro going today?
Like yesterday, to Alessandria.
It'll find people in felt caps
who strongly pronounce the letter <r>.
Yes, but does it pass by Rocchetta?
Of course, an obligatory stop.
Because the Tanaro looks around
and knows vineyard and vineyard
and smells the perfumes and discovers the colours
and at night it hears the moon talking with the wine.
They are eternal souls.*

Paolo Conte

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➤ **1982+30 Congratulations, Bricco dell'Uccellone!**

At **Vinitaly in Verona (22-25 March 2015, Pavilion 10 Piemonte stand H4)** Braida will present the **2012 vintage** of **Bricco dell'Uccellone** – an iconic wine since 1982 at the winery in Rocchetta Tanaro – the culmination of thirty vintages.

Back in 1982 Giacomo Bologna began the Barbera revolution making sure that this “lavish lady” was given a new, even stronger, lease of life: selecting the most suitable areas, selecting the grapes, meticulously caring for the vineyard together with the courage to reduce the yields and wait for the perfect day for grape harvesting, using barriques. For the first time a Barbera is cared for and controlled like a noble wine, so it can be served at the very best tables.

At the first Vinitaly where Bricco dell'Uccellone was presented, Giacomo saw French, Germans, and Americans taste and purchase Barbera: all 9,800 bottles were reserved.

The celebrations for the **1982+30 Congratulations, Bricco dell'Uccellone!** were opened at the “**Camminare la terra**” exhibition dedicated to Luigi Veronelli at the event 'Triennale di Milano', with a **tasting of the historic vintages**.

At Vinitaly you can taste the 2012 grape harvest, characterised by an extraordinarily warm and long summer that clearly emphasizes the inherent character of Uccellone.

Participated storytelling with the voices and the main anecdotes of this thirty-year history is being put together on our website www.braida.it and on our social media accounts [facebook.com/Braida di Giacomo Bologna](https://www.facebook.com/Braida%20di%20Giacomo%20Bologna) and twitter.com/BraidaWine. Everyone can take part and be a protagonist through their memories, photos and testimonies about Bricco dell'Uccellone (info@braida.it).

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In July, Rocchetta Tanaro (Asti), the home of Bricco dell'Uccellone, plays host to a **big festival dedicated to the thirty vintages** of wine. The date is yet to be set, but throughout the summer until September you can book, as well as visit our winery, a **helicopter tour over the vineyards** (bookings and prices welcome@braida.it).

The celebrations will continue on 17, 18 and 19 October in Milan at the **Golosaria** culinary event.

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➤ **Opera Wine: Braida with its Bricco dell'Uccellone among the 100 wineries selected for “Opera Wine”, in Verona on 21 March**

In the world of wine Italy is famous for its many territories, micro-climates and ability to give life to many different autochthonous vines, each one with its own identity.

Braida di Bologna Giacomo is among the 100 wineries selected for the 2015 edition of “**Opera Wine**” 21 March, in Verona (www.operawine.it), the only wine tasting that the **Wine Spectator** (USA) magazine organises in Italy, in collaboration with Vinitaly, already a traditional and prestigious preview to the most important event dedicated to wine.

Braida will be there with its **2009** vintage of **Bricco dell'Uccellone**.

Bricco dell'Uccellone is the third child of Giacomo Bologna. The story of Bricco dell'Uccellone began after a visit to California. The fact that the Americans could produce superb wines was an inconceivable idea for a Piedmont doc. Therefore, when Giacomo visited California at the end of the 1970s and drank red wines with neither identity nor roots, but that were excellent, first-class in fact, even he was disheartened: because for the first time his faith in the Piedmont vineyard wavered....

When he telephoned his wife Anna saying “We've got everything wrong, they're much further ahead than us by a long way” he wasn't his usual self. However, prudence was certainly not Braida's main quality: in California Giacomo understood the importance of the barrique and realised that this could open a new chapter for his Barbera: and so he decided to look into the matter further with a course in oenology in Borgogna and in 1982 the selection began of Bricco dell'Uccellone.

Colour: very intense ruby red with a garnet glint. Bouquet: rich, complex, of considerable concentration and depth; particularly highlighted by scents of red fruit and small fruits.

Taste: generous, full-bodied and great structure, the perfect combination of the characteristics of this vineyard and the oak wood barrels, in a mass of great smoothness and sheer class, with a lengthy aromatic persistence.

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➤ **Bricco dell’Uccellone at the Wine Pavilion at Expo 2015**

Bricco dell’Uccellone di Braida can be tasted at the **Wine Pavilion**, 1st floor, at **Expo 2015 Milan** (1st May to 31 October 2015).

The Wine Pavilion has areas dedicated to games, images, videos and numerous multisensorial experiences. The layout covers two floors and a large terrace.

“We want to explain that wine is part of the cultural identity of our country, our families”.

The area dedicated **to the excellence of the Great Cru of Italy** couldn't come without the wine that symbolises the Barbera revolution. Bricco dell’Uccellone, the “third child” of Giacomo Bologna, right from its debut on the market in 1985 it made the selection of cru, low grape yields and use of barriques, the tools to lay claim to dignity and give a new significance to the main vines of Piedmont.

Bricco dell’Uccellone Barbera d’Asti Docg 2012 can be tasted during the two months of May and June.

The months of July and August are dedicated to Montebruna Barbera d’Asti Docg 2013. September and October are, on the other hand, dedicated to Bricco della Bigoatta Barbera d’Asti docg 2008.

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