

Alto Adige Wines U.S. Newsletter

Volume 1 | 2017



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Südtirol Wein
Vini Alto Adige
WINES OF THE ITALIAN ALPS





Alto Adige Seminar Tour a Resounding Success!

Cornerstone Communications organized two educational tastings for Alto Adige Wines on April 18th and 21st, in Houston, TX, and Seattle, WA, respectively. Each event, exclusively for wine press and trade, included a technical seminar followed by a walk-around varietal tasting. The seminars were entitled “Alto Adige: Taste Italian Wines at their Peak,” in concert with our current print advertising campaign. The seminar featured 10 wines from a range of producers and styles exploring the different growing areas and terroir in the region: Valle Isarco, Adige Valley, Oltradige, Bolzano and Bassa Atesina.

Internationally renowned wine expert and lecturer, Tim Gaiser, MS, moderated the seminars. The wines were presented by three panelists including: Armin Gratl, Cantina Valle Isarco; Kathrin Werth, Muri-Gries Wine Estate and Monastery Cellar; and Andi Punter, Franz Haas.

Each seminar was followed by a self-pour varietal tasting that showcased wines from 20 different producers. Food pairings were offered during the walk-around reception to highlight the wines' versatility and food-friendliness. Both events were filled to capacity.

Cornerstone selected beloved Houston steakhouse, Pappas Bros., for the Texas seminar. With Master Sommelier Jack Mason leading the team, the steakhouse is renowned for its wine program. This restaurant is a highly respected leader in the



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“Precise, Pure, and Unpredictable” – David Lynch’s Affection for Alto Adige

It’s no secret to anyone who knows David Lynch, author of *Vino Italiano* and the editorial director of *SommSelect*, that he’s a serious fan of Alto Adige. We recently caught up with him for a chat about what he loves best about the region:

Q: You have traveled to every wine region in Italy. For you, what makes Alto Adige different from the others?

A. Driving north on the autostrada, following the contours of the Adige River as the Dolomites wall you in on either side...it’s pretty amazing and not a typical ‘Italian’ image for most Americans. Obviously, given its history, it has a very unique culture – from the architecture to the language to the food and wine

I have yet to be in the Südtirol in winter, only summer. I desperately want to ski there, mostly to have lunch in a rifugio on the mountain. Most of my skiing buddies are content with bread-bowl chili and IPA; I want a bowl of knödl and some Lagrein.

Q: Do you have a favorite red or white variety from the region and why?

A. My favorite red is Schiava. My red wine palate continues to get lighter and lighter, and the quality of the Schiava wines coming out of the Südtirol gets better and better. Two of the trendiest red wines I can think of right now are Poulsard from the Jura and cru Beaujolais—both lighter-weight choices. Schiava is my ‘Italian’ answer to those.

Pinot Bianco is the Südtirol’s calling-card on the white side. The aromatic Germanic varieties are interesting, too, but I love the texture of good Alto Adige Pinot Bianco: creamy, mineral, and substantial.

Q: Do you find Alto Adige wines go well with international cuisines? What are examples of interesting pairings?

A. Schiava & Smoked/Grilled Salmon or Trout: Boom. Light, non-tannic, non-alcoholic red with savor and warm spice — [Schiava] goes with just about anything, actually.

Q: Which wines from Alto Adige would you pair with a juicy burger?

A. Lagrein, my co-favorite red wine of the Alto Adige and a meat-lover’s grape if there ever was one. Dark and almost a little ‘bloody’ at times, yet once again, neither tannic nor alcoholic. Great mix of dark, sweet fruit and smoky, savory notes.

Q: Can you summarize the region’s wine in three adjectives?

A. Precise, Pure, Unpredictable!



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Alto Adige Ambassador Program with May Matta-Aliah, DWS, CWE

Alto Adige's first-ever official Ambassador in the US, May Matta-Aliah, is spreading awareness, knowledge, and the joy of Alto Adige wines to on- and off-premise wine professionals in New York City and beyond. To date, May has held educational seminar/tasting sessions at Astor Wines & Spirits, Giovanni Rana Pastificio & Cucina restaurant, Trestle on Tenth restaurant, as well as taught an Alto Adige wines class for culinary students at New York City Tech. Each session features an overview of the region, key facts, core varieties, growing areas, and a guided tasting. Attendees have shared resoundingly positive feedback.

