

# BERTANI® DOMAINS



# WELCOME TO THE BERTANI ACADEMY



**Quality & Style in Valpolicella:  
Valpolicella, Ripasso, Verona IGT & Amarone  
seminar & tasting**

**WE ARE PROUD OF THIS STRONG  
HERITAGE BRAND !**



**BERTANI**®

VITIVINICOLTORI DAL 1857

# Who are we ?

***WE ARE THE TRADITION AND THE INNOVATION !***



*Our wine has always been a reflection of the personality of the people who make a remarkable wine with its own unique features and a strong character. This is the result of our historic vocation and authentic, as well as Innovative, know-how .*

# Our values since **1857**



- **UNIQUENESS**
- **AUTHENTICITY**
- **CONSISTENCY AND FRANKNESS**
- **UNCOMPROMISING STYLE OF WINES**

Everything comes from a  
**STRONG RESPECT OF THE TERROIR**



# BERTANI: Century of History



**1857** Giovannibattista and Giovanni Bertani found in Valpantena the winery

**1870** Secco Bertani is produced for the first time

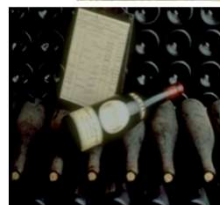
**1923** The Savoia grant Bertani the royal crest

**1928** Excellent vintage: Acinatico is produced

**1937** Soave Bertani is chosen to celebrate the crowning of George VI of England

**1953** Bertani acquires Tenuta Novare, estate of 220 ha in the Valpolicella Classica

**1958** First official vintage of Amarone Classico Bertani



*.... SINCE 1857 BERTANI KEEPS ON BEING THE MASTER OF AMARONE  
AND VALPOLICELLA/VERONESE WINES. AN ICON*

# BERTANI: a history crossing 3 centuries.

*Cav. G.B. Bertani is founded.*

Brothers Giovan Battista and Gaetano Bertani establish the winery in Valpantena.



1857

1870s-1890s



1889

*Symposium on Secco Bertani.*

The Verona Academy of Agriculture awards a gold medal to Bertani as an example of exceptional quality. A symposium is held about the Secco-Bertani winemaking process.

Bertani participates in the main Italian Oenological Exhibitions in Italy of the time: Verona, Milan, Turin.

## WINE MAKING

Si piglia l'ava mediante la pigiatrice a cilindri scannellati. Si pone quindi mosto e vinacce, esclusi però i raspi, in tini, a doppio fondo, aventi cioè un disco di legno bucherellato con istagli laterali, mediante il quale si tengono sommerse le vinacce fino ai tre quarti dell'altezza del tino.

Giunta quasi al termine la fermentazione tumultuosa si svina dal tino, si imbotta, si aggiunge il prodotto della torchiatura delle vinacce, ed al foro della botte si applica il cochiume idraulico.

Quando la fermentazione nella botte è completamente cessata, ed il vino è divenuto limpido, cioè al dicembre, lo si travasa; un secondo travaso si effettua in marzo, ed un terzo nel settembre od ottobre.

1959

*Amarone Classico.*

1<sup>st</sup> official vintage of Amarone Classico, made with a natural appassimento.



1850s

*Burgundian soul.*

Gaetano Bertani travels to Burgundy and learns from his friend and well-known winemaker Jules Guyot the most modern techniques of viticulture and winemaking.



Bertani is internationally awarded for its premium quality wines and innovation in winemaking techniques.

1870

*Secco-Bertani is introduced.*

In Valpolicella the sweet Recioto is the everyday wine. Bertani, inspired by the modern French techniques, introduces a revolutionary wine with a dry style.



*The Royal Family and Bertani.*

The Royal Family of Savoia gives Bertani the permission to use its crest.

1923



1937

*Soave Bertani: a wine fit for a King.*

Soave Bertani is served at the lunch for the coronation of George VI.

