

GRAN PASSIONE



ROSATO VENETO IGT

"Gran Passione" wines express the dedication to work that honors the traditions of the land; something to be passionate about.

INSPIRATION

How it all began: the love of the land and of wine!



CONSUMER SEGMENT

Classic-enthusiasts, hedonists who know how to carve out time in a fast-paced society and devote it to whatever makes them happy.



BRAND

Passion (in Greek *πάσχω* and in ancient Latin (Christian theology) *pati*: "to suffer") is a powerful feeling, an irresistible desire for someone or something. Passion can range from interest or admiration for an idea, proposal or cause; the enthusiastic enjoyment of an interest or activity; a strong attraction, excitement or emotion towards a person.



DESIGN

A classic and sophisticated design that enhances the brand and the type of wine.



WINE STYLE

Intriguing wine on the palate, dry and soft, with a pleasantly long finish.



VENETO REGION

Temperate, mitigated by the sea, the chain of the Alps protects the region from the northern winds. Winters are cold and humid; summers are hot and muggy with medium temperature variations.



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Merlot, red grapes



Clay



10/12 °C



12,5% vol
750 ml

VINIFICATION:

The must is left on the skins for about 12 hours at controlled temperature to give the wine its characteristic pale rosé colour. After soft-pressing the must is left to ferment at a controlled temperature between 16/18°C, in stainless steel vats, in order to exalt its freshness and aromatic notes. The wine is then stored at 17-18°C in stainless steel tanks until bottling.



Elegant rosé colour



Typical and fresh bouquet with hints of rose and sweet violet



Fresh, gentle and pleasant with delicate notes of blackberries and blueberries, very interesting structure



Ideal as chilled aperitif, it matches well with hors d'oeuvre based on fish and salami, delicate courses