What's Next?

Alto Adige at the Society of Wine Educators (SWE) Annual Conference from August 10 – 12th

May will present a seminar and guided tasting on 8/10 entitled, **"A Trifecta of Pure Pinot Perfection"** exploring Pinot Grigio, Pinot Bianco, and Pinot Nero wines from the region. Details can be found [here](#).

Update on Master Classes

Alto Adige's Master Classes, a partnership with The Guild of Sommeliers, is back for another year. Classes will follow the same format as year's past: each session will consist of an in-depth exploration of the region of Alto Adige and its wines, conducted by Guild of Sommeliers founder, Geoff Kruth, MS. The classes will be promoted via the Guild of Sommeliers website and community network. There will be a tasting of 12 Alto Adige wines, with approximately 30 high-level members of the wine trade expected to attend in each market. Master Classes will take place in four US markets on the following dates:

Detroit:
August 28

Las Vegas:
August 30

Portland:
September 6

Miami:
September 25



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Hot Off the Press: Alto Adige in the News

“2015 Peter Zemmer “Rollhut” Pinot Nero DOC Alto Adige

This Pinot Nero (Italian for Pinot Noir) is from the Alto Adige region of Italy. This wine was quite interesting and different from what you might expect from Oregon or California (or even

Burgundy for that matter). It's very light, clean, bright, and acidic with dark cherry fruit (think maraschino cherries), rose petals, and some mild baking spices. This would be a fun one to bring to a party to see if folks can identify where it's from.”

Mary Cressler
Vindulge.com
January 7, 2017



“The Valle Isarco is one of Italy's true hotbeds of high-quality white wine production, and the only place in Italy where you will find world-class wines made from Kerner and Sylvaner (varieties that aren't grown much in the rest of Alto Adige, never mind Italy.)”

Ian D'Agata
Vinous
February 7, 2017



“Schiava is a go-to red in warmer weather. Pop it in the fridge for a slight chill and it's perfect for an afternoon barbecue –

but it's also a great alternative to Pinot Noir in cooler months. Thinking you'll celebrate with a nice piece of salmon and your wine absolutely, positively has to be red? Schiava does the trick every time.”

Alexandra Palmerton
303Magazine.com
February 8, 2017



“Northern Italian Pinot Grigio is a perfect pairing with roasted garlic. We love the higher acid examples from Alto Adige, bursting with honeysuckle flavors and crisp citrus.”

Vicki Denig
VinePair
March 9, 2017



Soundbites from the Twitterverse:

@Dallaswinechick –

Apr 14, 2017:

Day one, tasting two with @AltoAdige Wines. A small region with big impact.



@CathyHuyghe – Mar 16, 2017:

How do you convince young people to stay in the family #wine business? @AltoAdige Wines has an idea. New on @Forbes.



@TishWine – Feb 28, 2017:

Schiava, an underdog redgrape of @AltoAdigeWines, reminds me of Gamay. Light body, full flavor; cherry fruit, just a brushstroke of tannin.



@BevMedia –Feb 27, 2017:

Today we tasted through @altoadigewines fantastic portfolio with a phenomenal tasting panel!



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Press Highlights (continued)



Featured Coverage: Beverage Media's "Acid Adventures"

In late February, 2017, *Beverage Media* Editors Kristen Wolf-Bieler and William Tish, along with Alto Adige Wines Ambassador, May Matta-Aliah, sat down with four esteemed New York City sommeliers to taste 27 wines selected to represent the diverse varieties and growing areas of the region. Following the tasting, the editors compiled notes and feedback from the tasting and wrote a thoughtful, two-page editorial on the wines. Here are a some stand-outs:

■ 2015 Cantina Terlano Pinot Bianco

(\$22, Banville Wine Merchants.)
A favorite for its tropical, floral nose and beautiful texture. *"It has a great richness, chalky minerality and offers the most sales potential,"* said Gemelli.

