

# Bedford Uncorked!

Pressing News About Our Fine Italian Wines - October 2008



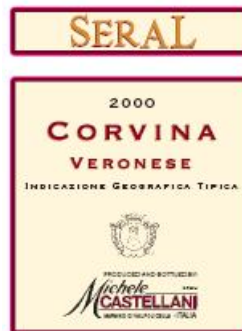
## Five euro-busters from Bedford as seen in the Wine Spectator's Best Values from Europe

October 15th 2008

[Riccardo Falchini  
Vernaccia di San Gimignano 'Solatio' 2007](#)



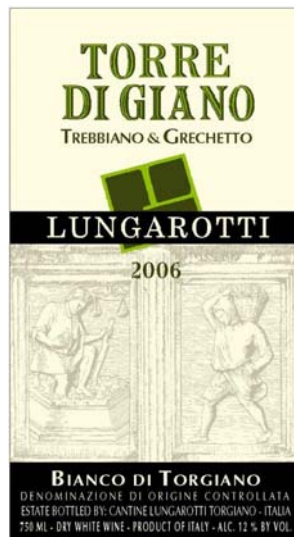
[Michele Castellani Corvina 'Seral' 2004](#)



[Lungarotti](#)  
[Pinot Grigio Umbria IGT 2006](#)



[Lungarotti](#)  
[Torgiano Bianco 'Torre di Giano' 2006](#)



[Umani Ronchi](#)  
[Verdicchio Classico dei Castelli di Jesi](#)  
['Exclamation Point' 2007](#)



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### Umani Ronchi: GREAT wines, not BIG wines

We continue our series of video interviews shot in Italy by filmmaker Francisco Fagan with Michele and Massimo Bernetti from Umani Ronchi.

Since the early 60s, Umani Ronchi has been producing world-class white and red wines from Le Marche, in the two appellations of Verdicchio Classico dei Castelli di Jesi and Rosso Conero. They also produce organic and value-oriented wines from the neighbouring region of Abruzzi.

Meet Michele Bernetti and his father Massimo as they discuss the regional grapes of Le Marche and Abruzzi, their desire to respect the varietal characteristics, and how this affects Umani Ronchi's modern winemaking technology and philosophy.

### [Watch the video interview here!](#)

(Select Umani Ronchi from the menu and click on the image)

#### History

The original enterprise was started in 1957 by Gino Umani Ronchi in the heart of the **Verdicchio** Classico dei Castelli di Jesi appellation. A few years later, Massimo Bernetti joined the company and eventually acquired its property. He also moved the headquarters to Osimo in the heart of the Rosso Conero district, where he started the production of red wines using **Montepulciano** grapes.

The focus on red wines from the **Conero** as well as the new role for Verdicchio, which Massimo started to grow and vinify in single vineyards, really separated Umani Ronchi from the other wineries of Le Marche and gave the Bernettis momentum on the international markets where the wines were always appreciated. In the early 90s, Michele Bernetti joined his father Massimo in the management of Umani Ronchi.



Massimo and Michele Bernetti in their cellar

#### Winemaking philosophy

Umani Ronchi strives for the utmost quality and respect for the two leading regional varietals: Montepulciano and Verdicchio.

This process starts with purchasing the best possible plots of land. Then experimental agronomy and detailed vineyard management are implemented. Moreover, Umani Ronchi routinely consults with experts and

academic institutions to continuously improve its production.

The winery's enologist is Beppe Caviola, one of Italy's most acclaimed consultants, who perfected all of the single-vineyard white and red wines. In addition, he revitalized the value-oriented [Montepulciano d'Abruzzo DOC](#) by implementing the pre-fermentation cold-maceration.

With this process, also known as cold soak, the must is cooled rapidly and held at approximately 50°F for 5 to 10 days before fermentation is triggered. Cold-soak advocates believe this period of pre-fermentation, in the absence of alcohol, favorably extracts phenolic compounds thereby producing wines with increased color intensity and more complex flavors and aromas (read more on the cold-soak process at [Answers.com](#)).



Michele Bernetti in the winery's tasting room

### **Wine production**

Umani Ronchi is the **King of Rosso Conero** as it owns nearly 150 acres of vineyards in this appellation. This represents over 70% of the entire DOC. Within the property is the famous [San Lorenzo](#) vineyard, the focal point of Umani Ronchi's red wine production.

Moreover, Umani Ronchi has about 280 acres of vineyards in the Verdicchio Classico dei Castelli di Jesi DOC, centered around the Villa Bianchi estate and 75 acres of organically grown grapes in northern Abruzzo, in the Colline Teramane appellation (the most qualitative area in the region).

Umani Ronchi has received many important awards in both the domestic as well as the international arena: the single vineyard Verdicchio Riserva [Plenio](#) won the prestigious Tre Bicchieri from [Gambero Rosso](#) for five consecutive vintages (2001-02-03-04-05) while the first vintage of [Pelago](#), a blend of Cabernet, Montepulciano and Merlot won the Best Red Wine award in 1997 at the [London International Wine Challenge](#).



Plenio and Pelago: Umani Ronchi's most awarded wines

## The Wines

"PELAGO" MARCHE I.G.T.

"CUMARO" CONERO RISERVA D.O.C.G.

"SAN LORENZO" ROSSO CONERO D.O.C.

"MEDORO" SANGIOVESE MARCHE I.G.T.

"JORIO" MONTEPULCIANO D'ABRUZZO D.O.C.

MONTEPULCIANO D'ABRUZZO D.O.C.

"EXCLAMATION POINT" SANGIOVESE MARCHE I.G.T.

"EXCLAMATION POINT" VERDICCHIO CLASSICO D.O.C.

"PLENIO" VERDICCHIO CLASSICO D.O.C. RISERVA

"CASAL DI SERRA" VERDICCHIO CLASSICO SUPERIORE D.O.C.

## The Bottai

Designed by Italian architect Marco Vignoni, the futuristic cellar, built by excavating the hillside underneath a vineyard, houses over 600 wooden barriques and is equipped with ultra modern temperature and humidity control systems. It was reviewed in the Architectural Digest as an example of Italian design meeting industrial function in which the angled steel pillars and the sloping ceilings are designed to withstand the weight of the soil above.



The high-tech bottai at Umani Ronchi

