

Bedford Uncorked!

Pressing News About Our Fine Italian Wines

ISSUE No. 2 – 2006

Meet Bedford

RICHARD ZWOLINSKI

For the second issue of Bedford Uncorked! we interviewed Richard Zwolinski, Bedford Midwest Regional Manager since 2004.



BU: Richard, can you describe your position and main responsibilities within Bedford?

RZ: My primary responsibility is to oversee all phases of the distribution, training and marketing of Bedford wines in the Midwestern states. My secondary responsibilities are numerous and vary from hosting wine dinners to performing staff trainings.

BU: What is the most challenging

aspect of selling Italian wine in your region?

RZ: The Midwest region provides so many interesting challenges that it is hard to single out just one. The vast degree of differences in the wine/liquor laws from state to state within the region means that each state has to be handled differently.

The lack of exposure and understanding of Italian wines is another major challenge. Most people in the Midwest are unfamiliar with Italian varietals and wine growing regions. It is important to get as many wines as possible into as many mouths as possible to increase the exposure and familiarity of them. Wine dinners are a great way to do this.

BU: Can you share with us any success stories, or successful promotions that you did?

RZ: The biggest success stories in the Midwest have to be the Borgo Magredo Pinot Nero and Prosecco by the glass programs. Restaurants were hesitant to pour an Italian Pinot Noir and a Prosecco by the glass but gave them a try. They have turned out to be

a huge success throughout the entire Midwest region.

BU: What are the most relevant trends in wine distribution in your area?

RZ: Both Prosecco and Pinot Nero are extremely hot varietals right now. The demand for both wines has been steadily increasing.

Last summer, Italian rose' wines really started picking up in popularity. The demand has increased this summer as well.

BU: How do you think your market will be 10 years from now for Italian wines?

RZ: The U.S. Midwest Italian wine market will continue to grow. Increased exposure to different Italian regions and varietals will continue to attract new fans. Education is a very important component to the growth of the Italian wine market in the Midwest. Most people are somewhat familiar with the wines from Tuscany and Piedmont, but not that many people are familiar with the wines from Marche, Veneto, Puglia, Friuli Grave, etc...

Bedford News

• We are happy to announce the appointment of **Vince McCarthy** as the Bedford West Regional Manager. Vince brings a lot of experience in the wine business and has successfully developed the South California market for years. Vince will be working closely with the managers and sales reps of our distributors in California, Washington, Oregon, Nevada, New Mexico, Arizona, Montana, Idaho, and Utah.

• The **2006 Bedford VIP Educational trips** were a huge success! During the

month of May, we organized three 10-day trips to Italy and one 4-day wine cruise in the Pacific Northwest. We also have one more trip to Italy coming up in the fall.

See the pictures and read the itineraries at:
www.winesfrombedford.com/viptrips2006

• **Appointment of New Distributors** Southern Wines and Spirits of Pennsylvania, Odom Corporation in Washington State and Mt. Hood in Oregon.

• **Line extensions** — we recently added many interesting wines to our

portfolio. Please read about them at www.winesfrombedford.com/ourwines

• **Bocchino Grappa “Cantina Privata”**: A unique line of barreque-aged grappas that belonged to the private collection started by Lazarito Bocchino in the 1940s. We have secured grappas aged for 10 yrs, 15 yrs, 16 yrs, 22 yrs, 29 yrs, and 30 yrs. During the month of September, Antonella Bocchino will kick off these wonderful aged grappas in New York and Boston with a series of high-profile tastings.

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Interview with...

PIERO TOTIS OF TENUTE DI GENAGRICOLA

BU: Piero, can you describe the Genagricola Group and your position?

I had the fantastic opportunity to start working with Genagricola in 1989, right when the Generali Insurance Co. (the largest Italian insurance group which owns Genagricola) decided to branch its activities out to winemaking.

The fact that I could join the group from the beginning allowed me to contribute significantly to the growth of the portfolio of wineries that were acquired over the years: Initially we developed the Friuli estates, Borgo Magredo in the Grave area and Torre Rosazza in the Colli Orientali appellation.

Later we acquired Gregorina in Romagna and Bricco dei Guazzi in Piedmont. In 2005, we combined the logistics and commercial management of our estates under the brand "Tenute di Genagricola" (Genagricola Estates) and I took on the position of Export Managing Director that also includes new product development responsibilities.

BU: Since the heart and soul of Genagricola is in Friuli, can you describe the differences and similarities between the Colli Orientali and the Grave appellations?