2012-2013



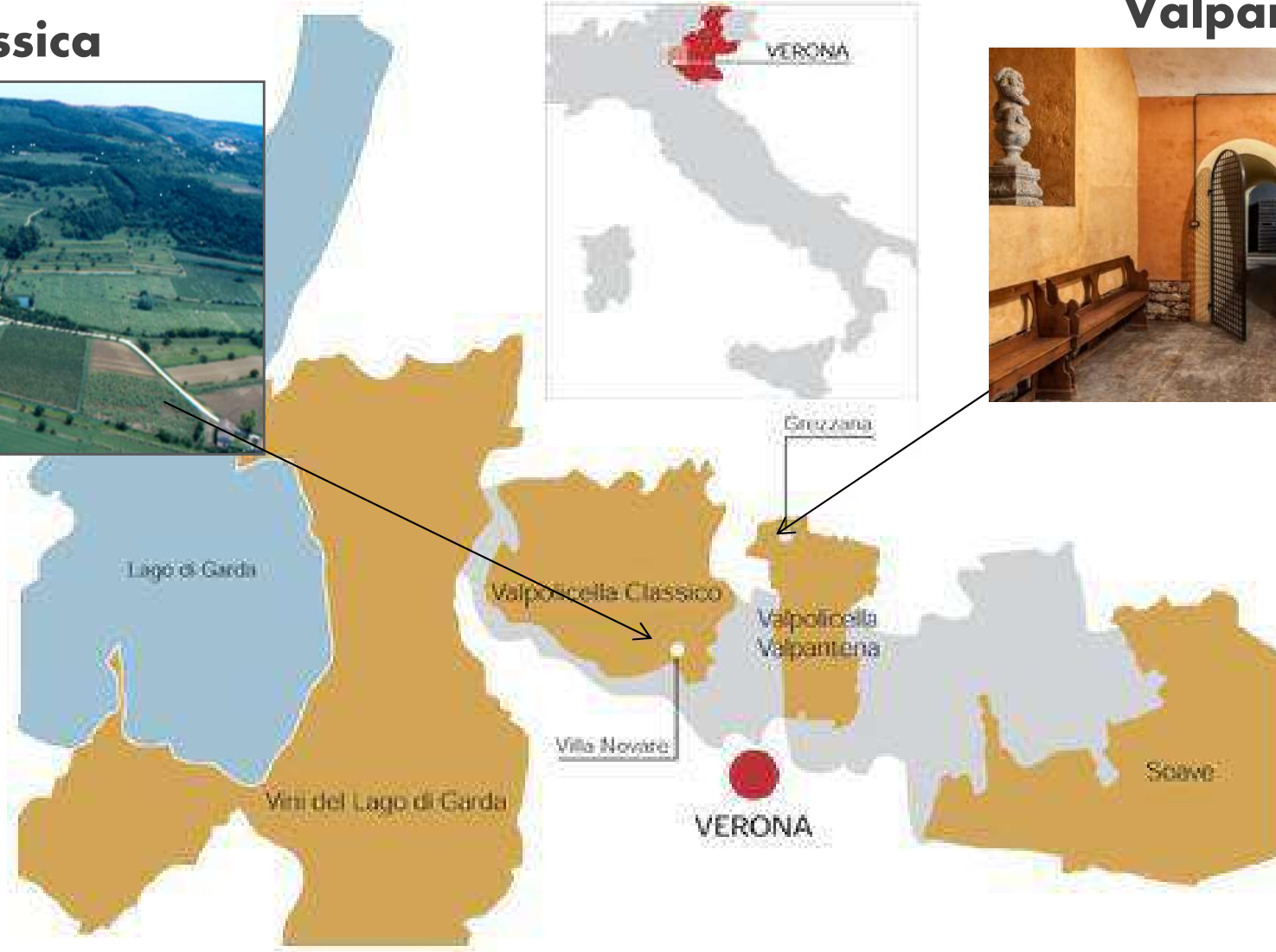
*Bertani OVE.*

Secco & Soave Bertani Original Vintage Edition are introduced, following the antique recipe.

