



Introducing Broletto Organic Lambrusco

We are pleased to present the fantastic new [Broletto Organic Lambrusco](#) DOC Reggiano Lambrusco from Reggio Emilia. A “broletto” is an Italian community outdoor gathering place, often surrounded by gardens, or in this case vineyards. The name Broletto embodies this perfect wine for sharing over a meal with family or friends. Lambrusco refers to both the wine and a *family* of grapes from which it is produced. Each Lambrusco has its own characteristics depending on the blend and the specific area of production.

Broletto is a beautiful blend of [30% Lambrusco Maestri](#), [30% Lambrusco Marani](#), [30% Lambrusco Salamino](#), and [10% Ancellotta](#). The effervescent Rosso Amabile demi-sec (off-dry/sweet with 42.3 g/l residual sugar) wine is meant to be fun, as expressed through its bubbly personality and gentle sweetness. Broletto has intense red ruby color with black-purple highlights. The nose is vibrant with violet and berry fruits. The wine is fresh yet full bodied and harmonic. It pairs well with typical dishes of Emilia-Romagna like pasta dishes, meats, cold cuts and cheese, as well as with cream and fruit-based desserts. At only 8.5% alcohol, Broletto is perfect as an aperitivo or brunch wine.

“While some people associate Lambrusco with the poorly made cheap Lambrusco that became popular in the 1970s, it is actually a wine that pairs well with food & can be made in a variety of styles. It isn’t always sparkling, but most examples, including this one are. One of the reasons for this is that wines in classic growing regions tend to have developed to pair with the local wine. Going to a grocery store & finding wines from around the world to go with cooking ingredients from around the world is a relatively recent phenomenon. So for most of history the choice of grape & choice of cuisine evolved together. You generally can’t go wrong pairing local wine with local foods.

The Emilia-Romagna region is one of the most famous culinary regions in the world. Certain cities in the region like Parma, Bologna, & Modena are famous just for their food. Some items that originate in the region include Parmigiano Reggiano DOP Prosciutto di Parma DOP, Tortellini, Parma Ham, Gnocchi, Bolognese Ragú, Tagliatelle, & Modena pesto. Many of these are salty. The low alcohol & sweetness of Lambrusco doesn’t overwhelm the dishes & the bubbles & the acid of the wine wipe the palate clean between bites. Sparkling Lambrusco might not usually be a great steak wine, but it is a perfect wine for a plate of prosciutto, olives, & hard cheeses with balsamic vinegar & olive oil for your salty crusty bread.” -Phillip Anderson, DWS Mountain Peoples Wine Distributing



The Heritage of Cantina Puianello

Broletto Organic Lambrusco is produced by [Cantina Puianello](#), located on the first hills of Reggio Emilia. The south-east and south-west exposure allows the vineyard, inside a mild climate, to receive the benefits of the sun, the regular rains and the marine winds of the Tyrrhenian sea. The vineyard’s sloped grounds offer a well-ventilated and sheltered place, with a good temperature variance, for their highly anticipated Lambrusco. The winery was established in the namesake village of Puianello in 1938. Numerous families joined forces to establish vineyards with a specific set of standards, and still today the organic grapes used by the winery are all grown for Cantina Puianello by established member family growers. Nature is at the very heart of Cantina Puianello, paired with modern technology to help ensure

the quality and authentic style of their wines. Broletto is produced with care, tradition and terroir at the forefront.

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Quality Organic Lambrusco

Broletto Organic Lambrusco is unlike any ultra-sweet mass-marketed Lambrusco of the past. Quality Lambrusco is a refreshing, food-friendly wine meant to enhance the rich foods of the Reggio Emilia region – world-famous Parmigiano-Reggiano, prosciutto, and creamy pasta dishes. The bubbly wine helps wash away the lingering fattiness on the palate, making it a great partner for rich foods of all types. Broletto is a prime example of the quality Lambrusco of today that is increasing in popularity as it catches the eye of consumers and sommeliers alike.

Broletto Organic Lambrusco is Made with 100% Organic Grapes that are carefully hand-picked and fermented using only indigenous yeast. The wine is Vegan Friendly, using no animal byproducts during production.



Puianello Oenologist Doctor Alberto Grasselli

Alberto Grasselli graduated with excellent votes in Food Science and Technology at the University of Parma in the mid-1990s and then studied oenology at the University of Cesena, becoming an oenologist in the late 1990s. In 2000 he began his career at the Casali Viticoltori winery, learning and perfecting the various processing techniques of sparkling wines (Lambrusco), still (with or without barrique) and sparkling wines (charmat and classic method). In 2010 he decided to leave their experience like an employee and became an independent consultant for several wineries between Reggio, Parma and Modena. In 2017 he started to work with our Cantina Puianello giving us his fundamental contribution to the growth of the quality of the wines.

Alberto believes a lot in the future on organic wines for this reason, thanks to the hillside position of the vineyards and their cultivation method (which does not require many specific pesticide treatments) it is possible to obtain quality organic wines at Cantina Puianello. Our member small wine producers sell their best selected grapes and at the end of each year Puianello rewards the members who, following the directives of the oenologist decided to convert their grape production to Organic. They estimate that in the near future 90% of their members will convert their vineyards into organic cultivation. As for the production of wine Alberto treats and processes the grapes that enter the cellar, respecting and scrupulously following the specifications imposed by the ICEA organic certification body, which one or two times per year, comes to the cellar to check the wines obtained from organic grapes and issues, for each harvest, its certification and suitability for sale.

Broletto is now available for distribution nationwide.

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