

“Braida”

PRESS RELEASE

BRAIDA DI GIACOMO BOLOGNA AT PROWEIN 2016

BRAIDA di Giacomo Bologna will be at **ProWein** in Düsseldorf on the 13th, 14th and 15th of March 2016, together with **VIP WEINE** in **Pavilion 16 stand H70-G77**.

Just like every other year, the aim of the Piedmont winery is **to achieve absolute quality**, particularly for Barbera, the great love of the Bologna family. And that's exactly what the wines presented for tasting at ProWein are going to offer - absolute quality.

Different Braida vintages are going to be presented in Düsseldorf.

With the Barbera Reserves, **Bricco della Bigotta** and **Bricco dell'Uccellone**, **we are going to take a step back in time to the 2013 harvest**: thanks to their remarkable taste-olfactory presence, the family's two great wines are featured in all the major Italian and international wine guides this year. *The 2014 vintage will also be previewed at ProWein.*

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

BRAIDA

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

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Regina Langhe Nascetta and **Asso di Fiori Chardonnay**: Braida's whites for ageing are also from **2014**.

As far as **2015** is concerned, we will be offering a preview of this amazing vintage of **La Monella** and **Limonte Grignolino** – full-bodied, balanced and extremely enjoyable wines - and of **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 - this is **Fiore 2015 Langhe Bianco**: a blend of Chardonnay and Nascetta, a Piedmontese semi-aromatic grape variety native to the Alta Langa area.

Those who enjoy spirits won't want to miss the release of our **Grappa invecchiata di Bricco dell'Uccellone 2012**, aged for three years in the same casks that previously contained the wine.

(1 March 2016)

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MASTERCLASS A PROWEIN – An exclusive masterclass entitled “**Welt-Stars und Piemont Leaders: Braida Braida und Vietti**”, guided by journalists **Romana Echensperger** (Master of Wine) and **Veronika Crecelius** (Weinwirtschaft), will be held at ProWein on Sunday 13th March at 3.00 p.m.

Norbert Reinisch will be representing Braida at the meeting and **Mario Cordero** will be present for Vietti.

Information: info@vip-weine.de

Reservations: simone.tilgert@pst-pr.de

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OPERA WINE – Every year, Wine Spectator selects a top 100 of Italian wines among those tasted over the past 12 months, basing its ranking on the quality, value, availability and attention attracted.

And once again, in 2016, **Bricco dell’Uccellone di Braida** is on the list, the only Barbera among lots of Barolo from Piedmont. The vintage chosen is **2010**.

By virtue of this acknowledgement, Braida di Bologna Giacomo is one of the cellars that has been selected for the 2016 edition of **Opera Wine** (www.operawine.it) which will be held on **Saturday 9 April in Verona**.

Opera Wine is the only tasting organized in Italy by the American magazine **Wine Spectator**. Arranged in collaboration with Vinitaly, it is now a traditional and prestigious preview for the most important Italian event dedicated to wine.

Bricco dell’Uccellone is Giacomo Bologna's third child. The story of Bricco dell’Uccellone began when he returned from a trip to California. The fact that the Americans were able to make great wines was something unfathomable to a true-blooded Piedmontese winemaker. So, when Giacomo went to California at the end of the Seventies, he drank reds with neither identity nor roots, but nevertheless, they were good, great even.

He called his wife Anna, and said: “We’ve got it all wrong, these guys are way ahead of us”.

In California Giacomo realized the importance of barriques and that they could be the key to success for his Barbera; he attended an oenology course in Burgundy and began the selection of Bricco dell’Uccellone, in 1982.

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Colour: very deep ruby red with garnet highlights.

Bouquet: rich, complex, with excellent body and concentration; scents of red fruit and berries are particularly evident.

Flavour: generous, full-bodied and outstanding structure, perfect combination of the characteristics of the grape variety and the elements added by the wood, in a unison of great smoothness and class, completed with lingering aromatic persistency.

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