

MAZZONI

2012 Barbera

Crafted at the state-of-the-art winery in the prestigious Montalcino zone; MAZZONI is the perfect confluence of old and new world techniques guided by family values and the desire to create world class wine for the modern world and future generations. Fruit comes from the Barbera d'Asti region then bottled by the experts at Il Poggione making this wine a modern, Tuscan take on an old-world classic.

Appellation:	Piemonte
Varietals:	100% Barbera
Color:	Ruby red
Aroma:	Explosive flavors of ripe black fruit, mushrooms and forest floor.
Taste:	Full bodied and long tasting with a bright core of acidity.
Fermentation:	15 days of maceration at controlled temperature in horizontal tanks with daily remontage and full contact between the skins and fermenting must.
Alcohol:	13.0%

UPC: 086891-08052-9
SCC: 10086891-08052-6
Case: 12pk

Competative Set

- Masi
- Vietti Tre Vigne
- Castello Del Poggio

Feature

- Fruit from **Barbera d'Asti** and bottled by the experts at Il Poggione making it a **Tuscan's take on Barbera**.
- An **unoaked alternative** to other Barbera wines makes this wine stand out.
- Mazzoni is connecting with consumers in a big way. **37,000+ followers on Facebook** and **64,000+ visitors to our blog** LiveLikeAnItalian.com

Benefit

- **Exceptional wine by expert winemaker** with a twist makes this wine ideal for Italian wine lovers open to discovery.
- **A unique offering that is ideal for everyday food pairing** like Pizza and rustic Italian dishes.
- **Strong consumer outreach** drives brand awareness, trial, engagement and repeat purchase.