Friuli is a winegrowing area strikingly similar to Burgundy for its climate and complexity. Within Friuli, weather and soil conditions vary so much that the region is divided in eight different appellations (D.O.C.s)

Grave is the largest and it produces 50% of all Friulan wine. The typical gravelly soil along with the cool weather is

ideal for aromatic, white wines, with marked freshness and fruitiness and medium body. The red wines from Grave are also very interesting, particularly Pinot Nero, which has adapted beautifully to this part of Italy.

The area called Colli Orientali del Friuli (Easter Hills of Friuli) is overwhelmingly considered the best area for white wine production. Interestingly, white wines have been here since Roman times. The vineyards lie on stunning hillsides, many of which have been terraced



(terraces are called "Ronchi" in the local dialect).

In this area the cool pre-Alpine climate meets warmer breezes from the Adriatic Sea, which is only 18 miles away. The white varieties really enjoy these conditions that permit perfect ripening of the aromatic grapes and yield elegant and full-bodied wines.

Pinot Grigio, Tocai Friulano (which will be called Friulano from the 2007 vintage) and the other autochthonous varieties are notoriously excellent in the Colli Orientali, but this appellation is also considered among the best in the world for the production of one of the most complex wines: Sauvignon Blanc. As a matter of fact our Sauvignon (in Italy, the adjective "blanc" is omitted) can stand up to any wine from the Loire Valley, New Zealand or Austria's Southern Styria.

BU: Can you describe to our readers your relationship with

Donato Lanati, Genagricola's consulting enologist?

Donato Lanati is simply considered one of the finest consulting enologists in Italy.

He really fits us perfectly as he is one of the few white wine specialists around. Professionally he developed with Ceretto, but now he consults with some of the most prestigious Italian wineries (Villa Banfi, Liprandi, Conterno, Mario Schiopetto, Isole Olena, Felluga and others).

He has been working on our wines since 1999, developing a program aimed at improving quality for our entire production. In 2005 he opened a new facility called "Cascina Meraviglia" (the Farm of Wonders) which builds on the findings from the Enosis project (one of the most advanced wine research centers in the world).

An interview with
Donato Lanati about Enosis is
available in the **News** section at:
www.winesfrombedford.com

BU: Piero, can you share with us some of the success that Genagricola has in Italy, Europe and the rest of the world?

The development and success of our brands outside Italy is literally electrifying! While our domestic sales force is used to coping with stable demand and abundance of supply, our export sales are expanding very nicely. In 2005, the overall growth for export sales was a solid 9%, but for 2006 the trend is showing an amazing 20%.

Currently, we sell to 50 different countries and the stronger growth is in the English-



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Best of Bedford

Our recent ratings...

**MICHELE CASTELLANI AMARONE CLASSICO
CINQUE STELLE 2001**

WINE SPECTATOR 92 POINTS - JUNE 2006

**MICHELE CASTELLANI AMARONE CLASSICO
"I CASTEI" CAMPO CASALIN 2001**

WINE SPECTATOR 91 POINTS - JUNE 2006

**CASTELLUCCIO MASSICONE
SANGIOVESE - CABERNET 2001**

ROBERT PARKER 92 POINTS - APRIL 2006

**CASTELLUCCIO RONCO DELLE GINESTRE
SANGIOVESE FORLI' ROMAGNA 2001**

ROBERT PARKER 91 POINTS - APRIL 2006
WINE SPECTATOR 90 POINTS - DECEMBER 2005

**CASTELLUCCIO RONCO DEI CILIEGI
SANGIOVESE FORLI' ROMAGNA 2001**

WINE SPECTATOR 90 POINTS - DECEMBER 2005

**VIGNAMAGGIO "TERRE DI PRENZANO"
CHIANTI CLASSICO 2004**

WINNER OF "DECANTER AWARD: 5 STARS" - DECANTER
AUGUST 2006

VIGNAMAGGIO CHIANTI CLASSICO 2004

WINNER OF "DECANTER AWARD: 5 STARS" - DECANTER
MAY 2006

VIGNAMAGGIO CABERNET FRANC 2001

ROBERT PARKER 91 POINTS - APRIL 2006

VIGNAMAGGIO "WINE OBSESSION" 2001

ROBERT PARKER 91 POINTS - APRIL 2006

VIGNAMAGGIO CHIANTI CLASSICO "600" 2001

ROBERT PARKER 89 POINTS - APRIL 2006

**UMANI RONCHI VERDICCHIO CLASSICO DOC
RISERVA "PLENIO" 2002**

WINNER OF 2006 GAMBERO ROSSO "TRE BICCHIERI"
After winning the "Three Glasses" in 2005 with the 2001
vintage, Plenio has done it again! Limited quantities.

