

# ALBERTO SERENELLI



## History

At the beginning of the twentieth century and until 1960, in the region Marche, the cultivation of the grape-vine was not represented by a particular vineyard. As a matter of fact you could find rows of vineyards metres apart among them, planted in the so called “mixed cultivation”: wheat, beetroot, barley. Back in those years, farming satisfied the nourishment necessary to a farmer’s family, who was quite isolated compared to the actual social context.

In this ground, on the slope of the Mount Conero, (667m. Above sea level), Alberto Serenelli Sr. was born in 1895. He grew up fond of the grape-vine cultivation, especially the Montepulciano vineyard which vinified in pureness, unusual even

in the 30s and 40s, when the wine used to be only the result of a miscellaneous of grapes. Thanks to the studies made as agrarian technician, Alberto Serenelli Sr. was able to experiment, with knowledge, that the grapes of Montepulciano grown in the soils overlooking the Mount Conero, allowed to obtain a wine of extraordinary strength and intensity, deep in color and full in the taste which reminds of cherry fruit.

His son, Cesare Serenelli, inherited the same passion, following his father’s agricultural studies, acquiring professional recognition. In 1953 Cesare Serenelli establishes the “wine-factory” where finally he can give vent to his passion to produce a wine with marked identity and according to the best tradition of the region. He too part actively in the 60’s and 70’s to the viticultural specialization of the Rosso Conero d.o.c. choosing the best Montepulciano grapes to be planted with the new vineyards.

Without a shadow of doubt, it can be asserted that this generous technician is among the most reliable supporters of the d.o.c. He is the one who provided the most incisive and practical instructions to draft the regulations of the production. He is still the one who, better than others, has been able to represent the characteristics of unicity of the territory of where to delimit the production area.

The Serenellis’ have been capable to express through three generations an only great passion: love for the soil, the grape-vine, the wine. For this reason they are old and modern “artisans of the luxury wine.” That means the luxury to aim in excellence in every vintage, without worries for the quantity.

## Vineyards

The production area of Rosso Conero d.o.c., is very limited compared to other Italian “DOC” areas and it is also for this reason that the wine has a marked identity because it reflects the characters of the soil, mainly calcareous-argillaceous, especially those overlooking the Mount Conero which are very hard, subjected to drought and therefore more proper for the Mediterranean undergrowth, rather than the agriculture.

Alberto Serenelli Jr. grew up smelling the scent of fermentations and attended the Fabriano Institute for Agriculture (the same school attended by his father). His Rosso Conero has affirmed family expectations with the best national wine production in the 80s.

In those years, together with his father, he bought the farm of Varano-Boranico, an area of about 16 ha. Where he planted to first vineyard to produce the cru of Rosso Conero, Trave and Varano and in Afro.

Now Alberto Jr. has got his own vineyard where he can experiment the cultivation procedures more suitable to obtain less grape for each grape-vine and capable to transfer into the wine all the original characters of the Montepulciano vineyard made unique and unmistakable by the vocation of the soil and by the microclimate of Varano-Boranico which is considered the “ideal zone”, the production center where the Rosso Conero becomes a wine with unrepeatable characters.

Besides Varano-Boranico, there are the historic vineyards of Candia, with over 25 years of activity.



# ALBERTO SERENELLI



Owner: Alberto Serenelli



Oenologist: Paolucci Sergio



Renowned tenor Andrea Bocelli (middle) with Giorgio Rosini (left) and Alberto Serenelli (right) with a 27 liter bottle of Bocelli's favorite wine, Varano.