**Tenuta Novare  
in Valpolicella  
Classica**

# Where we are?

**The historical cellar  
in Valpolicella  
Valpantena**



**BERTANI : one Company with two hearts in Verona**





# BERTANI

VITIVINICOLA DAL 1847

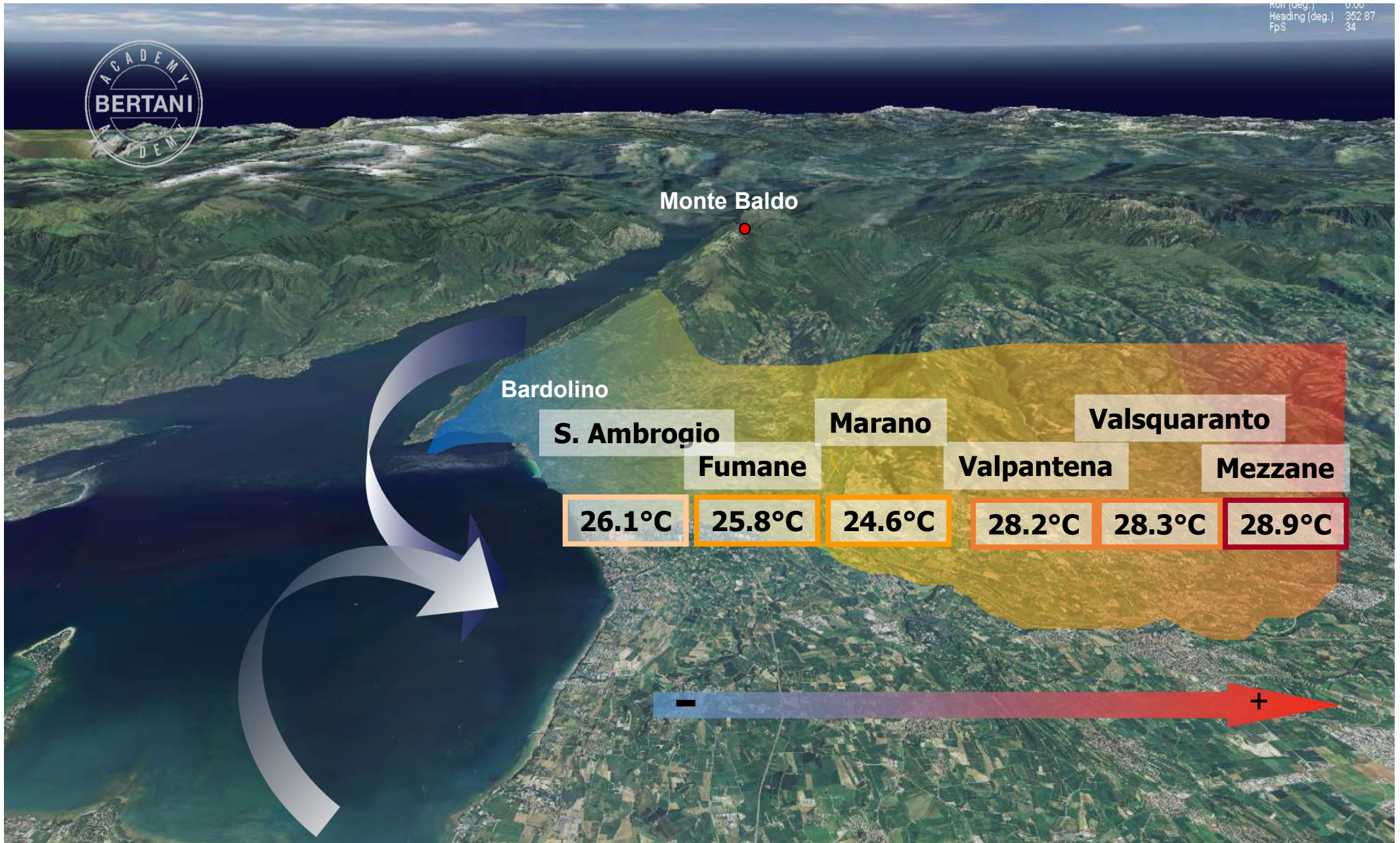


# Lago Garda



# Lake's Mitigate Effect on summer temperature (average Aug-Sept)

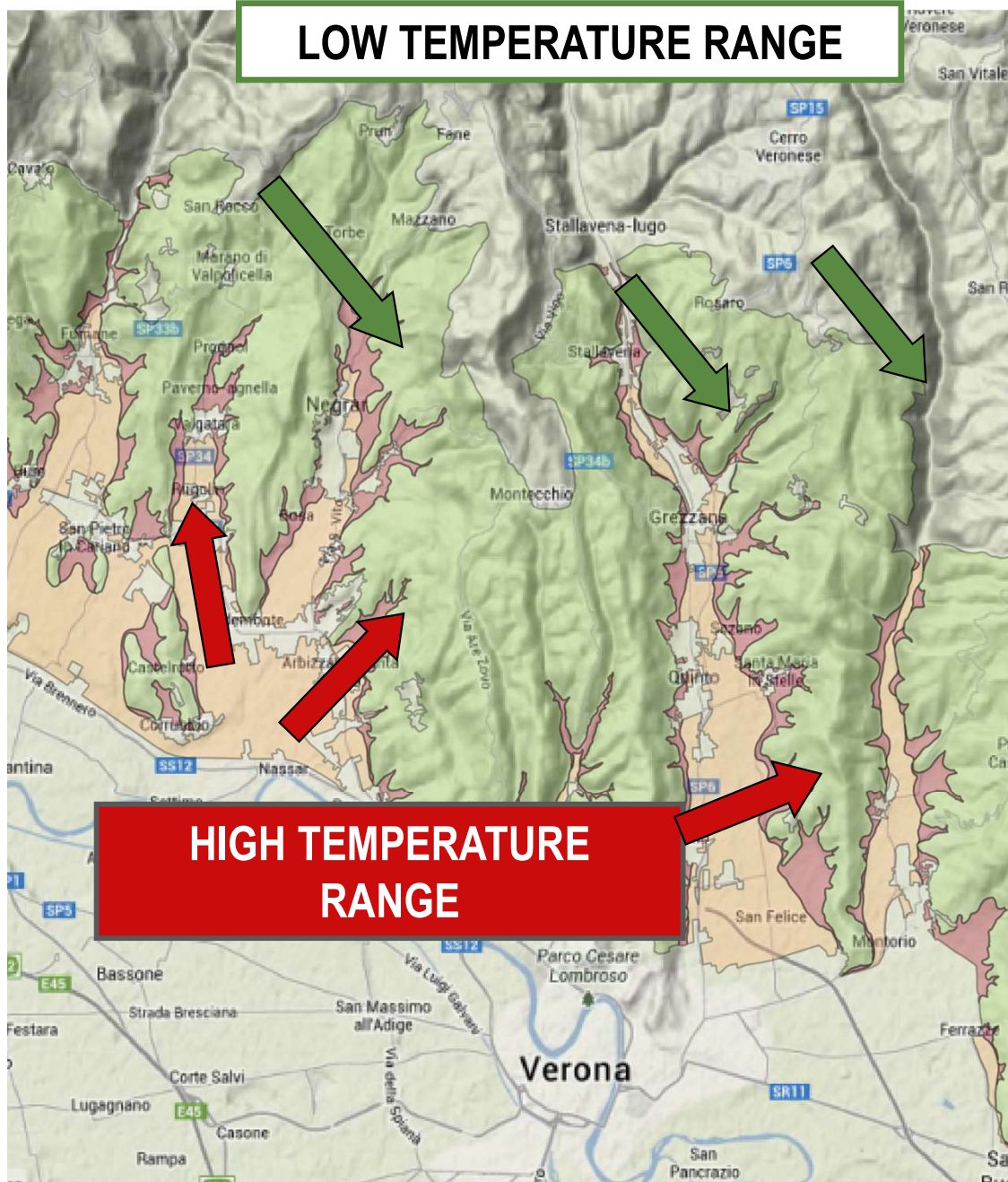
Roll (deg.) 0.00  
Heading (deg.) 352.87  
FPS 34



