



TUSCANY & UMBRIA



Tuscany

The name Toscana comes from the Latin *Tuscia*, which the Romans called the area in honor of the Etruscans, who developed an advanced civilization there before the Romans subjugated them. The Etruscans were wine makers and were probably responsible for draping vines over trees, a practice, which still exists. But the Romans preferred stronger southern wines, and the Etruscan wine trade faded until monks revived viticulture in the region. Wine became a daily beverage in the medieval cities of Florence, Siena, Pisa, Lucca, and Arezzo, and the Renaissance, which began in Florence, transported the wines of Toscana throughout Europe. In 1716, the Grand Duchy of Toscana created Europe's first official wine zones, and toward the middle of the 18th century, the Grand Duke Cosimo III de' Medici imported 150 varieties to create a total of 211 in the region. But despite these advances, the French took the lead in fine wine in the 19th century while Tuscans went for quantity instead of quality. The world came to know Toscana principally for its mass-produced Chianti in fiasci, the straw flasks.

But Chianti, the dominant force in Tuscan viticulture, diminished production and improved quality in 1984 when it was elevated to DOCG, one of 13 regions in the nation, which the government defines geographically in its system of laws, controlling origins and protecting names of wines of "particular reputation and worth." In addition to DOCG, *denominazione di origine controllata e garantita*, the law specifies another 240 DOC regions, *denominazione di origine controllata*.

What Chianti has in common with the noble reds of Toscana is the grape variety Sangiovese. Although many clones of Sangiovese exist, the superior ones are some of the world's noblest vines, such as Montalcino's Brunello, Chianti's Sangiovese, and Montepulciano's Prugnolo Gentile. Among other fine Sangiovese based wines are Rosso di Montalcino, *Vino Nobile*, and Carmignano. But the renaissance of Tuscan wines also includes the "Super Tuscans" such as Sassicaia, which is 100% Cabernet

and Antinori's Sangiovese-Cabernet blend, Tignanello. Vernaccia de San Gimignano is the most prestigious white wine in Toscana, and Vin Santo is a highly prized dessert wine.

Umbria

Umbria is a combination of pastoral countryside and mountain wilderness. Nurtured by the Tiber and its tributaries and Italy's fourth largest lake, Lago Trasimeno, the region is known as the "green heart of Italy" and produces fine olive oil, truffles, grains, tobacco, and livestock, along with its vines. But Umbria also has a cluster of ancient cities, which offers glimpses into the past. The Umbri, Etruscans, and Romans all left their marks here. Magnificent Orvieto is perched on a plateau and looks down on vineyards below. Its grand Duomo is among the greatest of Italy's Romanesque/Gothic cathedrals. Perugia's ancient center embraces a 15th century duomo, and the city's most extravagantly decorated church, founded in the 10th century and rebuilt in the 15th, stands beyond the old walls. Medieval Assisi with its beautiful views and piazzas is the home of St. Francis, who is buried in a basilica frescoed by Giotto among others. And the nearby hill towns of Todi, Spello, Gubbio, and Montefalco blend medieval monuments with Roman remains. Spoleto, surrounded by woods, is the loveliest of the hill towns and hosts one of Europe's leading art festivals in June and July each year.

Noted mainly for its white wines, such as Orvieto, Procanico, Malvasia, and Grechetto, the region also produces two noble red wines with special DOCG status, Torgiano Rosso, which is called Rubesco, and Sagrantino, both unmistakably grand wines, capable of aging for decades. The sweet white Vin Santo is a local favorite and is made from semidried Grechetto or Malvasia grapes.

Among the many outside varieties planted in Umbria, Merlot and Barbera have been prominent for more than a century. More recently, Cabernet Sauvignon and Pinot Nero have produced some fine wines.

Up until the late 1980s, nearly half of Umbria's vineyards were mixed agriculture, the vines often trained onto trees or grown alongside other crops. But today, most vineyards are monoculture, using vertical systems on wires strung between poles.



YOUR ACCESS TO OUTSTANDING WINES FROM CALIFORNIA AND ITALY



Umbrian Castles and a Tuscan Eco Winery



CelebrationsWineClub.com

Anna Maria Knapp, Owner
75 Pelican Way G1
San Rafael, CA 94901

1-800-700-6227

celebrate@celebrationswineclub.com

July 2004

Salviano & Titignano

Salviano is part of the 2000-acre Umbrian Titignano estate, on which various castles were built in strategic positions, including Montemarte, Titignano, and Salviano, where the vineyards and winery are located in the heart of the Orvieto Classico DOC area between the cities of Todi and Orvieto. Farolfo di Montemarte built the Titignano castle in 1100, and later during the Middle Ages, the Corsini family bought the entire property. The present Marchesa Nerina Corsini Incisa della Rocchetta has refurbished the buildings, providing guest accommodations in the Titignano castle. Currently only 50 hectares are planted to vineyards, which produce Procanico, Verdello, Grechetto, Chardonnay, Sauvignon, Malvasia, and Drupeggio as well as Sangiovese and Cabernet Sauvignon. The winemaking takes place in cellars dug out of the limestone under the Salviano Castle.

