

THE MASTER'S NOSE CLUB

“Southern Italy –
pride, passion and
personality!”

SIX THRILLING WINES WITH
A UNIQUELY ITALIAN PERSONALITY

FROM EXCITING LOCAL
GRAPE VARIETIES

MADE BY PASSIONATE,
QUALITY-OBSESSED FAMILY
WINE PRODUCERS

FROM ORGANICALLY
GROWN GRAPES

THE TASTE OF SUNSHINE
TO BRIGHTEN UP YOUR WINTER!

Real Wines 



FRANCESCA FIASCO



TENUTA DEL TRAVALE


PAOLO CALÌ
Vini delle Sabbie

THE FASCINATING WORLD OF SOUTHERN ITALIAN WINES

ABOUT THIS WINE PACKET

This is no ordinary wine packet! If your only experience of southern Italian wines is big, powerful, Primitivo “fruit bombs” from Puglia, then prepare to be surprised. For there is a completely different side to the wines from this diverse and historic part of the world. I am a huge fan of Puglia and its wonderful food, olive oil and wine culture (if you have not already done so, please try Pasquale Petrera’s superb “Fatalone” Primitivos in our Real Wines range), but it is impossible to fit the vast array of grapes and

wine styles that Southern Italy has to offer into one six bottle packet! So, in this packet we purposely focus not on Puglia but on three producers who are leading the quality renaissance in the wild, rugged and lesser-known wine regions of Campania, Calabria and Sicily. These are small, family wineries who put all their pride and passion into producing fascinating wines from local grape varieties which perfectly reflect the unique place they come from. For us, this is what great wine is all about!



About southern Italy

The real south of Italy begins at Naples. It is traditionally the poorest part of Italy – in fact the first motorways linking Naples and the north with the southern regions were only built after 1960! The south consists of five regions; Campania, Basilicata, Calabria, Puglia and the Island of Sicily. The climate here is Mediterranean,

with long, hot summers and fairly wet winters. Because you are never too far from the sea anywhere in the south, there are usually cooling sea breezes. In short, this is a perfect climate for grape growing, and particularly ideal for organic viticulture because of the low humidity and rainfall.



The mountainous spine of Italy continues south from the Abruzzi Apennines through inland Campania, Basilicata and Calabria all the way to Italy's toe. There are rocky coves with dazzling blue seas all along this southern coastline. The soils are mainly volcanic in Campania, Calabria and around Mount Etna in Sicily, producing some of the finest agricultural produce in Italy, such as the famous San Marzano tomatoes. Puglia in Italy's heel is on the other hand generally very flat and its

limestone-dominated soils are well-suited to largescale grape growing, and particularly successful for olive production.

An earthquake fault line travels up from Reggio di Calabria in Italy's toe – home to Europe's most destructive recorded earthquake in 1908 – through the hilly inland areas of Campania, epicentre of Europe's deadliest “recent” earthquakes in 1980 and 2016. This seems to give a higher mineral content to the soils, making them ideal for quality grape growing.



THE REGION

Ancient history surrounds you everywhere in this part of the world, with strong Roman, Greek and North African influences which have helped give these regions one of the oldest wine growing cultures in the world. The ancient Greek city of Paestum on the Salerno coast is only 20kms away from Francesca Fiasco's winery, and Paolo Cali's winery is situated within 90kms of Syracuse, the chief Greek city of ancient Sicily.

Unique local red grape varieties such as Aglianico in Campania, Nero d'Avola in Sicily and Primitivo and Negro Amaro in Puglia have been grown here for centuries, and are an integral part of the local food and wine cultures in these regions. It is said that Naples and Campania are the birthplace of pizza, spaghetti and Buffalo Mozzarella; food and wine are a fundamental part of southern Italian life!

Changing wine styles

In recent years there has been a growing trend in the south of Italy, as in most wine regions around the world, to produce wines with more freshness and elegance, which are fruitier and easier to drink in their youth. A younger generation of premium producers, perfectly demonstrated by Francesca Fiasco in this wine packet, are driving this quality and style revolution, using local grapes with the aim of expressing the best of their unique terroirs. There are also a high number of organic wines produced in these regions, partly because of the ambient climate, but also because these small, family-owned wineries passionately want to preserve their beautiful vineyards and landscapes for future generations to come. Our selected producers are the unsung heroes of the Italian wine world; they are too small to gain wide international acclaim, but they represent the future of quality wine production and maintaining the personality and identity of their respective regions' wines.

