



PRODUTTORI DI MANDURIA

# 1932

The adventure of our winery started on July 9th, 1932, when a small group of wise winemakers established “**Produttori di Manduria**”, a cooperative born with a determination to update the old notion of the southern vintner, and to put the focus on their hard work and on a stronger identity linked to their precious wines. Our long history, based on passion and devotion to viticulture, oenology, culture and tradition, places us first as winemakers in this special land, and connects us to its main grape variety: *Primitivo*.



## “MAESTRI IN PRIMITIVO”



Four hundred *Farmers*, four hundred *Families*, four hundred *Stories* of hard work and passion for their vineyard and the precious grape have always sealed the fate of this expressive land. They are the “*Mestri in Primitivo*” (Masters of Primitivo) who work at the winery, passing on their knowledge and skills to younger workers, through a intergenerational communication, so that the wise, century-old Master, passes on his experience to the youngest, at 19 years old!

*“We are the onse of the Consortium”*

This motto contains one of our significant accomplished achievements: the pride to be part of a great shared house, important for us and for the whole community of Manduria for over 86 years.

## PRIMITIVO DI MANDURIA

The first reliable historical documents on the Primitivo grape presence in our territory dates the second half of the eighteenth century: Don Francesco Filippo Indellicati, minister of a church in Gioia del Colle, noted that among many varieties usually cultivated in his vineyards, there was one that ripened before the others and gave a particularly black, sweet, tasty grape, that was ready to be harvested in late August. But it's in Manduria and its close surroundings that Primitivo finds a particularly favorable habitat for the improvement of its quality. So that the last short trip of Primitivo is due to some vine cuttings, brought as a wedding gift in Manduria. The first known label of Primitivo wine dates back to the late nineteenth: it was bottled by Menotti Schiavoni and named "*Campo Marino*".

The original label is now on display at the Museum of Primitivo Wine Culture.