*"Now in front of me, Alberto Serenelli Jr.'s wines: **Varano** and **Trave**. The first one is Montepulciano grapes in pureness, vinified according to Tuscany tradition. The second one of only Montepulciano grapes, elevated as a great Bordeaux, I taste and retaste them, each time surprised. They are both sensational and complex; the **Varano** ready to give itself, rapid, very rapid, the lightning. Exactly the scent of lymph. The **Trave**, it is obvious, more complete."*

*[The great enologist, Luigi Veronelli]*



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# ALBERTO SERENELLI - wines



## Marro Rosso Conero d.o.c.

*This wine has fragrant aromas of cedar and smoke, cherry and lavender. Its finish is spicy, while having an abundant fruit character, with nice weight and complexity.*

**Varietal:** Montepulciano 100%

**Vineyard:** Chiaravelli's farm, vineyard area about Ha. 1; Maggi's farm, vineyard area Ha. 1.80.15, both in Candia, an outlying village within the municipality of Ancona, altitude m. 220 above sea level. Overlooking the Adriatic coast, on a hillside which is standing in the best sun position.

**Soil:** the calcareous-argillaceous property of the soil limits the growth of vegetation, anticipating the ripening process during the hot-dried seasons.

**Yield:** ql. 60 of grapes per Ha.

**Vinification:** The grapes are cut from the grape-vines late October and destemmed and pressed. The fermentation is controlled with a temperature of 30-32C. The maceration of the most together with the peels lasting 16 days with daily topping up.

**Refinement:** After the drawing of hl. 160 it has been carried out the malolactic fermentation in big wood casks of capacity hl. 25. In the middle of January, the wine has been poured off and put again in big wood casks, where it matured until the beginning of June.

**Total acidity:** 5.15 gr./l.

**Volatile acidity:** 0.44 gr./l.

**Dry extract:** 29.5 gr./l.

**Alcohol content:** 14.00%

**Producer Advice:** The wine is suitable for a long conservation in bottle, thanks to its body and structure.



## Varano Rosso Conero d.o.c.

*Deep red with blue inflections, bouquet of cherries and tar flavor of cranberries, stewed prunes and cedar.*

**Varietal:** Montepulciano 100%

**Vineyard:** Boranico's farm, extended on Ha 16.33.15 in Varano, an outlying village within the municipality of Ancona, close behind Mount Conero, on a hillside which is standing in the best sun position.

**Soil:** Argillaceous inclined and very calcareous.

**Yield:** ql. 55 of grapes per Ha.

**Vinification:** The irregular running of the season with a very hot summer, has been excellent for the small quantity of grapes and for the characteristic of the soil. The grapes have ripened earlier than the season average, having reached the necessary balance between acids and glucoses. The grapes were harvested mid October and cleaned of their stalks and pressed. Maceration of the must together with the peels lasted 20 days with daily topping up. After the drawing of hl. 35 it has been carried out the malolactic fermentation in big wood casks.

**Fermentation temperature:** 29-31C

**Refinement:** The malolactic fermentation is terminated at the end of December. The wine has been poured out and put again in big wood casks until the beginning of June. And finally bottled in mid-July.

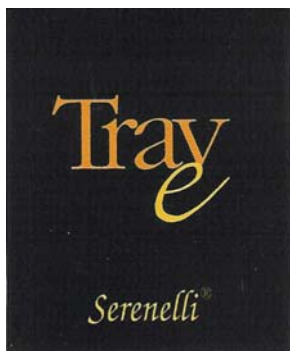
**Total acidity:** 5.36 gr./l.

**Volatile acidity:** 0.48 gr./l.

**Dry extract:** 31.30 gr./l.

**Alcohol content:** 13.70%

**Producer Advice:** Full bodied and structured wine, suitable for a long period of conservation in bottle, at least 10-15 years.



## Trave Rosso Conero d.o.c.

*Full bodied and structured wine, suitable for a long period of conservation in bottle, at least 10-15 years.*

**Varietal:** Montepulciano 100%

**Vineyard:** Boranico's farm, extended on Ha 16.33.15 in Varano, an outlying village within the municipality of Ancona, close behind Mount Conero, on a hillside which is standing in the best sun position. The vineyard is located on the higher and protected point by the Boranico's farm and covers an area of Ha. 1.017.00.

