

LA MORA



## 2016 Morellino di Scansano D.O.C.G.

#1 Selling DOCG  
Red Wine in Italy

Morellino is a native word for the Sangiovese grape and Scansano is the town after which the appellation is named. La Mora Morellino di Scansano is a fruit-forward wine bursting with ripe red berries and spice. Try it with grilled salmon or roasted pork loin.

La Mora comes from Maremma, Tuscany's "wild frontier". Maremma is a coastal region with Mediterranean climate and is referred to as 'The California of Italy'. Maremma has both a beautiful coastal landscapes and a thriving emerging viticulture with wines and varietals that are appealing to the American pallet. "La Mora," meaning horse, is in honor of the history of the Maremma region, which used to be home to roaming cowboys on horseback.

<b>Appellation:</b>	Morellino di Scansano D.O.C.G.
<b>Varietals:</b>	Sangiovese 90%, other red grapes 10%
<b>Color:</b>	Ruby red with intense purple reflections
<b>Aroma:</b>	Bright and aromatic with red berry and spice
<b>Taste:</b>	Fruit-forward notes of raspberry and blackberry with soft and supple tannins
<b>Vineyards:</b>	Feldspalthic quartz sandstone, largely siliceous
<b>Aging:</b>	Minimum 2 months in bottle

### Features and Benefits:

- Maremma Toscana red blends are one of the fastest growing varietal categories for the region:
  - Volume growth up +25.8%
  - Sales growth up +22.9%
- 'Morellino' is a native word for the Sangiovese grape varietal. 'Scansano' is the town after which the appellation is named.
- Quality & Authenticity: Family-owned vineyards and winery since 1893. Cecchi is an established and renowned brand globally.
- Cecchi has invested in state-of-the-art winemaking and aging facilities, creating a distinct advantage over other Tuscan wineries.

UPC: 086891-08384-1  
SCC: 10086891-08384-8  
Case Pack: 12/750mL