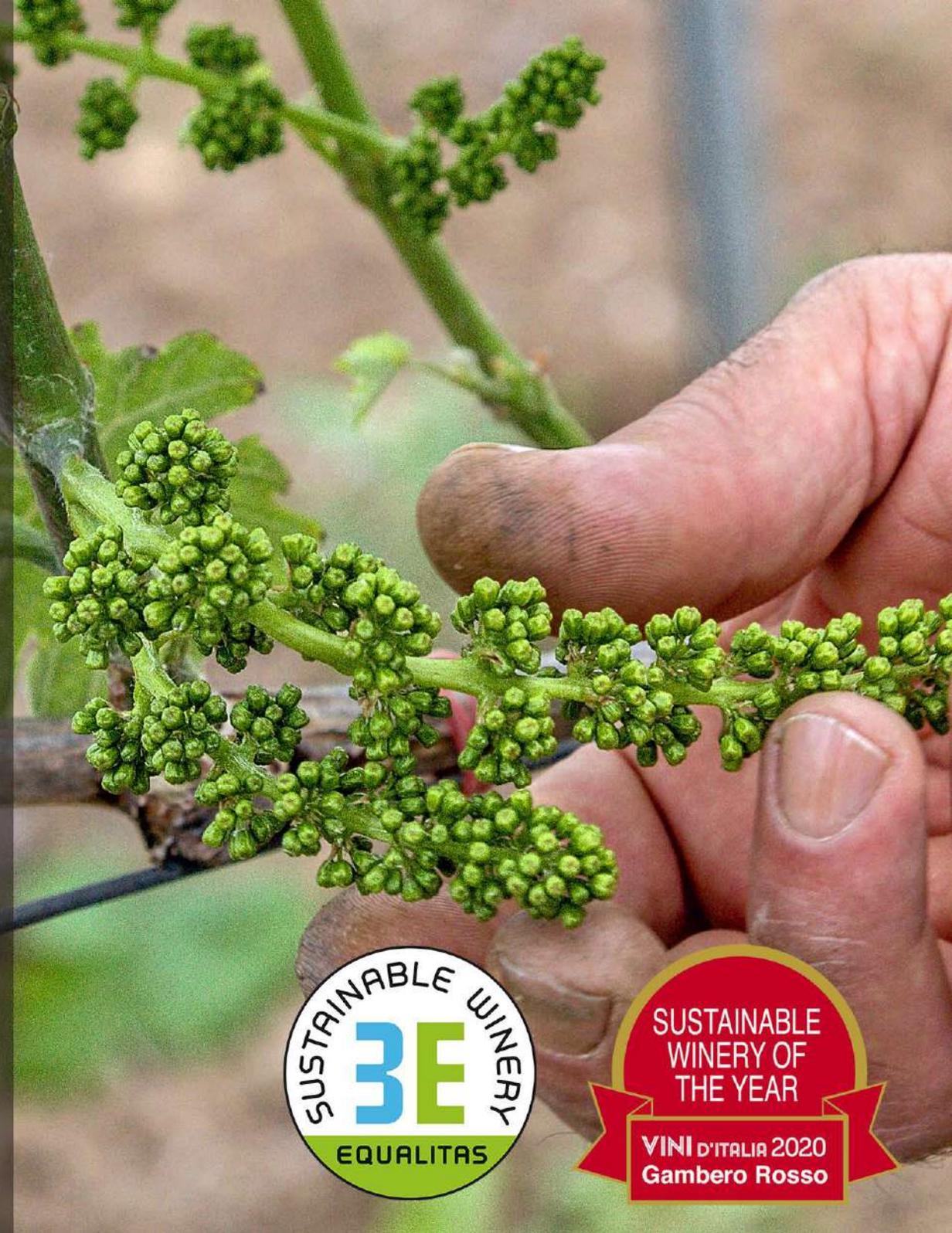
## THE MUSEUM

*Innovation and tradition*, two sides of the same coin, motivate our choices. Below the famous 19<sup>th</sup> century vaults, in the old wine vats dug into the rock, lies the *Museum of Primitivo Wine Culture*. It is an interesting and original anthropological journey through every day rural life in the 20th century. It displays the technical and cultural evolution of production processes, ancient presses, containers, machinery and equipment from old wineries. The meticulous collection of artifacts, dating back to the second half of the 19th century and the beginning of the 20th century, is enriched with precious archaeological finds about the use and the trade of wine, from Classical Antiquity to the Middle Ages.



# SUSTAINABILITY

The main function of a company is to create value, through the production of goods and services; but it is also important that the increase of the business activity is as much sustainable as possible over time, considering also the economic, environmental and social aspects. In 2018, thanks to the strong commitment and sensitivity to social and environmental issues, this winery was among the first eight Italian companies to get certification as Sustainable Company, according to the new Equalitas standard, whose goal is to allow operators of the wine industry to increase awareness in the field of sustainability; therefore, the winery has started a path of continuous improvement with respect to a broader definition of objectives of an internationally recognized **Environmental** (agricultural and wine-making good practices), **Economic** (towards customers and suppliers) and **Social** sustainability (towards workers and the local community).





LA SOSTENIBILE  
LEGGEREZZA  
DELL'ESSERE

**Health, territory, local people and the protection of the Earth are all of great value to us.**

They are inspiring principles that have been tracing our path for almost a century and have been leading our actions too. They have naturally encouraged us towards a more responsible and sustainable management of our reality. We are aware that we have inherited such a rich but also fragile heritage from our forefathers and we are strongly determined to preserve it and to hand it over intact to our children.

**The President**  
*Fulvio Filo Schiavoni*

# SONETTO



PRODUTTORI DI MANDURIA



Appellation: Primitivo di Manduria DOC - Riserva

Grape variety: Primitivo 100%

Vineyard age: +90 years

Training system: "alberello" (bush vine)

Harvest time: middle of September

Average yield per hectare: 40 quintals (4.000 kilograms)

Winemaking: thermo-controlled alcoholic fermentation at 25°C (77° F),  
maceration for 3 weeks

Ageing: 24 months in French oak barriques (Allier)

Alcohol content: 16% Vol.



## TASTING NOTES



Color: deep ruby red.

Bouquet: very ripe and intense nose; ripe blackberry and plum, a hint of smoke combined with spicy notes of tobacco and leather.

Taste: a clean and supple Primitivo; plenty of ripe dark fruit flavor and grippy tannins. Well-balanced, with purity and good length on the palate.

Suggested pairing: perfect with game, roasted and grilled meats, casseroles and well-matured cheeses.

- Standard pack: 6 bottles cardboard (bottles packed in single gift box)
- Upon request, available 6 bottles wooden case (no rise)



# ELEGIA

1832  
PRODUTTORI DI MANDURIA



Appellation: Primitivo di Manduria DOC - Riserva  
Grape variety: Primitivo 100%  
Vineyard age: 20-50 years  
Training system: “alberello” (bush vine) and espallier  
Harvest time: mid-September  
Average yield per hectare: 60 quintals (6.000 kilograms)  
Winemaking: thermo-controlled alcoholic fermentation at 25°C (77° F),  
maceration for 15 days  
Ageing: 12 months in French oak barriques (1/3 new)  
Alcohol content: 15% Vol.