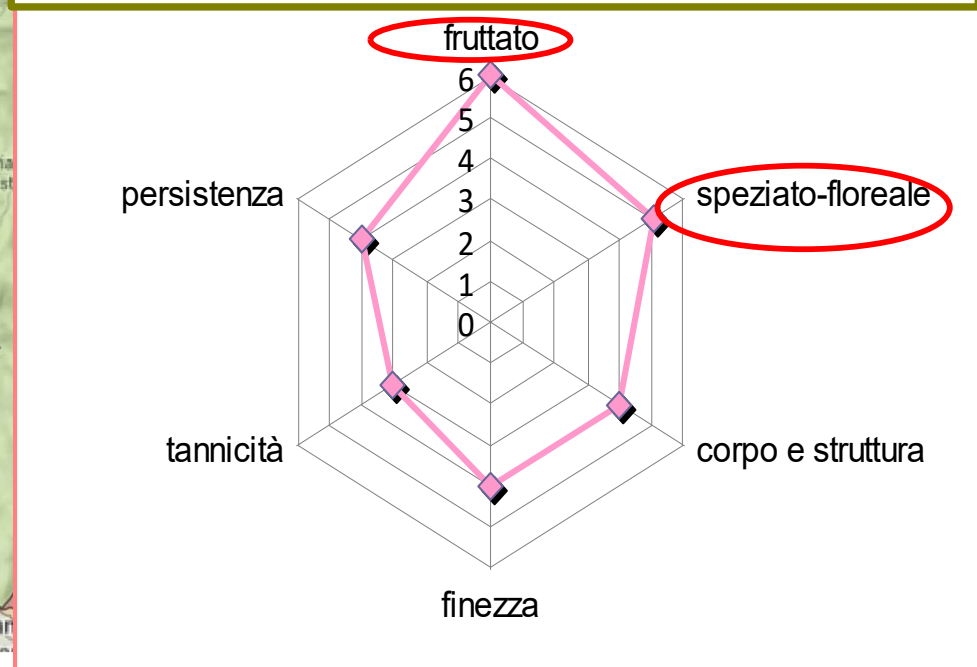


# Climate & Aromas

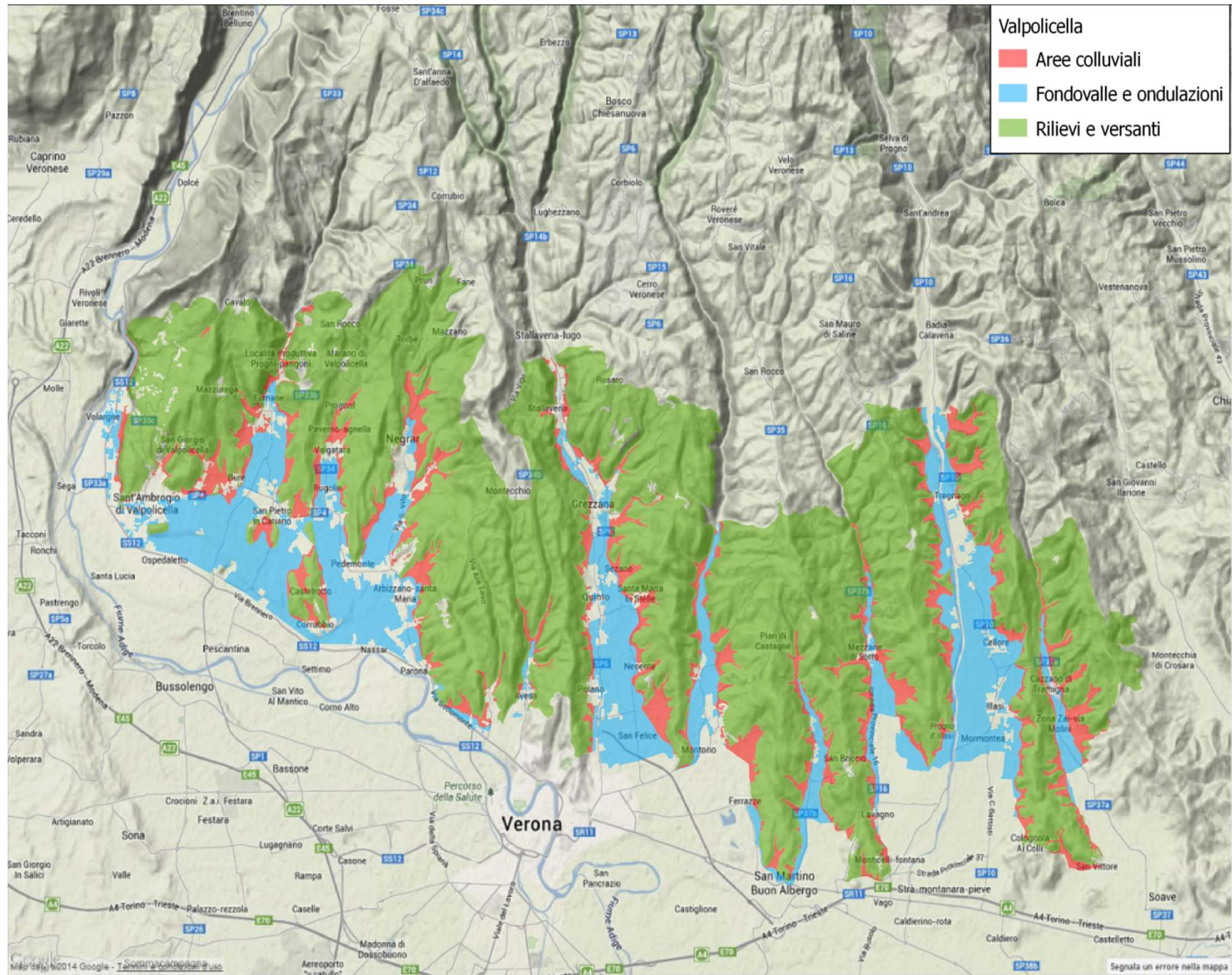
**LOW TEMPERATURE RANGE**



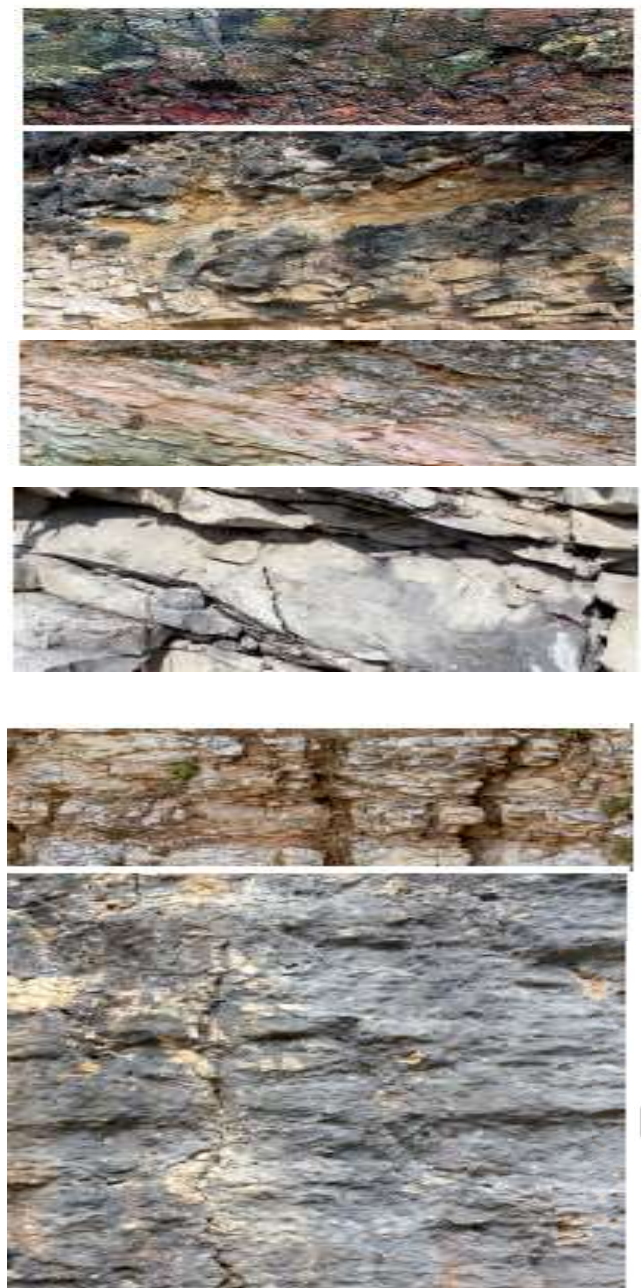
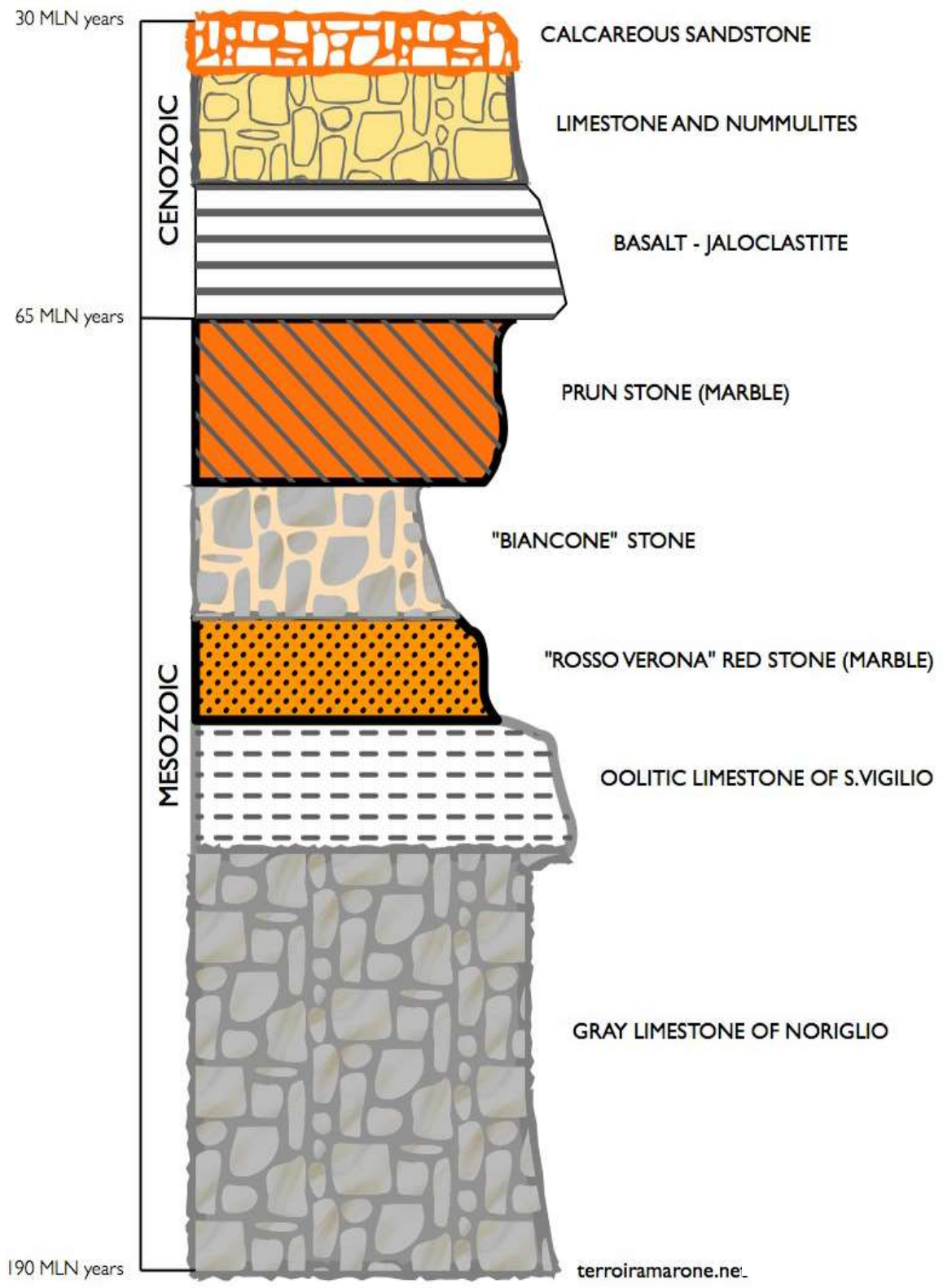
**HIGH TEMPERATURE RANGE**



# TERROIR OF VALPOLICELLA

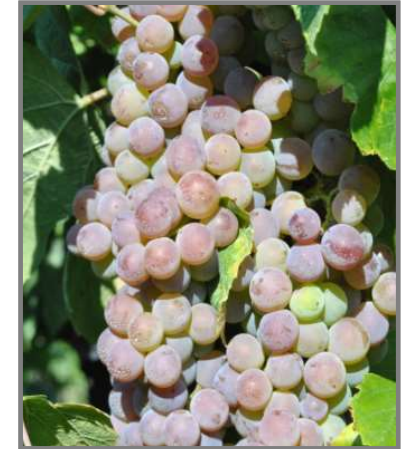


# Rocks & Soils Stratigraphy of Valpolicella





# Main Grape Varietals



## **Corvina:**

### **the fruity feature**

Called "the queen of the red grapes" in Verona, is a strong, generous grape, quite resistant to the low temperatures of the winter.

The Corvina gives excellent wines, with scents and taste of a crispy and ripe cherry.

## **Corvinone:**

### **the spicy feature**

It is a variety on its own. It's a very productive grape, its berries have thick skins and are very resistant to the attacks of gray mold, so it is ideal for the grape drying process. To the wines of Valpolicella it offers aromas of sweet spices.

## **Rondinella:**

### **the floral feature**

This grape is highly valued for its resistance to low temperatures, to the attacks of gray mold and to many diseases. It easily adapts to all types of soils and does not suffer from drought. It gives to the wines floral scents slightly vinous and a dry character.

