



Vermentino Bio and the Sicily You Don't Expect: Larcéra Terre Siciliane IGT 2021

A new label for Mandrarossa and the story of an unprecedented expression of Sicilian winemaking

February 2022 – Mandrarossa, premium brand of Cantine Settesoli from Menfi, present together with a graphic restyling of its “*Innovative*” line, a new label: **Larcéra Vermentino Terre Siciliane IGT Bio 2021**.

*“This is an important addition to the range, states **President Giuseppe Bursi**, with a wine that interprets the values of **environmental sustainability** that have always firmly characterized our spirit and cooperative action, in the agronomic and winemaking fields. At the same time introducing a Sicilian Vermentino on the market strives to further affirm the intention to amplify the most extraordinary and unexpected expressions of our island, giving concrete realization to studies and analyses that our company has been carrying out for years.”*



Mandarossa and Vermentino in Sicily

Since 2005 Mandrarossa has chosen to focus on Vermentino, a grape that tends to bring to mind regions like Tuscany, Sardinia, or Liguria. Yet this variety has its own **Sicilian history** which dates back to the **1980s**, with the **first experiments** that gave evidence of how this grape found a very favorable environment on this island for its development.

The beginning of the story began 17 years ago, with Mandrarossa conducting a study on Vermentino and its reactions in the different terroirs of a macro-area of about 290 hectares. The results were so promising that, in 2014, the agronomic team of the Menfi winery engaged in further **zoning** work, that led to the **identification of 5 hectares** where this typical Mediterranean variety is able to express itself with extraordinary wines. These **organically run vineyards** are now located between the municipalities of Menfi, Santa Margherita di Belice and Contessa Entellina (which houses the district that gives the label its name).

The **selected micro terroirs** have all the ideal characteristics in order to intensify both the varietal traits of Vermentino and the territorial features of the island, such as the **medium-textured calcareous soils** that allow the root system of the vines to descend to a depth of over 2 meters, finding water reserves and mineral components giving Vermentino di Mandrarossa a unique structure and taste.

*"The **thermal excursions** are our valuable allies, says the **agronomist Filippo Buttafuoco**, which help in giving aromatic complexity due to the proximity with the sea and contact with the summer breeze. In Menfi the **altitude** is between 200 and 390m asl in the parcels of Santa Margherita di Belice and Contessa Entellina. In addition, the **southern exposure** which guarantees light and heat for the vineyards throughout the majority of the day, creates an excellent condition for Vermentino which in turn, develops rich, healthy, and perfectly ripe bunches."*

These are the pedoclimatic elements that help Vermentino Larcéra to create a vivid picture of the vineyards of south western Sicily, distinguished by **structure, elegance**, and an **intense aromatic bouquet of fruit** as well as a **distinct minerality** that define the Sicilian identity of this wine.

Larcéra Vermentino Terre Siciliane IGT has an intense golden yellow color with green highlights. The nose expresses an olfactory profile of great character: notes of wildflowers, straw, and tomato leaves are perfectly integrated with more typically fruity and iodized notes. The palate is fresh, distinctly savory, marked by an excellent backbone while at the same time enveloping, thanks to a particular softness that is perfectly integrated. This is an elegant wine that has a pleasant, clean, and persistent finish.

Harvest and Agronomic Management Notes

The 2021 vintage, which inaugurated this label, saw a climatic trend tailored to Vermentino, a variety that is fond to heat and resistant to drought. The spring rains were essential in storing the water reserves useful for coping with a particularly hot and arid summer, which saw days with significant peaks in temperatures during the months of July and August. The temperature variations, particularly in the summer periods recorded variations of up to 14° C. between day and night, favoring a greater synthesis of aromas and perfumes.

Therefore, the agronomic management did not require particular interventions, concentrating on the care of the vineyards and their ecosystem through operations aimed at guaranteeing biodiversity and the vitality of the soil, such as green manuring with the sowing of legumes (to enrich the soil with nitrogen) and the shredding of the shoots removed during pruning which when left on the ground bring new organic substances.

The harvest began during the last week of August, continuing into the beginning of September for the higher altitude areas such as Contessa Entellina. The harvest yielded perfectly ripe and healthy grapes leading to wines with a noticeably significant aromatic imprint.



DATA SHEET

Restyling

2022 is a year full of news for the brand. Not only the launch of Vermentino Larcéra, but an important rebranding that portrays a completely renewed image of the labels, made in collaboration with Luca Patini of We Associates.

*"Our intent was to address the issue of wine packaging with a new, lateral look. Redesigning Mandrarossa's visual identity was an idea born at the midst of a pandemic where the deafening silence of identity, isolation, uncertainty, and distance made it increasingly clear that the **basics** are what matter. It was precisely this concept that led us to seek order through linear, minimal forms that were the result of a "resolved complexity." We then arrived at the abstract idea of a bunch of grapes, a horizon or a sea through lines and colors which, in the search for a balance, as for Piet Mondrian, "mark the overcoming of tragic everyday life" declares Raffaella Scimeca, Marketing Director of Cantine Settesoli.*

The new Mandrarossa packaging sees a return to the basics, to Sicily off the beaten path and island stereotypes. A concept developed by way of different elements of the restyling such as the use of materials with a lower environmental impact, the limited use of foils, and the use of water colors. New colors, take up the soft *nuances* of the natural landscapes of Sicily and geometric shapes as a means for a synthesis of an unexpected land.

TEXT AND PHOTO



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