



## *The Uniqueness in Chianti Classico*

### OUR STORY

Over 700 years ago, Romans discovered a small valley tucked high in the hills of what is now Greve in Chianti. They recognized that this area was ideal for cultivation with its steep slopes of the nearby Monte San Michele that provided protection from the elements, and the Mediterranean climate provided long, sun-filled days. Vineyards and olive groves were planted in its limestone-rich soil.

By the 1800's, Lamole had become recognized as a "cradle" of fine winemaking. In addition to grape growing and farming, the village was also famed for its production of orris root essence, obtained from the Florentine iris flower native to the area, and highly-sought after for perfumery and medicinal use. These assets became so important that in 1350, the Gherardini family of Florence (ancestors of the infamous Mona Lisa) built a castle and watchtower to protect the village, and its ruins can still be seen today. In fact, the existing Lamole di Lamole aging room was built from the remains of the castle's storage cellars.

With industrialization in the mid-1800's, local farmers lost resources to maintain the vineyards. After a lengthy period of dormancy, we embarked on a multi-year project in 1993 to return the winery to its original acclaim, which included restoring the iconic vineyard terraces, crucial to the vines' growing process. In addition, a new winemaking facility and aging cellar was constructed to ensure a consistent production capacity with the latest in winemaking technology and equipment.

Rooted in 700 years of tradition and created with the finest modern winemaking techniques, the wines of Lamole di Lamole: Chianti Classico Blue Label, Chianti Classico Riserva, and Chianti Classico Gran Selezione Vigneto di Campolungo are elegant, inspiring expressions of the very best of this special land.

Lamole di Lamole. *The Uniqueness in Chianti Classico.*

### KEY SELLING POINTS

#### *New & Old Winemaking Practices*

With over 700 years of history, we have brought together the best of traditional and new winemaking techniques to achieve the highest quality Chianti Classico with a terroir-driven flavor profile. With respect for the natural environment, our vineyards have long employed sustainable practices and are currently applying for organic certification. In the winery, we are one of a small number of wineries that use a PellencVision optical sorter to scan and retain/reject grapes. We are also one of only two wineries in Italy who have a Taransaud 2000 liter "Ovum" egg-shaped barrel, which helps promote slow oxygenation and tannin development in our Riserva and Gran Selezione. We have identified two Sangiovese clones that are ideal for our site and we maintain a Vigneto sperimentale (experimental vineyard), to grow different grape clones and varieties in the quest to continue to refine and perfect the fruit selection for the wines.



## Location

Located within the small village of Lamole, a hamlet of Greve in Chianti, the Lamole di Lamole vineyards occupy south-facing plots at various altitudes between 1100 and 1800 feet above sea level. Surrounded by a forest of cypress, hawthorn and juniper trees, the vines are planted to the region's native grape varieties of Sangiovese, Canaiolo, Malvasia near and Trebbiano Toscana, as well as international ones such as Cabernet Sauvignon, Merlot, Petit Verdot and Alicante. The Mediterranean climate with a strong day to night diurnal temperature variation, together with the Tuscan Alberese (compact, fine grained limestone) and Galestro (weathered shale, clay and limestone) soils provide an optimal environment for high-quality grape production.

## Commitment to Quality

Our highly distinctive Chianti Classico comes from the rich terroir and unique microclimate of the Lamole valley, coupled with our winemaker's decades of experience at the winery. All three wines have earned critical acclaim including "Tre Bicchieri" from Gambero Rosso and high scores from James Suckling: Chianti Classico Blue Label 92 points, Chianti Classico Riserva 93 points, and 94 points for our single-vineyard Chianti Classico Gran Selezione "Vigneto Campolungo." Our Chianti Classico Riserva has also recently been named "Editors Choice" and 93 points from Wine Enthusiast.



## ACTIVATION

Lamole di Lamole will activate across relevant channels throughout 2017, highlighting the quality of the brand and leveraging the existing look and feel that Italy has developed. Our communications will deliver on reinforcing **The Uniqueness in Chianti Classico**.

### TRADE MEDIA

Drive brand awareness among trade professionals through respected media partners.



### ONLINE

Social Media: Build brand presence and engage consumers with relevant brand content to drive awareness of Lamole di Lamole.



Lamole di Lamole

### PR/EVENTS

Lamole di Lamole will be present at key premier epicurean food and wine festivals around the country.



### ON PREMISE

Activation and support will drive menu placements, awareness & consumption.



WINE KEY



DECANTER



BARREL DISPLAY



Please Drink Our Wines Responsibly.  
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DEL REGOLAMENTO CE N. 1306/13  
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