**Soil:** Argillaceous inclined and very calcareous.

**Yield:** ql. 45 of grapes per Ha.

**Vinification:** The irregular running of the season with a very hot summer, has been excellent for the small quantity of grapes and for the characteristic of the soil. The grapes have ripened earlier than the season average, having reached the necessary balance between acids and glucoses. The grapes were harvested mid October and cleaned of their stalks and pressed. Maceration of the must together with the peels lasted 20 days with daily topping up. After the drawing of hl. 25 it has been carried out the malolactic fermentation in big wood casks.

**Fermentation temperature:** 31-33C

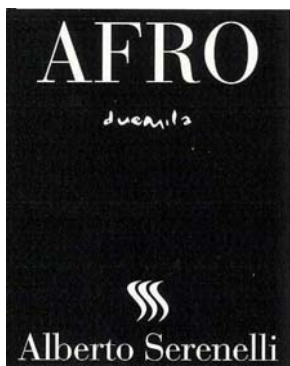
**Refinement:** The malolactic fermentation has terminated at the end of January. The wine poured into 100% new oak barriques of Allier. The period of maturation in wood continues until the beginning of June. At the end, the wine has been poured out, assembled and bottled in mid-July.

**Total acidity:** 5.35 gr./l.

**Volatile acidity:** 0.57 gr./l.

**Dry extract:** 30.00 gr./l.

**Alcohol content:** 13.37%



## Afro Rosso Marche i.g.t.

*Full-bodied and structured wine, beautifully smooth and elegant with a flavor that rivals even the most prestigious and expensive French wines.*

**Varietal:** Montepulciano 100%

**Vineyard:** Boranico's farm, extended on Ha 16.33.15 in Varano, an outlying village within the municipality of Ancona, close behind Mount Conero, on a hillside which is standing in the best sun position.

**Soil:** Argillaceous inclined and very calcareous.

**Vinification:** At his second year of production the Boranico's farm has produced Montepulciano grapes which have ripened through a regular vegetative cycle, the bunches of grapes have been cut from the grape vines late October. On the same day, the grapes have been cleaned of the stalks and pressed. The maceration of the must together with the peels lasted 22 days with three daily topping up.

**Refinement:** After the main fermentation has terminated the wine has been poured out and put in new wood casks of Allier where has terminated the malolactic fermentation and it remained until bottling process in the beginning of July with no filtration.

**Total acidity:** 5.05 gr./l.

**Volatile acidity:** 0.71 gr./l.

**Dry extract:** 35.00 gr./l.

**Alcohol content:** 14.00%

**Producer Advice:** Full bodied and structured wine, suitable for a long period of conservation in bottle, at least 8-10 years in ideal cellar conditions.



## **Boranicco Marche i.g.t. Rosso**

*Full-bodied and structured wine, with a wonderful taste on the palate.*

**Varietal:** Montepulciano 50%, Merlot 50%

**Vineyard:** Boranico's farm, extended on Ha 16.33.15 in Varano, an outlying village within the municipality of Ancona, close behind Mount Conero, on a hillside which is standing in the best sun position. 50% Merlot coming from the old vineyard of the area and Montepulciano 50% coming from the new vineyard of Boranico's farm.

**Vinification:** At his second year of production the Boranico's farm has produced Montepulciano grapes which have ripened through a regular vegetative cycle, the bunches of grapes have been cut from the grape vines mid October. On the same day, the grapes have been cleaned of the stalks and pressed. The maceration of the must together with the peels lasted 12 days with two daily topping up.

**Refinement:** After the main fermentation has terminated the wine has been poured out and put in new wood casks of Allier where has terminated the malolactic fermentation. At the end of November, the wine is poured into big wooden casks where it remains until bottling process the next year, with no filtration.

**Total acidity:** 5.15gr./l.

**Volatile acidity:** 0.67 gr./l.

**Dry extract:** 32.00 gr./l.

**Alcohol content:** 13.50%

**Producer Advice:** Full bodied and structured wine, suitable for a long period of conservation in bottle, at least 5-6 years in ideal cellar conditions.