ABOUT THE PRODUCERS AND WINEMAKING

FRANCESCA FIASCO, CILENTO, CAMPANIA



Francesca Fiasco is a highly accomplished young lady, who is fiercely proud of her origins and local cultures. She took over her grandparents' vineyards near Felitto in the beautiful Cilento National Park – about 20kms inland from the Salento coast – almost 10 years ago. She then singlehandedly built a new winery, using only local stone so it blends easily with the local scenery, and produced her first vintage of wines under her personal winery name in 2016. Her vineyards are situated in the hills at 250 – 450ms altitude, so there is usually a cooling breeze in the summer. The soils are mainly clay and limestone which are excellent for water retention – an important attribute for the long hot summers in this part of the world. She farms her vines organically – a mix of the local red Aglianico grape from

50 – 70 year old vines, together with some Cabernet Sauvignon, Barbera and other local varieties. The grapes are picked and vinified using wild yeasts, separately by variety, then matured for around two years in a mix of French barrels and casks of different sizes to give the wines structure but minimal taste of oak. They are then blended and bottled where they remain for a further 8 – 12 months before being released for sale. The inclusion of Cabernet Sauvignon in the blend – which is very unusual in this part of the world – softens the firm Aglianico tannins and gives the wines an appealing fruitiness and extra weight. Francesca's wines have quickly gained respect and praise from Italian wine cognoscenti – the famous Gambero Rosso 2023 Guide rates her as the front runner amongst the new generation of up and coming young producers in Campania.



THE PRODUCERS AND WINEMAKING

TENUTA DEL TRAVALE, COSENZA, CALABRIA



Did you know that you can ski in Calabria? This is just one of many fascinating facts we learnt when we visited the delightful Tenuta del Travale, situated at 520ms altitude in the foothills of Mount Sila, Calabria's highest mountain and annual winter ski destination!

This winery is owned by the charming Raffaella Ciardullo, formerly an Italian teacher, and her husband Nicola, a lawyer. They grow mainly Nerello Mascalese, which is the famous grape of Mount Etna, and some Nerello Cappuccio grapes in their small vineyard paradise up in the hills above Cosenza. The vineyard looks like a mini amphitheatre. Lavender grows all around and olive and mountain pine trees surround the vines on all sides. Summers are hot in Calabria, but the high altitude and cooling wind which blows constantly from the nearby Mediterranean

Sea, together with low night time temperatures, keep the grapes fresh and healthy.

The soils here are known as "terreno franco" – a balanced mix of sand, stones and clay which is perfect for the Nerello Mascalese grape. Unlike in Etna, where the volcanic soils give a strong taste of smoky minerality, these soils encourage maximum fruit expression and bring out to the full the flavours of this grape.

The grapes are picked by hand, then vinified using wild yeasts and matured for 12 – 18 months in a mix of 225lt French oak barrels and large chestnut casks. The different lots are then blended and matured for a further three months in stainless steel tanks before bottling without the need for any filtration.

"Esmen Tetra" then spends a further 8 months in bottle and "Eleuteria" 20 months before being released for sale.