## **Molinara:**

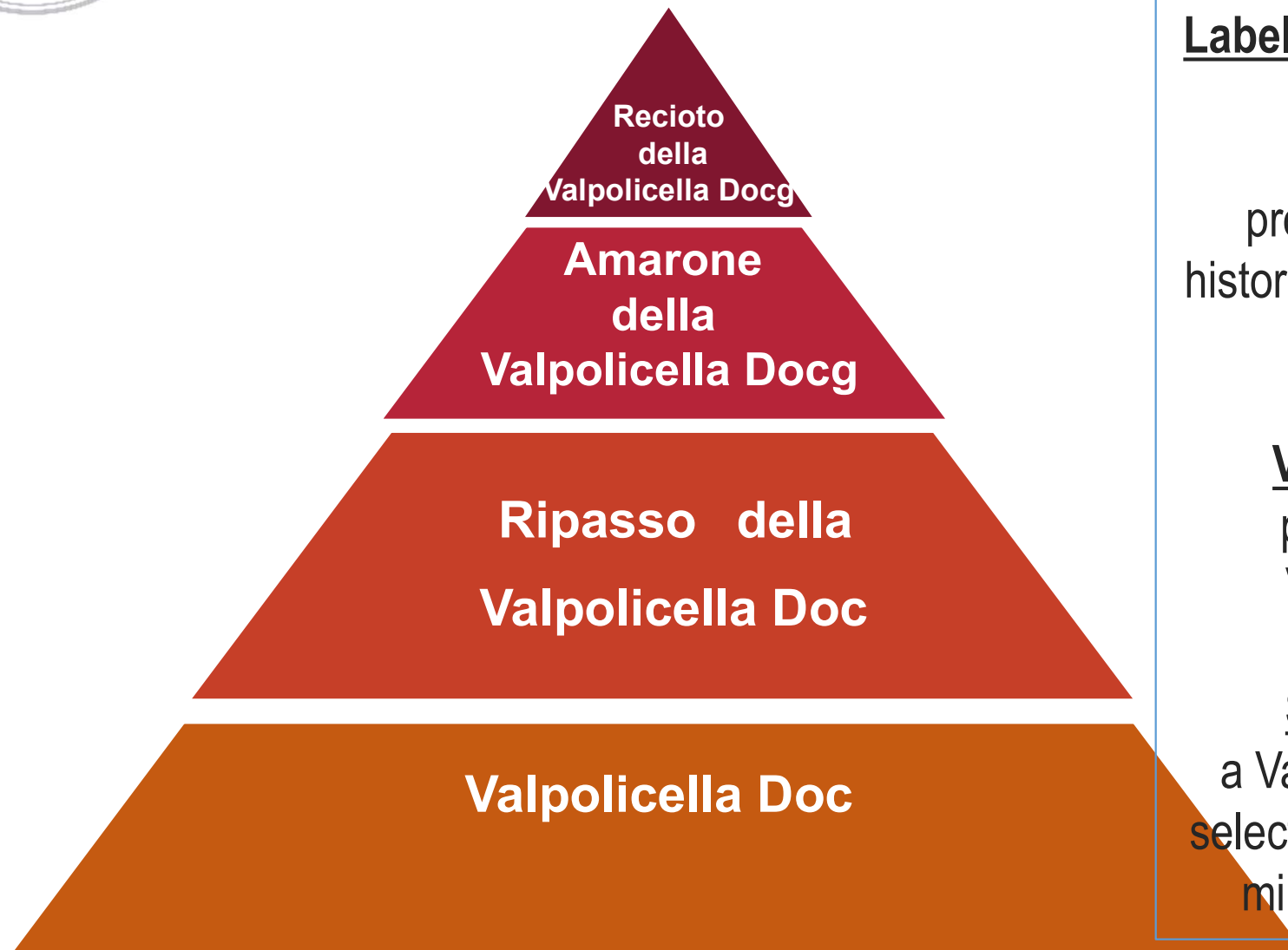
### **the drinkability**

It gives drinkability to Valpolicella wines. It's a strong, vigorous grape. However, it suffers from the cold, thus it loves the hillside, with its dry, sunny and breezy soil. If vinified alone, it gives a wonderful rosé wine, very citrusy and with enough alcohol.



# Valpolicella wines.

## The pyramid of qualities



### Label specifications:

#### Classico:

produced in the historic area of Tenuta Novare

#### Valpantena:

produced in Valpantena

#### Superiore:

a Valpolicella from selected *grapes* aged minimum 1 year



**The  
uniqueness  
of  
TENUTA  
NOVARE**



# **The secrets of BERTANI**

## **Amarone's unique style and longevity**

- 1. TENUTA NOVARE ... the heart of Valpolicella Classica; an unique place for its soil, climate and landscape**
- 2. Private clone of Corvina: CORVINA NOVARE**
- 3. SELECTION OF THE ONLY BEST CLUSTERS**
- 4. THE NATURAL DRYING PROCESS**
- 5. A VERY LONG AGING IN OAK ( minim 6 YEARS to at least 8 Years ).**

# Tenuta Novare: The Landscape



# Tenuta Novare: Soils & Terroir



**OGNISANTI**  
LIMESTONE SOIL



**COLOMBARA**  
CLAY AND BASALTIC SOIL



**ORCOLE**  
TUFFACEOUS AND RED SOIL



**SASSINE**  
VERY STONY AND CLAY SOIL

# The grape: Corvina – Novare clone



# A long tradition

From the selection of the only  
**best clusters**  
(no more than 30%)...



...to the **high professionalism** on Bertani staff, both in the  
vineyard and in the cellar

# The appassimento rules of BERTANI



*According to Bertani, the appassimento is not an industrial method.*

*It needs time, knowledge and care, and it gives a great value to our wines.*

- **Very strict selection in the field of the clusters:**
  - ✓ No more than 30% of the production
  - ✓ Only the most «open» clusters
  - ✓ The clusters must be fully intact and healthy
- **Only Natural Appassimento:**
  - ✓ No fans use to control humidity and temperature
  - ✓ Natural ventilation
- **Minimum 100 days of Appassimento**

The appassimento is not a commodity for Bertani, but a great value!

