

FRANCO SERRA

BARBERA D'ALBA



Wine Maker: Natale & Fabio Pesenti
Designation: Barbera d'Alba DOC
Location: Alba, Piedmont
Average Age of Vines: 25 years
Exposure: South
Elevation: 1,000 ft.
Soil: Calcareous (lime, chalk)
Variety: 100% Barbera
Rootstocks: 3309 & SO4
Training System: Guyot
Vine Density: 2,450 / acre
Harvest Method: Hand picked
Harvest Date: October 1
Maceration Period: 3 weeks
Fermentation Period: 4 weeks
Fermentation Vessel: Stainless steel tanks
Maximum Fermentation Temperature: 80° F
Filtration: Cellulose sheets
Aging Vessel: Oak barrels, 20% new
Aging Period: 6 Months
Bottle Aging: 3 months
Cases Produced: 5,000
UPC: 0 20106 50290 1

Franco Serra is made by the Sperone family who has produced affordable, premium wines for four generations. In 1920, Antonio Sperone opened a small wine shop in Torino where he sold bulk wine directly to consumers. Unsatisfied with the price and quality of the local wine, Antonio started his own winery in Puglia where land was inexpensive and produced good wine. He built a bottling facility in Torino and was soon able to offer his customers quality wines at prices everyone could afford. Sadly, it was destroyed when the city was bombed in WWII. The winery in Puglia survived the war and enabled Antonio's grandson Giacomo to open a new facility near Milan where he produced vermouth, sparkling wines, spirits and fine wines. With the help of his sons Paolo and Antonio, the company grew quickly and achieved distribution throughout Italy and expanded into foreign markets. In 1965, the family purchased 75 acres of prime vineyards in Piedmont and built a new winery in Monferrato. Even as the prices fetched for wines from this increasingly fashionable region continue to climb, the Sperone family proudly focuses on value. The Franco Serra line provides everyone with the opportunity to drink thoughtfully crafted, distinctive wines from Italy's most renowned region.

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