

# Plozza Rosso Valtellina

## THE FACTS

COUNTRY: Italy

REGION: Lombardy

APPELLATION: Valtellina

WINEMAKING: Grapes are handpicked and hand sorted. 3 days cold soaked, 5 days on the skins

ALCOHOL BY VOLUME: 12.5%

AGING: 36 months in chestnut casks

ANNUAL PRODUCTION: 100,000 bottles



## THE STORY

The story of Plozza Vini begins on March 19, 1919. A 29-year-old Rhaetian Railway employee gets out of a train in Tiefencastel and laboriously rolls a 50-liter wine barrel over a ramp. Pietro Plozza tries to sell the wine by the liter to hotels, shops and private individuals. In the following years Pietro Plozza built wineries in Brusio and Tirano. January 29, 1973 was a big chapter in Plozza history. Plozza SA Brusio was founded with seven shareholders. Pietro Plozza was the first winemaker to release sforzato for commercial sale and he also taught Nino Negri how to make sforzato.

**PHILOSOPHY:** For us, creativity was and is an important factor in our corporate philosophy. We were among the pioneers in Sforzato production and in 1946 we were the first to bring the Sforzato onto the market.

## THE ADJECTIVES

OVERALL: Smooth, rustic, dry and floral

AROMAS / FLAVORS: Wild berries, black currant, red flowers, leather, smoke and tobacco

MOUTHFEEL: Light and dry, dry, dry

## THE SELLING POINTS

A Rosso di Valtellina that over delivers for the price

SUSTAINABILITY: Green Practicing

PAIRINGS: Grilled meats, Hearty eggplant & mushroom dishes