**GRATTAMACCO BOLGHERI ROSSO SUPERIORE 2001
WINNER OF 2005 GAMBERO ROSSO "TRE BICCHIERI"**

Sold on a "first-come first-served" basis. Limited quantities.

GRATTAMACCO FEATURED IN DECANTER

Please visit the news section of www.winesfrombedford.com
to read the article.

• **Michele Castellani Corvina Veronese "Seral"**: One of the few 100% Corvina offerings available in the U.S.A., rich in color, spices, and fruit.

• Two new wines from Puglia: **Rivera Salice Salentino** (90% Negroamaro and 10% Malvasia Nera) from the southern tip of the region and **Rivera Violante** (100% Nero di Troia) from the Castel del Monte D.O.C.

• **Contratto's new Barolo Cerequio "Secolo"**: A single-vineyard Barolo made from the younger vines (up to 25 yrs old) located in the famous cru that produces "Cerequio."

• A unique release from **Riccardo Falchini**: The San Gimignano-based winery will introduce a vertical-pack of its award-winning Cabernet **Campora**. The six-pack will include 2 bottles each of the 1997, 1998, and 1999 vintages.

Bedford News

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For a complete list of the awards won by these three wonderful vintages of Campora, please email: newsletter@winesfrombedford.com

• **Vignamaggio "600"** is Vignamaggio's newest Chianti Classico and it celebrates the 600th anniversary of this estate where Leonardo's Monna Lisa was born and lived. The 2001 vintage received 89 points by Robert Parker and "*is textured with pleasurable vanilla notes to accompany the round flavors of ripe red berry fruit. Drink 2006-12.*"

• Bedford International has recently added three prestigious producers to its portfolio: **Giacosa Fratelli** from Neive (Piedmont), **Grattamacco** from Bolgheri (Tuscany), and **Colle Massari** from Maremma (Tuscany).

Read about
these award-winning wines on
www.winesfrombedford.com

• In May, Bedford sponsored the first edition of "**PEACE, LOVE AND WINE**" a tasting organized to raise money to support EmergencyUSA's efforts in Sudan. Other sponsors included Banfi Vintners, Palm Bay Imports, Umani Ronchi, Genagricola and Naima restaurant. For more information go to www.emergencyusa.org to read about the program and see the pictures at www.winesfrombedford.com/news

Did you know?

The best wines in Grave come from the broad river bed of the Tagliamento River, in particular from the "magredi" (low-yielding, gravelly soils that give the name to the area and to the Borgo Magredo estate).

Inside this issue...

- **Meet Bedford:** An interview with **Richard Zwolinski**, Bedford Midwest Regional Manager
- **Interview with Piero Totis** of Genagricola: Read why Piero loves making wines in Friuli, Romagna and Piedmont.
- **Best of Bedford:** A selection of our recent best ratings.

Please visit our brand new website:

www.winesfrombedford.com

We have updated all the content and included much more information on our wines, Italy, and the Bedford world!

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speaking nations (UK, Ireland, Canada and US). We are also pleased with a positive trend in South America.

BU: Any exciting trends for the future?

Our company is making tremendous investments: On our properties we currently have 700 hectares (about 1,700 acres) devoted to vineyards and we produce 4 million bottles. By planting more, we set out to grow to 7 million bottles in 5 years.

But quantity represents only one side of the equation: We are investing in vineyard management to constantly

improve quality and restructuring the buildings that host the winemaking facilities.

Some of them date back to the 18th and 19th century and are historical buildings so beautiful that we decided to convert them to wine tourism and to make them available to wine lovers from all over the world.

Growth will also come from other regions as we recently started a new project with an estate located to the south of Rome where we will produce Merlot and Cabernet along with local varietals like Cesanese del Piglio, Montepulciano and others.

Did you know?

Pinot Grigio belongs to the Pinot family along with Pinot Nero, Pinot Bianco, Pinot Meunier and Chardonnay. Dating back 2,000 years, Pinot is the most ancient family in modern winemaking, and takes its name from the French "pineau" (pine-cone) that describes the tight cluster of the berries.