

“Braida”

PRESS RELEASE

BRAIDA DI GIACOMO BOLOGNA AT VINEXPO HONG KONG 2016

Braida di Giacomo Bologna will participate at the **Vinexpo** fair in **Hong Kong** from **24th to 26th May 2016**. The Braida booth will be located within the AIE Associazione Italiana Export A UNIQUE TASTE OF ITALY section, **Level 1 FG48**.

Visit the stand to taste the wines and meet with owner – winemaker **Raffaella Bologna** (raffaella@braida.it) and export manager **Luca Ardiri** (luca.ardiri@gmail.com) who will be present throughout the event.

In Hong Kong, Raffaella Bologna and Luca Ardiri will be presenting the most recent vintages, from the 2015 harvest (**Limonte, Monella, Vigna Senza Nome, Brachetto d’Acqui**) back to the great reserves of 2014 (**Bricco dell’Uccellone** and **Bricco della Bigotta**), wines which, thanks to their remarkable taste-olfactory qualities, have been featured in all the leading Italian and international wine guides.

The aim of the Piedmontese cellar continues to be the achievement of absolute quality, particularly for Barbera, the great love of the Bologna family.

Bricco dell’Uccellone has just celebrated its thirtieth birthday. The evocative name has its own particular story: in the house next to the vineyard, there once lived an old lady who was always dressed in black and who was nicknamed “l’uselun”, the big bird.

The grapes of Bricco della Bigotta grow in a vineyard which is over 50 years old. The sandy soil offers us an advantage: even in rainier years, the

BRAIDA

Località Ciappelletto - 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

Ufficio stampa iShock.it - info@ishock.it

“Braida”

microclimate in the vineyard is warmer. The sand allows better drainage of the water and warms up more easily, preventing the grapes from swelling up.

2014 is the vintage indicated on the labels of Montebruna and Il Bacialè: exciting wines with brilliant hints of red fruit, violets, earth and plum.

The 2015 vintage of La Monella and Limonte Grignolino looks like being amazing: full-bodied, balanced and extremely enjoyable wines. The same can be said for our Brachetto d'Acqui and Moscato Vigna Senza Nome: aromatic, fresh, typical of the varieties and ready to drink.

Aromatic, mineral and particularly intense from an olfactory point of view – La Regina Langhe Nascetta and Il Fiore 2015 Langhe Bianco: a blend of Chardonnay and Nascetta, a Piedmontese semi-aromatic grape variety native to the Alta Langa area.

HONG KONG WINE SOCIETY & BRAIDA - On Wednesday 25th of May 2016, at 7 pm, Raffaella Bologna will be presenting a wine tasting seminar **“Braida an amazing expression of age-worthy Barbera”** with tasting of Museum Vintages of the cellar's single vineyard wines (Braida Bricco dell'Uccellone 2012 /11/2010/2009/2008/*1998 Braida Bricco della Bigotta 2013/2011 /2009/2006/*2001 Braida Ai Suma 1990) followed by Braida Dinner.

Chef Paul McLouglin has produced an expanded menu to pair with an extensive dinner line-up, including the 1990 Ai Suma, in the Shantung Room on Level 8 at the Langham Place Hotel Cordis Mongkok, Kings Park, HK (White: Braida Asso di Fiori 2009 Red: Braida Montebruna 2014 Red: Braida Ai Suma 2010 Red: Braida Ai Suma 1990 Grappa: Braida Grappa Invecchiata "Bricco dell'Uccellone" 2010)

POST VINEXPO – WINE DINNER EVENT- On Friday 27th May 2016, Raffaella Bologna will be attending the **Braida Wine and Dine** event at the Shunfung top restaurant in Shunde, Foshan city (Guangdong, China). The

BRAIDA

Località Ciappelletto - 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

Ufficio stampa **iShock.it** - info@ishock.it

“Braida”

famous Cantonese style cuisine will be served with top Italian wines from Braida.

To book, please contact Jeffrey Huang of FOSHAN BEL VINO CO, LTD tel. 0757 22909383 jeffrey1-huang@163.com

WINERY TOURS – In recent years, Piedmont has been declared to be one of the best destinations to visit, on several occasions, and is an authentic paradise for wine tourists.

The inclusion of the Wine landscapes of Monferrato, Langhe and Roero on the UNESCO World Heritage List, has finally confirmed the vocation for tourism of these spectacularly beautiful areas.

*“Braida is forever associated with the name of the late Giacomo Bologna – says **Wine Trails: Piedmont travel guide of Lonely Planet** - another of the mythical figures of Piedmont wine, along with Angelo Gaja and Bartolo Mascarello. Planting the then humble grape of Barbera in the unsung region between Asti and Alessandria back in the 1960s, Bologna proved that Piedmont’s great wines did not have to be restricted to the Nebbiolo-based Barolo and Barbaresco. Using 100% Barbera and ageing for long periods in small French oak barrels to compensate for the lack of natural tannin, he produced stunning vintages of the full-bodied Bricco dell’Uccellone and the intense, late-harvest Ai Suma. In contrast, the wonderfully drinkable La Monella (The Minx) is refreshing, slightly sparkling and named after Giacomo’s daughter Raffaella. Today, this dynamic winery is run by Giacomo’s children, Raffaella and Giuseppe, who have expanded the estate to over 50 hectares (125 acres), but continue to make wine following their father’s principles. After a visit to the state-of-the-art cantina, don’t miss lunch at their family restaurant, Trattoria I Bologna”.*

Braida welcomes wine lovers to its cellars in via Roma, in Rocchetta Tanaro, for guided tours and tastings. For info and bookings, please call +39 3351559195 or contact us via email at welcome@braida.it

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

Ufficio stampa **iShock.it** - info@ishock.it

“Braida”

Visiting times: from Tuesday to Saturday, from 10 a.m. to 1 p.m. and from 3 p.m. to 5 p.m. From September to November, every day of the week (tours must be booked in advance).

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

Ufficio stampa **iShock.it** - info@ishock.it