# Amarone Bertani: only natural appassimento

DAY 1

DAY 1



— artificial

— natural

DAY 2

DAY 7



DAY 3

DAY 15



DAY 4

DAY 30



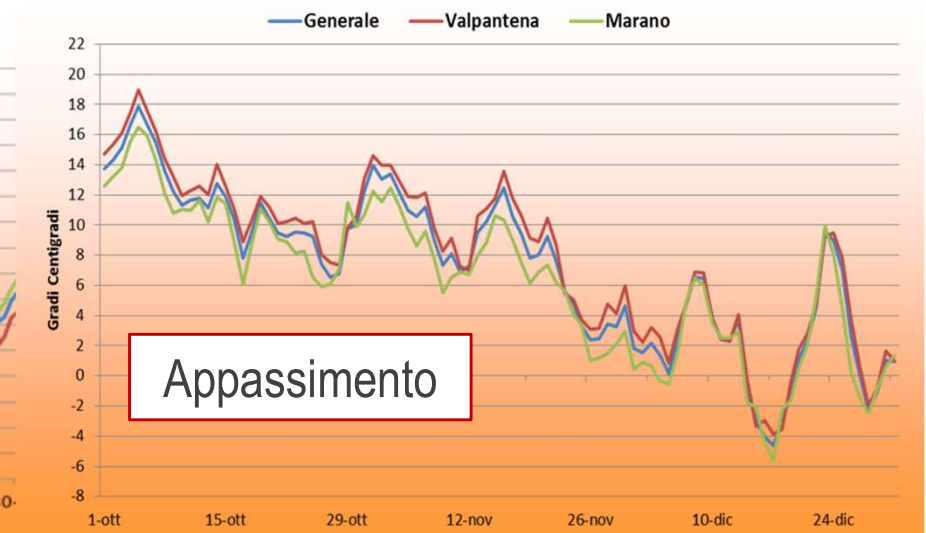
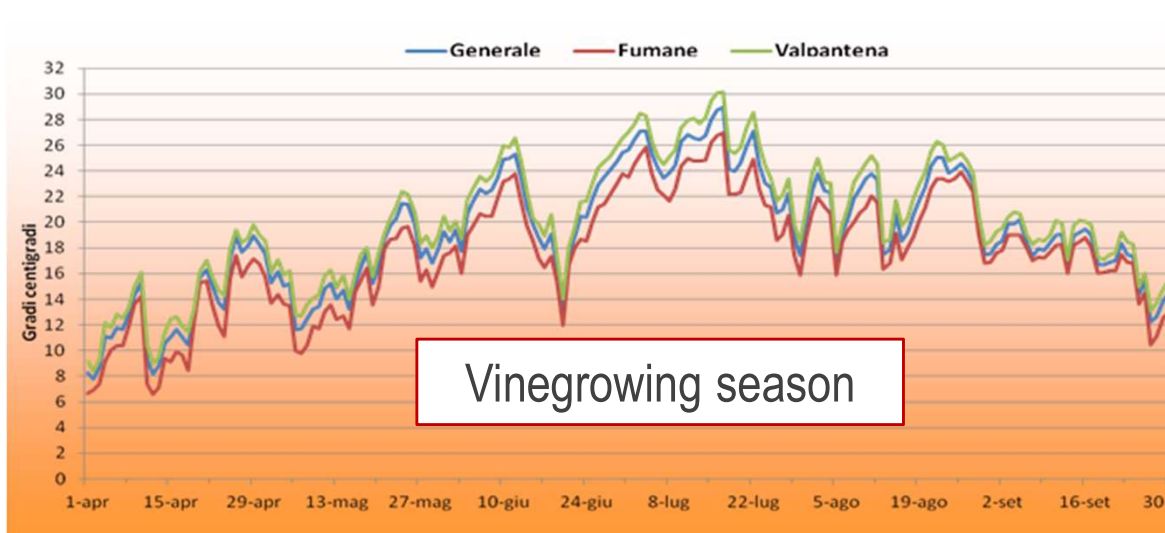
There's a reason why in BERTANI we don't use the expressions "drying process" = "appassimento", but we say "laying the grapes to rest" = "messa a riposo".



# Weather conditions

The quality of Bertani Amarone is not only linked to the weather recorded during the vinegrowing season (April/September).

Bertani Amarone Classico is made only with NATURAL APPASSIMENTO, and for such reason the weather conditions between October and December are essential for its outstanding quality standards.





**BERTANI**

VITIVINICOLTORI DAL 1857



# THE WINES

AMARONE  
*della Valpolicella*  
DENOMINAZIONE DI ORIGINE CONTROLLATA  
*Classico*  
Valpolicella  
2000  
CONTIENE 4 BOTTIGLIE DA 750 ML.  
**BERTANI**  
VINO DA TAVOLA



# The expression of a unique style



**BERTANI**<sup>®</sup>

VITIVINICOLTORI DAL 1857

# PORTFOLIO

**TRADITION BERTANI:**  
AMARONE CLASSICO  
RIPASSO  
RISERVA «CATULLO»

**VINTAGE EDITION:**  
SECCO Vintage  
SOAVE Vintage

**VALPOLICELLA  
CRU VALPANTENA:**  
AMARONE BERTANI  
RIPASSO BERTANI  
VALPOLICELLA  
BERTANI



# DUE UVE RANGE





**BERTANI®**

VITIVINICOLTORI DAL 1857



**LET'S GO TO TASTE  
THE BERTANI WORLD !**



**BERTANI®**

VITIVINICOLTORI DAL 1857

# Vintage Edition







**BERTANI**

VITIVINICOLTORI DAL 1857

# THE SOAVE VINES





## SOAVE BERTANI ORIGINAL VINTAGE EDITION

For many years Soave was the cutting edge in world white wine production and as a consequence one of the top-selling Italian wines in the world. Throughout the years, its success has led to an increase in production and it has been reinterpreted according to more commercial parameters. With this wine, Bertani intended to remain faithful to its production philosophy.

With the Soave Vintage we wanted to reproduce the traditional style that enhanced the sensory properties of the Garganega variety, which was partly fermented on the skins, like red wines, thus enhancing the natural aromatic nature of Garganega.

At the time of the Soave Bertani that was served at King George VI's coronation lunch, grape selection went without saying: only grapes from the hills were used, there was no need to dry them and they were the best guarantee for making wines with the necessary characteristics to be considered "fit for a king".

The grapes of the Soave Vintage come from vineyards in the hills with a very sunny, south-facing exposure.

About 40% of the Garganega grapes are picked in the last ten days of September; after crushing, traditional "off-the-skins" fermentation takes place at 14° C.

The rest of the grapes are picked at the end of October, after careful bunch selection; after crushing, fermentation "on the skins" takes place at 20° C, for about 15 days.

At the end the two selections are blended. Ageing takes place in concrete vats covered with glass bricks. This allows a slow, gradual ageing thanks to the constant conditions (temperature and micro-oxygenation) of this "historic" container.



SOAVE-BERTANI

*Vintage Edition*

## SOAVE BERTANI ORIGINAL VINTAGE EDITION

Soave was one of the first Italian wines to be recognised as “typical and fine”, already back in 1931. The Soave BERTANI was the image of this wine in the world. It was served at King George VI’s coronation lunch in England, in 1937, and in its honour the poet Trilussa wrote these verses: “When I drink Bertani’s Soave, I no longer think of yesterday or tomorrow...”