Poggio Bertalo

Favio Ciufoli purchased this small Umbrian estate in Castiglione del Lago in 1972. With only nine hectares of vineyards, the estate produced wines only for the family's consumption. Sons Ugo and Fabrizio raised the estate to a professional level and today manage the company. Ugo oversees the vineyards, and Fabrizio is winemaker. In 1994, the family transformed the estate by uprooting the white varieties Trebiano and Malvasia and planting Sangiovese, Merlot, and Cabernet Sauvignon. At the same time, they modernized the winemaking and wine aging areas. Today, they are making highly esteemed wines, especially the Cimbo-lo which was honored by Gambero Ros-

so with the "tre bicchieri" award for the 1999 vintage.

Argiano

Located in Toscana, Villa Argiano was built in 1581 on the summit of a hill, southwest of Montalcino surrounded by vineyards and olive groves and cooled by breezes from the Maremma. Centuries later in 1992, Countess Noemi Marone Cinzano committed herself to raising wines from the 100 hectare estate to world-class status. Together with famous consulting winemaker Giacomo Tachis, cellar master Adriano Bambagioni, and Danish winemaker Hans Vinding-Diers, the wines are some of the best in Toscana and the world, their most famous wine being Solengo.

Camigliano

Known since Etruscan times, Camigliano was an inhabited rural village during the Middle Ages with an independent economy. Until the mid 20th century, it was owned by the Church and the wealthy Abbey of St. Antimo. In 1957, the estate was purchased by the Ghezzi family from Milano and now consists of 91 hectares of vineyard, 50 devoted to Brunello, seven to Rosso di Montalcino, and the rest to Merlot, Cabernet Sauvignon, and Syrah. The winery is divided between two buildings, the older part behind the Castle's walls with ancient cellars used for wine tasting and local food events. The newer part is completely underground so as not to impinge on the landscape. The cellar is built on different levels to allow the wine to flow naturally by gravity without using pumps. The consulting enologist is acclaimed Lorenzo Landi.

Cut .75 inches exactly off this side of the sheet.

RECOMMEND US

to family members, friends, business associates, and clients whom you think would appreciate Celebrations Wine Club.

RECEIVE a complementary third bottle of outstanding wine with your regular shipment of two bottles, when they join Celebrations Wine Club.

Send this form to: Celebrations Wine Club
75 Pelican Way G1
San Rafael, CA 94901

Or call: 1-800-700-6227

Anna Maria, please send information and a complementary issue of our newsletter to the following people. Please mention my name.

1. Name _____

Address _____

City _____ State _____ Zip _____

2. Name _____

Address _____

City _____ State _____ Zip _____

Your name _____

Cut .75 inches exactly off this side of the sheet.

REORDER

Call or email to reorder these exceptional wines from the Artisan Series for just \$11.00 per bottle.

Half Case \$66.00
Full Case \$132.00
plus tax & shipping

To reorder wines from the Winemaker or Collector Series, call or email for prices.

1-800-700-6227
celebrate@celebrationswineclub.com

WINES OF THE MONTH



ARTISAN SERIES



Salviano 2001 Turlo' I.G.T.

This wine is 60% Sangiovese and 40% Cabernet Sauvignon from estate vineyards at 350 to 400 meters above sea level. Aged in barriques, the wine is soft, warm, and intensely fruity, and medium bodied with intense aromas and color. Serve this wine at room temperature with Umbrian favorites such as squab cooked with olives, pheasant cooked with grapes, or roasted wild pigeon or Cornish game hen with la ghiotta, a popular sauce made with the cooking juices of roasted meat or fowl, plus olive oil, vinegar, anchovies, olives, lemon peel, sage, salt, and pepper.



Salviano 2003 Orvieto Classico Superiore D.O.C.

This wine is a traditional blend of 40% Trebbiano Toscano (Procanico), 15% Verdello, 15% Grechetto, 15% Sauvignon Blanc, and 10% Malvasia Toscana, and 5% Drupeggio from estate vineyards 200 meters above sea level. Each grape variety was harvested and fermented separately in temperature controlled stainless steel tanks and then blended together. Orvieto is a versatile wine depending on the specific blend and can range from a lighter elegant wine to an intense one. This Salviano Orvieto is a more intense version but at the same time clean. Serve chilled with fish and vegetarian dishes, in particular soups and light hors d'oeuvres, such as toasts with fava bean spread, an Umbrian favorite.

WINEMAKER SERIES



Salviano 2001 Solideo

This wine is 60% Syrah and 40% Cabernet Sauvignon from estate vineyards at 250 to 300 meters above sea level. The wine was aged for 16 months in barriques, 50% of which were old and 50% new, and for an additional year in bottle before release from the winery. The wine is deep ruby red in color, with dark berry fruit, espresso, and toasted oak on the nose. Medium bodied, the wine is balanced with a long finish.