PAOLO CALI, PAOLO CALÌ Vini delle Sabbie CERASUOLO DI VITTORIA, SICILY

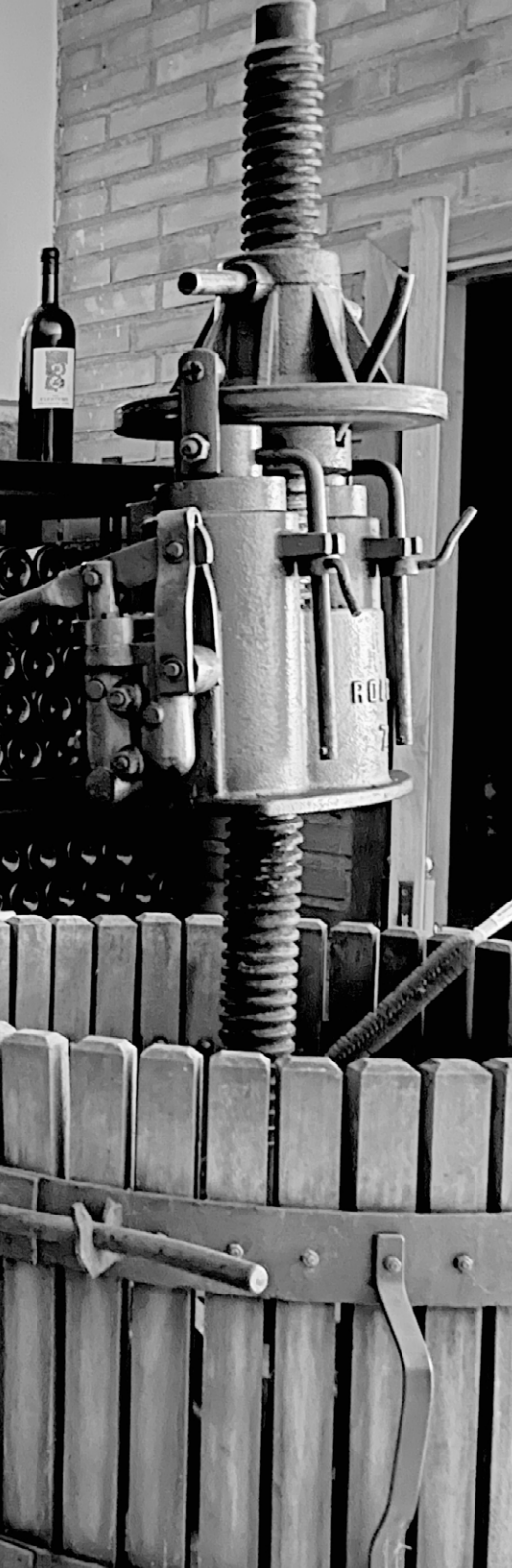
Paolo Cali's "Vini delle Sabbie" wine project is truly astonishing! His vineyards are located in the far southeast of Sicily, in Cerasuolo di Vittoria, the island's only official Denominazione di Origine Controllata e Garantita (DOCG). Here, at a similar latitude to Tunis, about 400kms to the west, he produces fresh, terroir-driven red wines from the local Frappato and Nero d'Avola grapes. As if it was not already hot and dry enough in this southerly part of the world, Paolo planted these vineyards in deep sand dunes, about 9kms from the sea. His Pruvuleta vineyard grows on ten metre deep sandy soils, whilst the soil in his Niscia vineyard is a mix of sand and limestone. Working in his vines in the hot summer months is impossible after 11am as the sand becomes too hot to walk on!

So how do his wines taste so fine and elegant?

Firstly, sandy soils naturally produce red wines which are lighter bodied, more delicate and aromatic in style. Although the summer daytime

temperatures here can reach over 40°C, the night time temperatures fall below 15°C, giving good acidity and precision to the wines. His vines are located at 200ms altitude and are cooled by winds blowing down from the hills to the north. Also, there is a natural water table about 10ms underneath the vines, which provides the roots with water and keeps them cool even in the height of summer. When Paolo vinifies his wines, he leaves the stems on the grapes for 50% of his harvest (known as "whole bunch" fermentation). This gives the wines more freshness and elegance, slightly stalkier tannins and a lower alcohol percentage. He then ferments and matures both wines in special, "cocciopesto" amphorae – ancient, hand-made clay and sand amphorae once used by the Greeks and Romans. The 5cm thick walls prevent the wines from oxidising and give the tannins a silky, smooth texture. Both these wines were certified organic in 2022.





THE WINES

OUR EXQUISITE SELECTION



Francesca Fiasco
Ersa 2019,
Paestum Rosso IGP,
Campania
CHF 19.90/bt
(one bottle)

A blend of 30% Aglianico, 30% Cabernet Sauvignon, 20% Barbera and the balance local red grapes from the Cilento. Matured for two years in French barrels, 20% new.

Ruby red in colour with hints of garnet. On the nose, this has multiple aromas of wild red fruits, tobacco, spice and herbs. On the palate it is unmistakably southern Italian! Ripe, slightly bitter red cherry fruit mingles with notes of cigar tobacco, spice and licorice. The wine has fresh acidity and firm tannins, but the use of Cabernet Sauvignon in the blend gently softens the tannins and gives appealing weight to the fruit. 13% alcohol.

660 cases were produced.