■ 2014 Falkenstein Pinot Bianco

(\$22, DeGrazio Imports.)
Campanale's favorite for its dry, mineral profile—*"It strikes me as a wine for wine lovers,"* he said.

■ 2014 Colterenzio Pinot Bianco Weisschaus

(\$23, Ideal Wine & Spirits.)
"I love the glycerine-like texture and zippy acidity," said Zisovski.

■ 2015 Alois Lageder Pinot Grigio Porer

(\$25, Dalla Terra.)
"It's got apples, almonds—everything going on," described Zisovski. Gemelli praised its lifted, mountain fruit character.

■ 2015 Abbazia di Novacella Kerner

(\$19, Abbazia di Novacella USA.)
Campanale praised its *"super dry, lovely bitter edge—a really great wine at a great price."*

■ 2015 Pacherhof Sylvaner Alte Reben

(\$46, Vias Imports.)
The group favorite. *"Smoky, salty and with subtle attractive green notes,"* Zisovski described.

■ 2015 Cantina Valle Isarco Müller-Thurgau

(\$20, Monsieur Touton.)
Fresh, floral and crisp, with smoke and minerals. Reynolds thought it offered a lot of tasty, straight forward fruit flavors for the price.

■ 2016 Elena Walch Gewürztraminer

(\$21, USA Wine West.)
Albeit a love-it-or-hate-it variety, Gemelli enjoyed this more restrained version; *"It's really creamy and nicely floral, perfect for a lot of food pairings."*

■ 2014 Franz Haas Pinot Nero

(\$39, Empson USA.)
This round-textured Pinot showed figs, plums and a beautifully smoky character.

■ 2015 Alois Lageder Kalterersee Classico Romigberg Schiava

(\$25, Dalla Terra.)
The group's top pick, this cherry-flavored wine is elegant with good depth and subtly bitter edge.

■ 2015 Castel Sallegg Lagrein

(\$19, De Grazia Imports.)
A black, smoky, powerful wine, commented Reynolds. Gemelli liked its dark, clean flavors, and noted it has nice lightness to it.



A few tasting highlights:

"Many people guess [Alto Adige Pinot Grigio is] Chablis; they [are] shocked. The two best regions for the grape are Friuli and Alto Adige, and the latter if you are looking for that fresh, vibrant profile. Both Pinot Grigio and Bianco are terrific aperitif wines."

Hristo Zisovski
Altamarea Restaurant Group

"Kerner and Sylvaner are so unique, they tell a story about the region that I am interested in: Alto Adige's Germanic heritage."

Joe Campanale
proprietor, Annona Wines

"Schiava is bright, fresh, fruity and great with a slight chill - you don't necessarily need food with it. In the larger cannon of Italian wine, it absolutely has its place."

Grant Reynolds, Charlie Bird and Pasquale Jones

"There simply aren't bad wines coming out of Alto Adige – What other region in Italy has everyone working towards quality? It's a mindset that exists in so few places."

Joe Campanale
proprietor, Annona Wines



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Alto Adige Seminar Tour a Resounding Success!



mark of their success. The Washington seminar was held at the modern Hotel Andra in Seattle's city center, with food provided by renowned chef Tom Douglas' Lola restaurant – a favorite of the local dining scene.

Seminar Twitter Highlights:



"Tasting through the Alto Adige region of Italy with Master Sommelier Tim Gaiser today! #tastealtoadige #masterclass #courtofmastersommeliers"

Jessica Dupuy
Freelance wine writer and cookbook author

"Thank you @AltoAdigeWines for the #TasteAltoAdige seminar! A special event!"

Nick Siracusa
Beverage Manager, Cocha

"Great to host @altoadigewines and Tim Gaiser today! Adige for dayzzz!"

Jack Mason, MS
Pappas Bros. Steakhouse



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Changed importers?
News from your winery?
Questions about the campaign?
Let us know!

Email Erica at
EBrancato@cornerstonepr.com
with updates, questions, and to receive all information regarding upcoming campaign activities.

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