## TASTING NOTES

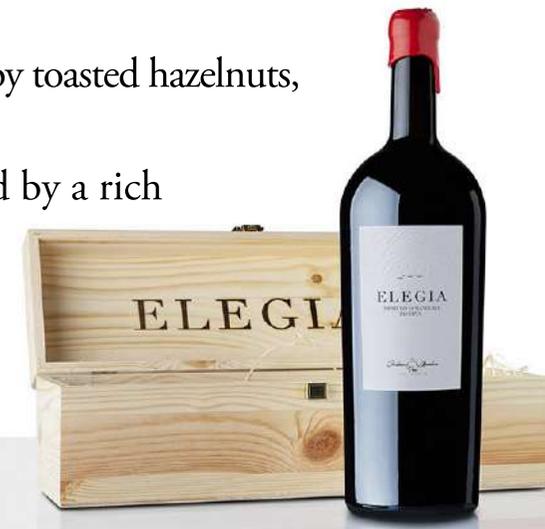
Color: deep ruby red.

Bouquet: at nose, firstly hints of ripe blackberries, followed by toasted hazelnuts, shortcrust pastry, ending with delicate notes of rum.

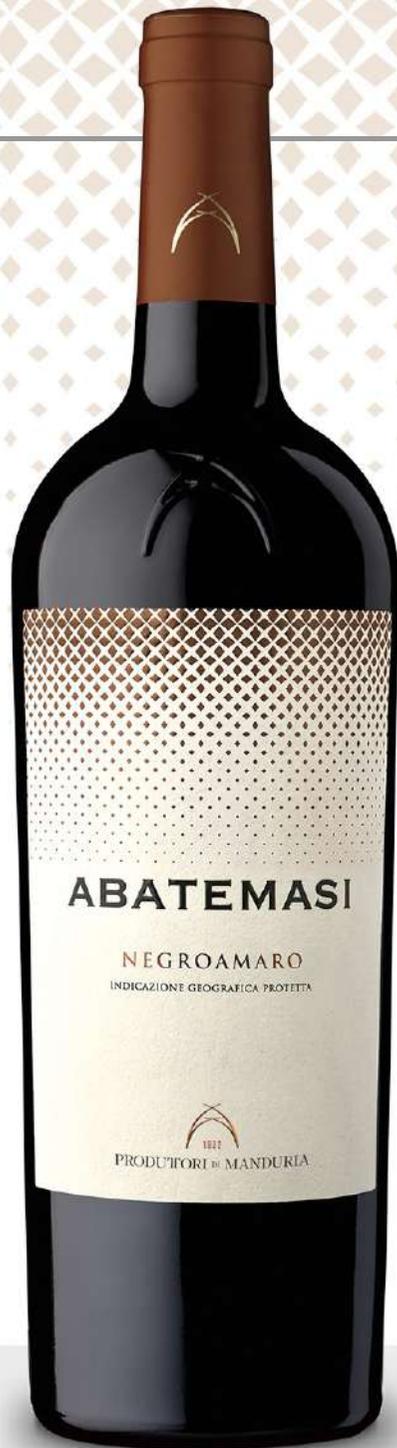
Taste: deep, broad and fruity on the palate, characterized by a rich and neat body. Long finish played on toasted notes.

Suggested pairings: excellent with meat, braised beef roast, superb with lamb.

- Standard pack: 6 bottles cardboard
- Single gift box available upon request (for wineshops)
- 1,5 L available (single wooden case)



# ABATEMASI



Appellation: Salento IGP Negroamaro  
Grape variety: Negroamaro 90% - Primitivo 10%  
Vineyard age: 50 years  
Training system: “alberello” (bush vine) and espallier  
Harvest time: after 20 of September  
Average yield per hectare: 70 quintals (7.000 kilograms)  
Winemaking: thermo-controlled alcoholic fermentation at 25°C (77° F),  
maceration for 15 days  
Ageing: 12 months in French oak barriques (1/3 new)  
Alcohol content: 15% Vol.

## TASTING NOTES

Color: ruby red with delicate garnet nuances.

Bouquet: deep and complex aroma, with spicy smell of cloves and tobacco leaf, together with a full fruity smell.

Taste: delicate freshness and softness, full-bodied.

Suggested pairings: perfect with rich dishes of Apulian traditions, such as chickpeas soups, roasted lamb and grilled meat.