Poggio Bertaiò 2000 Cimbolo

This wine is 100% Sangiovese from estate vineyards at 300 meters above sea level. The wine was aged for 18 months in barrique. With deep ruby color, the wine has an intense nose of Sangiovese fruit with spice and vanilla aromas. The wine is full-bodied and concentrated with pronounced tannins and a long finish. Gambero Rosso describes the 1999 Cimbolo, to which it gave the "tre bicchieri" award as follows: "It has a bright, lively, ruby red color, tinged with violet. Its aromas are intense and very distinct with a marked, still rather dominant, oakiness. The palate is powerful with good alcoholic weight and assertive tannins which, while not particularly fine-grained, avoid any bitterness on the finish. In short, it is a vigorous number, which will appeal to those who like their wines meaty and full-bodied."

COLLECTOR SERIES

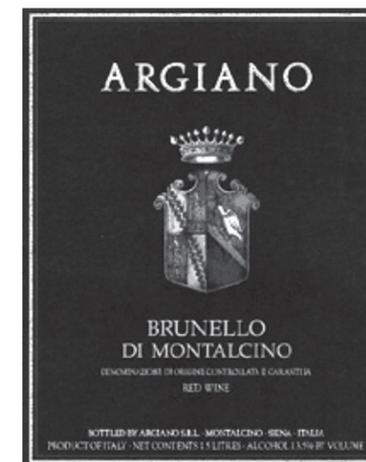
Argiano 1999 Brunello di Montalcino

This wine is 100% Sangiovese Grosso from estate vineyards in Montalcino at 300 meters above sea level. The wine was aged for two years in second usage barriques, for one more year in large Slovenian oak barrels, and for one year in bottle before release from the winery. With a full ruby garnet color, the wine has peppery-herbal and vanilla aromas. Medium bodied, flavors range from dark cherry to plum with soft tannins. The Wine Enthusiast says, "Showing fresh herbs, crushed berries, and damp earth," while the Wine Spectator comments, "A solid Brunello with blackberry, plum, and cedar character on the nose and palate...what you expect from an outstanding Brunello."

Camigliano 1999 Brunello di Montalcino

This wine is 100% Sangiovese Grosso from estate vineyards in Camigliano (Montalcino). The wine was aged for three years in oak barrels and for six months in bottle before release. With great structure, the wine is intensely ruby red with garnet reflections and offers the palate an elegant, dry, and velvety taste. The Wine Spectator notes, "Plenty of blackberry, cherry, and red licorice character...Delicious, rich wine." The Wine Enthusiast says, "Stately and complex, with fabulous structure and purity of fruit."

REGIONS OF THE MONTH



PICK & CHOOSE

JUST RED? JUST WHITE?
JUST CALIFORNIAN?
JUST ITALIAN?
HOW ABOUT A COMBINATION?

CALIFORNIA WINES

Artisan Series: \$29.50/month, a red and a white
Winemaker Series: \$59.50/month, 2 reserve reds
Artisan red-Winemaker red: \$46/month

ITALIAN WINES

Artisan Series: \$32/month, a red and a white
Winemaker Series: \$62/month, 2 reserve reds
Collector Series: \$112/month, 2 collectable reds
Artisan red-Winemaker red: \$48/month
Winemaker red-Collector red: \$87/month

CALIFORNIA-ITALIAN COMBINATIONS

CA Artisan red-IT Artisan red: \$33/month
CA Artisan white-IT Artisan white: \$29.50/month
CA Winemaker-IT Winemaker: \$62/month
Alternate CA & IT Artisan Series: \$29.50/\$32/month
Alternate CA & IT Winemaker Series: \$59.50/\$62/month

DOUBLE UP

You can also receive more than two bottles per month. CA sales tax is included. Shipping is extra.

SEND A GIFT SUBSCRIPTION

to family, friends, business associates, and clients for any number of months that you prefer.

CHOOSE:

- California Artisan Series \$29.50/mo.
- California Winemaker Series \$59.50/mo.
- Italian Artisan Series \$32/mo.
- Italian Winemaker Series \$62/mo.
- Italian Collector Series \$112/mo.
- Or select from "Pick & Choose" above & write here:

Prices include 2 bottles of glorious wine, the newsletter, and CA sales tax. We include a gift card with your personal message. Shipping extra.

Send this form to: Celebrations Wine Club
75 Pelican Way G1
San Rafael, CA 94901

Or call 1-800-700-6227 or fax this form to 1-415-457-3362
Or order from our website at www.celebrationswineclub.com

Anna Maria, please send a gift subscription to the following person:

Recipient's name _____
Address _____
City _____ State _____ Zip _____
Phone no. _____
Message _____
No. of months _____ Please bill me monthly. Please bill total.
My name _____
Credit card billing address _____
My phone no. (____) _____ - _____
Please charge my Visa Mastercard Discover
Card number _____ Expiration ____/____/____
Signature _____