



## *The Uniqueness in Chianti Classico*

### OUR STORY

Over 700 years ago, Romans discovered a small valley tucked high in the hills of what is now Greve in Chianti. Given that the steep slopes enjoyed natural protection from the elements from nearby Monte San Michele, and the Mediterranean climate provided long, sun-filled days, they recognized that the area was ideal for cultivation. Vineyards and olive groves were planted in its limestone-rich soil.

By the 1800's, Lamole had become recognized as a "cradle" of fine winemaking. In addition to grape growing and farming, the village was also famed for its production of orris root essence, obtained from the Florentine iris flower native to the area, and highly-sought after for perfumery and medicinal use. These assets became so important that in 1350, the Gherardini family of Florence (ancestors of the infamous Mona Lisa) built a castle and watchtower to protect the village, and its ruins can still be seen today. In fact, the existing Lamole di Lamole aging room was built from the remains of the castle's storage cellars.

With industrialization in the mid-1800's, cities attracted immigration from these rural villages, and the local farmers lost resources to maintain the vineyards. After a lengthy period of dormancy and decline, we embarked on a multi-year project in 1993 to restore this historical site and return the winery to its original acclaim. This included restoring the dry-stone walls that support and reinforce the iconic vineyard terraces, crucial to the vines' growing process. In addition, a new winemaking facility and aging cellar was constructed to ensure a consistent production capacity with the latest in winemaking technology and equipment.

Rooted in 700 years of tradition and created with the finest modern winemaking techniques, the wines of Lamole di Lamole: Chianti Classico Blue Label, Chianti Classico Riserva, and Chianti Classico Gran Selezione Vigneto di Campolungo are elegant, inspiring expressions of the very best of this special land.

Lamole di Lamole. *The Uniqueness in Chianti Classico.*

### KEY SELLING POINTS

#### *New & Old Winemaking Practices*

With over 700 years of history, we have brought together the best of traditional and new winemaking techniques to achieve the highest quality Chianti Classico with a distinctive, site-specific flavor profile. With great attention to detail in keeping the integrity of the natural environment– the "Lamole method" – our enologists and winemaker employ sustainable and organic pest-control and vineyard management practices. Instead of hand-sorting our harvest, we use a PellencVision optical sorter to scan and retain/reject grapes based on color, berry size and skin thickness. Only a small number of wineries worldwide are using this technology. We are also one of only two wineries in Italy who have a Taransaud 2000 liter "Ovum" egg-shaped barrel, in order to promote slow oxygenation and tannin development in our Riserva and Gran Selezione. Through over 15 years of research, we have identified the two site-specific Sangiovese Grosso clones that are most ideal for our vineyard sites. Our enologists also maintain an "Vigneto sperimentale", or experimental vineyard, to grow different grape clones and varieties in the quest to continue to refine and perfect the fruit selection for the wines.





## Location

Located within the small village of Lamole, a hamlet of Greve in Chianti, the Lamole di Lamole vineyards occupy south-facing plots at various altitudes between 1100 and 1800 feet above sea level. Surrounded by the Lamole's hillside forest of cypress, hawthorn and juniper trees, the vines are planted to the region's native grape varieties of Sangiovese, Canaiolo, Malvasia near and Trebbiano Toscana, as well as international ones such as Cabernet Sauvignon, Merlot, Petit Verdot and Alicante. The Mediterranean climate with a strong day to night diurnal temperature variation, together with the Tuscan Alberese (compact, fine grained limestone) and Galestro (weathered shale, clay and limestone) soils of the provide an optimal environment for high-quality grape production.

## Superb Quality

Our highly distinctive Chianti Classico comes from the rich terroir and unique microclimate of the Lamole valley, coupled with our winemaker's decades of experience at the winery. All three wines have earned critical acclaim, with recent vintages of the Chianti Classico Blue Label bestowed "Tre Bicchieri" from Gambero Rosso and received two 91 point ratings from James Suckling; the Chianti Classico Riserva most recently earning "Editors Choice" and 93 points from Wine Enthusiast; and our single-vineyard Chianti Classico Gran Selezione "Vigneto Campolungo" meriting two 94 point ratings from James Suckling as well as "Tre Bicchieri" from Gambero Rosso.



# ACTIVATION

*Lamole di Lamole will activate across relevant channels throughout 2016, highlighting the quality of the brand and leveraging the existing look and feel that Italy has developed. Our communications will deliver on reinforcing **The Uniqueness in Chianti Classico**.*

## TRADE MEDIA

Drive brand awareness among trade professionals through respected media partners.



## ONLINE

Social Media: Build brand presence and engage consumers with relevant brand content to drive awareness of Lamole di Lamole.



Lamole di Lamole

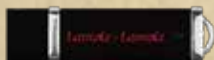
## PR/EVENTS

Lamole di Lamole will be present at key premier epicurean food and wine festivals around the country.



## ON PREMISE

Activation and support will drive menu placements, awareness & consumption.



USB



CHEESE GRATER



DECANTER



PEPPERMILL



Please Drink Our Wines Responsibly



CAMPAGNA FINANZIATA AI SENSI DEL REGOLAMENTO CE N. 1308/13

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