- Standard pack: 6 bottles cardboard
- Single gift box available upon request (for wineshops)

# LIRICA



PRODUTTORI DI MANDURIA



Appellation: Primitivo di Manduria DOC

Grape variety: Primitivo 100%

Vineyard age: 20-50 years

Training system: “alberello” (bush vine) and espalier

Harvest time: end of August, early September

Average yield per hectare: 90 quintals (9.000 kilograms)

Winemaking: thermo-controlled alcoholic fermentation at 25°C (77° F),

Ageing: 6 months in big barrels of Slavonian oak

Alcohol content: 14,5% Vol.



## TASTING NOTES

Color: medium deep ruby red colour.

Bouquet: pure and modern nose of ripe dark fruit, cherry, plum, sweet spices like ginger and aniseed with discreet oak.

Taste: the palate is medium to full with a rounded texture, a well-balanced freshness underneath with a rather long and broad spicy finish.

Suggested pairing: meat, braised beef roast and medium-aged cheeses.

- Standard pack: 6 bottles cardbox (12 pk avail. upon request)

- Large formats available: 1.5 / 3 / 5 / 15 L (single wooden case)



# *il* MADRIGALE



Appellation: Primitivo di Manduria DOCG - Dolce Naturale

Grape variety: Primitivo 100%

Vineyard age: 30-50 years

Training system: "alberello" (bush vine) and espalier

Harvest time: second half of September

Average yield per hectare: 40 quintals (4.000 kilograms)

Winemaking: thermo-controlled alcoholic fermentation at 25°C (77° F)

Ageing: stainless steel and bottle

Alcohol content: 15% Vol.

## TASTING NOTES

Color: deep red, with purple reflexes.

Bouquet: intense and complex, it recalls the mrasca cherry and other red fruit jam. Nut and cacao aromas on the end.

Taste: sweet, warm, soft, with a noteworthy, intense and persistent aftertaste.

Suggested pairing: dry pastries, better if marzipan. Blue cheeses.



- Standard pack: 6 bottles cardbox (12 pk avail. upon request)



# aka

Appellation: Primitivo Rosato IGT Salento

Grape variety: Primitivo 100%

Vineyard age: 20-40 years

Training system: espallier

Harvest time: end of August

Average yield per hectare: 90 quintals (9.000 kilograms)

Winemaking: skin contact (raising cup for 10-12 hours),  
with thermo - controlling fermentation at 15°C (59° F)

Ageing: stainless steel vats

Alcohol content: 13% Vol.

## TASTING NOTES



Color: crystalline coral pink, it reveals the good structure of the wine.

Bouquet: clear and attractive nose full of fresh cherries pomegranate red apple small wild strawberry and raspberry accompanied by pleasant notes of china bark notes.

Taste: juicy and fresh on the palate, well structured, with crunchy cherry fruits hints, salty. It shows a lot of juicy acidity in the background, long aftertaste.

- Standard pack: 6 bottles cardboard (12 bt available upon request)

- Magnum 1.5L available (6 pack)

# ZÌN



Appellation: Fiano IGT Salento

Grape variety: Fiano 100%

Vineyard age: 20 years

Training system: espallier

Harvest time: mid-September

Average yield per hectare: 90 quintals (9.000 kilograms)

Winemaking: in white with thermo - controlling  
fermentation at 15°C (59° F)

Ageing: in stainless steel vats

Alcohol content: 13% Vol.

## TASTING NOTES

Color: straw-yellow, with slight green reflexes, crystalline.

Bouquet: intense and complex of white sweet fruit (apple and pear),  
with a soft orange's flowers scent.

Taste: dry, well structured, fresh, fairly sapid. Its taste recalls its bouquet.

- Standard pack: 6 bottles cardboard (12 bt available upon request)

- Magnum 1.5L available (6 pack)





# ALICE

Appellation: Verdfeca IGT Salento

Grape variety: Verdeca 100%

Vineyard age: 15 years

Training system: espallier

Harvest time: first decad of September

Average yield per hectare: 110 quintals (11.000 kilograms)

Winemaking: in white with thermo - controlling  
fermentation at 15°C (59° F)

Ageing: in stainless steel vats

Alcohol content: 12,5% Vol.

## TASTING NOTES

Color: straw-yellow.

Bouquet: at nose it shows surprising notes of white flowers mixed with citrus and fruity hints, such as pear and pineapple.

Taste: dry, enveloping and at the same time fresh, sapid and pleasantly mineral.

- Standard pack: 6 bottles cardboard



## PRODUTTORI DI MANDURIA

*Maestri in Primitivo*



## PRODUTTORI VINI MANDURIA

via Fabio Massimo, 19 - 74024 Manduria (Ta)

Tel. +39.099.9735332 - info@cpvini.com



[www.cpvini.com](http://www.cpvini.com)