## Menu

Veloutine Bleu-Ciel

Petits Couleurs au beurre

Médailles de Langouste Norvégienne

Suprême de Poulet Excelsior

Salade Mimosa

Asperges Violettes

Sauce Vierge

Mousse Coronation

Choix de Douceurs

Corbeilles de Fruits

Moka

Vins

Soave Blanc Bertani

Castello di Bolio

Martini Secco



# RIPASSO CRU VALPANTENA

One of the most successful wines launched by Bertani in 2014.

## Style:

Bertani Ripasso is a product with a **deep stylistic research:**

- ✓ finesse
- ✓ only 6 g residual sugars
- ✓ 13,5 % abv

It's not a simple Ripasso, but a wine that brings together the **market trends** and the **classical style of an important wine**, with a great complexity in the nose and easy drinkable.

## Packaging:

Bertani Ripasso's image is proper of a **great red wine**.

It reminds the look of **Bertani Amarone Classico**, a wine that has become an **ICON** and whose pomaces are used to produce Bertani Ripasso.



# BERTANI Ripasso technique

**AMARONE**



**Long drying (4 months)** in a temperature and humidity-controlled room to increase concentration of deep and rich fruit flavour



Long maceration and fermentation in **concrete vats** at constant temperature



**Drawing the Amarone wine off** the fermentation vats **when it is still sweet**



**6 years aging** in 6HL oak barrels to let the Amarone develop a natural and perfect balance



**1 year aging** in the bottle

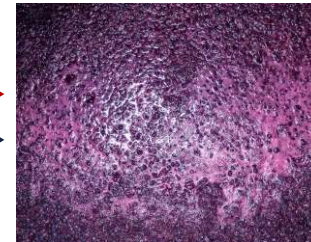


Grapes for Amarone and Recioto are harvested by hand a week before those destined for fresh Valpolicella

**VALPOLICELLA**



Maceration and fermentation in stainless steel vats



**Second fermentation of Valpolicella on the Amarone pomaces** still rich in sugars and yeasts



**9 months aging** in 750 Lt Veronese-Bertani barrels



**BERTANI RIPASSO**

ORIGINAL

SECCO - BERTANI

VINTAGE EDITION



## SECCO BERTANI ORIGINAL VINTAGE EDITION

From the BERTANI historical archives: “These varieties all produce purplish-coloured black grapes; they are mainly the above-described, corvina comune, corvina rizza or corvinone. As an experiment, varieties of foreign origin were planted, which are: sangiovese grosso, syrah, and cabernet sauvignon...”

# SECCO BERTANI ORIGINAL VINTAGE EDITION

The Secco Bertani Original Vintage Edition pays homage to a memory that has become a collective myth, evoking sensations, emotions and ways of thinking about the past that can enrich the present.

The history of the Secco-Bertani started with the winery itself, in 1857. At the Chamber of Commerce in Verona there is a copy of a historical document that states that the Bertani Valpolicella Valpantena was already being distributed all over the world in 1888, putting it among the best examples of Italian wines. The Secco-Bertani created the Verona wine style, using the best techniques of the day and the best grapes available.

To remember the historic and winemaking importance of this wine, we have decided to create a "Vintage Edition", which takes the spirit of innovation from tradition. The project foresees the reproduction of a Secco-Bertani wine according to the recipe, style and taste of old.

The old recipe says the wine must be produced with 80% of local grape varieties, coming from vineyards in the hills around the historic site, with the addition of 20% of other varieties, as in 1889.

After long, cold maceration on the skins, there is "a slow fermentation started by native yeasts from the Bertani winery." Then it is racked when still a little sweet, to allow a further, long and slow fermentation in medium-sized barrels, typically used in the Verona tradition.



# Grande Amarone Classico



- Selected vineyards in Villa Novare estate in Valpolicella Classica
- Traditional blend of Corvina veronese and Rondinella
- Long and traditional dry to increase concentration of fruit flavour
- Naturally long and slow fermentation at constant temperature in concrete vats.
- 6 years in big barrels to naturally reach balance and longevity
- Classic Amarone with long potential aging perfect with strong dishes, aged cheeses or after dinner

# Amarone Cru Valpantena



- Owned vineyards on the hills of Valpantena cru of Valpolicella
- Only Corvina and Rondinella to increase fruit intensity
- Long and traditional dry to increase concentration of fruit flavour
- Fermentation in stainless steel vats at high controlled temp. to extract fruit and richness
- 2 years in small and medium barrels to preserve fruit intensity
- “Traditional Amarone for today” perfect to be enjoyed young or to be matched with modern cuisine, also a good potential aging!

# BERTANI Heritage



# BERTANI Amarone Classico: a timeless wine



Bertani Amarone Classico ages for minimum 6 years in 60hl Slavonian oak casks...

...and minimum 12 months in the bottle



# Amarone Classico Wine-making



Grapes from Tenuta Novare's selected vineyards in Valpolicella Classica. Traditional blend of **Corvina and Rondinella** grapes.



The grapes dry for 4 months on traditional cane mats. Long dry to increase concentration of deep and rich fruit flavour.



Long maceration and fermentation in concrete vats at constant temperature, to create a perfect environment for naturally slow fermentation



Long **6 years aging** in 6Hl oak barrels to let the Amarone develop a natural and perfect balance

**One year bottle aging** before the Amarone Classico is sold



# How people and opinion leaders recognise BERTANI



**WINE ENTHUSIAST**  
MAGAZINE

**Wine Spectator**  
LEARN MORE, DRINK BETTER

**MUNDUS vini**<sup>®</sup>  
INTERNATIONALE WEINAKADEMIE

**Decanter**





Reliability

**L'affidabilità**

# BERTANI Amarone Classico: a timeless

Since the first vintage Amarone Classico is always true to itself.



# HISTORICAL LIBRARY







**BERTANI**

VITTORIO MANFROTTO 1841-1901  
VITTORIO MANFROTTO 1901-1977



Do you  
speak...

**AMARONE ?**

**NOW... YES !**

**THANKS TO HAVE  
SHARE OUR PASSION !**