Enjoy with meat-topped
pizza, grilled meat or
Buffalo mozzarella

Drink now – 2027.



Francesca Fiasco
Difesa 2018,
Paestum Rosso IGP,
Campania
CHF 29.90/bt
(one bottle)

A blend of 35% Aglianico, 35% Cabernet Sauvignon, 20% Barbera and the balance local red grape varieties. Matured for one and a half years in French barrels, 50% new.

This has a deep ruby/garnet colour. On the nose, it has a multitude of scents; black cherry, black plum, violets, roses, Mediterranean scrub, nutmeg, toasted almond, menthol and graphite. Delicious flavours of dark cherry, gentle vanilla and spice on the palate – this is classy, complex and beautifully made. The use of 50% new oak barrels helps give excellent body and structure to the wine. The tannins are firm but rounded and the fruit is ripe and hedonistic. This is a perfect mix of classic/traditional southern Italian flavours and a modern winemaking style; a perfect winter wine! 13.5% alcohol.

580 cases were produced.

Drink with baked
lamb with potatoes,
or caciocavallo cheese.

Drink now – 2030.



Tenuta del Travale
Esmen Tetra 2020,
Rosso Calabria IGP
CHF 35/bt
(one bottle)

A blend of 80% Nerello Mascalese and 20% Nerello Carpuccio. Bright cherry red in colour. The nose is inviting and surprisingly Pinot Noir-like, with perfumed, floral aromas of red cherry, redcurrants, herbs and spice. On the palate there is a beguiling mix of gentle red fruit flavours, cloves, lavender and spices. It is elegant and fresh with remarkable lightness of body for such a southerly wine region. Calabria meets red Burgundy – this is the real essence of the Nerello Mascalese grape! 13.5% alcohol.

330 cases were produced.

Enjoy with pasta with a
tomato or carbonara sauce,
most red meat dishes, or
serve slightly chilled with
sashimi or fried fish.

Drink 2023 – 2030.

ABOUT THE WINES



**Tenuta del Travale
Eleuteria 2020,
Rosso Calabria IGP**
CHF 55/bt
(one bottle)

100% Nerello Mascalese.

Pale garnet colour. Gentle dark cherry fruit, floral and spice aromas. On the palate this has more fruit depth and density than the Esmen Tetra and firmer, slightly stalkier tannins. It is elegant and fine with a finish which grows and grows the longer you leave the wine in the glass. This has a wonderfully unique personality – tastes like a Calabrian version of Barolo! 14.5% alcohol.

200 cases were produced.

Enjoy with a cheese fondue or sardine and tomato pasta, or serve slightly chilled with swordfish cooked in a tomato and olive sauce.

Drink 2023 – 2035. This is just starting to drink well now but has long ageing potential.



**Paolo Cali
"Niscia" 2020,
Cerasuolo di Vittoria DOCG,
Sicily**
CHF 45/bt
(one bottle)

Made from a blend of 50% Frappato and 50% Nero d'Avola grapes grown on sand and limestone soils.

Pale garnet in colour with enticing red cherry, raspberry and herb aromas. Fresh and lively on the palate, this has spicy, mineral acidity, light to medium body and silky smooth, sensual tannins. Red cherry fruit flavours combine with herbs and a gentle earthiness. Remarkably clean and fresh for a wine from such a warm climate, with precision and minerality on the finish. A wine you definitely want to drink a second glass of! 14.5% alcohol.

50 cases were produced.

Enjoy with roasted or grilled red meats or serve slightly chilled with a tuna steak.

Drink 2023 – 2027.



**Paolo Cali
"Pruvuletta"
2020, Cerasuolo di Vittoria DOCG,
Sicily**
CHF 45/bt
(one bottle)

Made from a blend of 50% Frappato and 50% Nero d'Avola grapes grown on 100% sandy soils.

This has a pale, ruby-garnet colour and gentle aromas of redcurrant, blood orange and morello cherry fruit. It is light to medium bodied with good freshness, verve and elegance. Ripe, sweet and sour red cherry fruit flavours are balanced by spicy acidity and gentle, smooth tannins. Refined and graceful! 14.5% alcohol.

50 cases were produced.

Enjoy with roasted or grilled red meats or serve slightly chilled with a tuna steak.

Drink 2023 – 2027.

THE MASTER'S NOSE CLUB

ITALY'S WINE REGIONS

