



CECCHI

2012 Vino Nobile di Montepulciano DOCG

Established in 1893, Cecchi (pronounced *check-ee*) is one of the oldest and most prominent producers in Tuscany, pioneering the growth and development of the Sangiovese grape worldwide. Cecchi embodies Tuscan authenticity with an emphasis on innovation and sustainability, crafting wines that showcase the pure expressions of the family's vineyards. The Vino Nobile comes from a historic vineyard in Montepulciano known for elegant and noble Prugnolo Gentile. The wine is bold but elegant, exhibiting the best of the Sangiovese grape. Try it with beef tenderloin or roasted game.

Appellation: Montepulciano DOCG

Varietals: 90% Prugnolo Gentile (Sangiovese),
10% other red varietals

Color: Ruby red tending to garnet

Aroma: Intense perfume of purple violets
and red fruits

Taste: Bold, beautiful and elegant with rich
flavors of cherry, cocoa and spice

Vineyards: Calcareous Pliocene, Elevation of
350 meters

Aging: 24 months in small oak barrels,
months in bottle before release

UPC: 086891-08390-2

SCC: 10 086891-08390-9

Case Pack: 6/750mL

Features and Benefits:

- Toscana wines \$30-49.99 are growing, up +16% over last year¹
- One of the great wines of Tuscany, Vino Nobile is a truly elegant wine and excellent value to the consumer when compared to Brunellos of the region
- Quality & Authenticity: Family-owned vineyards and winery since 1893. Cecchi is an established and renowned brand globally.
- Accolades: The 2011 vintage is well-decorated
 - 90 points – Wine Enthusiast
 - 90 points – International Wine Report
 - 89 points – Wine Spectator

