

MAZZONI

2012 Rosso Di Toscana



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. This “**Super Tuscan**” is made from 100% Estate grown Sangiovese and Merlot. The grapes are handpicked and vinified at the state-of-the-art Il Poggione winery in Montalcino.

Appellation: Toscana IGT
Varietals: 72% Sangiovese, 28% Merlot
Color: Ruby red
Aroma: Fruity notes of red berry fruit, plums, blackberry, balsamic notes, sweet spices, tobacco leaf and licorice
Taste: Warm, soft, intense and balanced with velvet smooth tannins and a lingering finish.
Fermentation: 10 days submerged cap fermentation at controlled temperatures
Aging: 12 months in French oak; 50% in large barrels and 50% in second vintage barriques.
Alcohol: 13.3%

UPC: 086891-07842-7
SCC: 10086891-07842-4
Case: 12pk

Features:

- **Approachable blend** of top-quality Estate Sangiovese and Merlot
- Winemaker Alessandro Bindocci is lauded as part of “**the most accomplished father-son winemaking team** I can think of today in Italy. They excel in every aspect of winemaking” - Monica Lerner, *Wine Advocate*, 2015
- Connecting with **37,000+ followers on Facebook** and **64,000+ visitors to blog** www.LiveLikeAnItalian.com

Benefits:

- Accessible **Super Tuscan** for everyday occasions in growth category.
- **Exceptional wine by authentic winemaker connects with consumers seeking a genuine story.**
- **Strong consumer outreach** drives brand awareness, trial, engagement and turn.

Competitive Set:

- Masi
- Marchesi Antinori
- Villa Antinori

