

# Bedford Uncorked!

Pressing News About Our Fine Italian Wines - May 2010



Bedford  
International



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## THE SUCCESS OF BORGIO MAGREDO PROSECCO

[Borgio Magredo Prosecco](#) has been one of our best selling wines in several markets throughout the U.S. We recently spoke with Piero Totis, Export Manager for [Genagricola](#) (which controls Borgio Magredo, Torre Rosazza and other wineries in Italy) to understand the reasons behind the huge success of Prosecco and what customers can expect from Genagricola in the future.

### Prosecco's world success :

Over the last 20 years the Prosecco phenomenon has exploded onto the worldwide market, while only recently expanding into North America since the huge size of this market required overall production to rise; Italy's yearly production has increased steadily and recently topped 300 million bottles. The impressive marketing success of Prosecco is due in large part to the natural characteristics that consumers have found so appealing: a naturally low acidity that results in a fresh and fruity sparkle that can be enjoyed at parties, in restaurants as an aperitif or with food and at home. Prosecco is ideal for virtually any occasion, and its reasonable price when compared with most other Champagnes and Cavas ensures its persistent and increasing popularity among consumers.

### The new regulations and effect on quality:

The tremendous success of Prosecco has inevitably led unscrupulous producers and marketers to turn out a range of imitation products of varying quality, so the Italian and European regulators have taken steps to ensure that Prosecco is unequivocally Italian and high-quality! While traditionally the Prosecco grapes were cultivated in the province of Treviso, located 25 miles North of Venice, since 2000 the production area has been expanded to the entire region of Veneto (with the exception of the Rovigo province) and to the neighboring region of Friuli. Yields have also been dramatically lowered, from about 6,000 liters per acre down to 5,000 liters for the Prosecco DOP, and from 4,000 liters per acre

5,000 liters for the Prosecco DOP, and from 4,000 liters per acre down to 3,600 for the Prosecco DOPG. Prosecco IGT will be phased out as well as many low-cost and low-quality Proseccos since they do not meet the higher production standards required by DOP (Denominazione di Origine Protetta).

**Borgo Magredo Prosecco - Key selling points:**

Borgo Magredo was among the first wineries in Friuli to support Prosecco and in 10 years its production has risen to 50,000 sixpacks of Prosecco DOP cultivated in 50 acres of vineyards. The international success of Borgo Magredo Prosecco is widespread throughout the USA, UK, Western and Eastern Europe. This is due to the utmost quality of the product that involves:

1. Constant monitoring of the weather conditions in the vineyards and of the ripening of the grapes
2. An extended sparkling-wine production cycle that spans over 4 months in the tank; this allows the CO<sub>2</sub> produced by the second fermentation to be harmoniously combined with the final product; the bubbles are small and persistent, producing a fine perlage while also bringing out pleasant aromas of bread and yeast
3. A very high-quality sugar syrup is added during the fermentation; this sets off the yeasts that are responsible for the production of the CO<sub>2</sub> but also contributes to a clean and sophisticated taste profile of the final product
4. After so much effort in the cellar, the choice for the packaging could have not been more appropriate: an elegant look that boldly identifies Borgo Magredo Prosecco

**Extra Dry vs. Brut:**

Prosecco is widely accepted because of its fruitiness and 80% of production is Extra Dry with residual sugar between 12 and 20 grams per liter. Borgo Magredo Prosecco is indeed an Extra Dry but a vintage Brut by Borgo Magredo is in the works with arrival in the U.S.A. possible in the second half of 2010.

## VIGNAMAGGIO RATINGS IN THE WINE ADVOCATE



**93 points**

### VIGNAMAGGIO CABERNET FRANC 2005

"The 2005 Cabernet Franc is an unusual wine in that it is made from old vines the estate accidentally found mixed in with its Sangiovese plantings across a variety of vineyards. The wine possesses terrific density and richness owing to the old age of the vines, along with a distinct sense of Tuscan structure. Roasted coffee beans and spices emerge, lending extra dimensions to the dark fruit. A warm, resonating finish rounds out this exciting wine. Here the oak is used with great mastery, and the wine's balance is superb. I have to say I am very curious to taste this wine in a more important vintage. It is a terrific effort."

**90 points**

### VIGNAMAGGIO CHIANTI CLASSICO RISERVA 'MONNA LISA' 2006

"The 2006 Chianti Classico Riserva Castello di Monna Lisa is a big, dramatic wine bursting with sweet black cherries, licorice, menthol and sweet scents of French oak. This is a fairly rich, structured style of Chianti. As good as the Monna Lisa is, I had a slight preference for some of the lesser-oaked wines, as the wood tannins add a touch of astringency."

**90 points**

### VIGNAMAGGIO 'WINE OBSESSION' 2006

"The estate's 2006 Wine Obsession (Merlot, Cabernet Sauvignon, Syrah) offers up leather, spices, licorice,

Sauvignon, Syrah) offers up leather, spices, licorice, grilled herbs, plums and prunes. Early signs of advancement suggest this won't be a long-term ager, but the wine is bold and juicy at this stage, and should be enjoyed over the coming decade."

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**90 points**

**VIGNAMAGGIO CHIANTI CLASSICO  
'GHERARDINO' 2007**

"The 2007 Chianti Classico Gherardino is a darker, fresher wine loaded with black cherries, minerals, spices and leather. Although the wine is quite ripe in style, it also possesses just enough freshness to provide balance and verve. The Gherardino spent 8 months in oak."

[Download the Best of Bedford here](#)

**88 points**

**VIGNAMAGGIO CHIANTI CLASSICO 'TERRE DI  
PRENZANO' 2007**

"The cask-aged 2007 Chianti Classico Terre di Prenzano is a soft, generous Chianti with attractive red cherries, flowers and spices. In 2007 the Terre di Prenzano is an **excellent value**, as the wine is especially plump."

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## GRATTAMACCO AND COLLE MASSARI RATINGS IN THE WINE ADVOCATE

Robert M. Parker, Jr.'s

**The**  
**WINE**  
**ADVOCATE®**

**92 points**

### [GRATTAMACCO BOLGHERI SUPERIORE 2006](#)

"Harmonious, seamless wine that reveals terrific density and purity with an elegant and totally sublime finish. Grattamacco Bolgheri Superiore is 60% Cabernet Sauvignon, 20% Sangiovese and 20% Merlot."

**92 points**

### [GRATTAMACCO ALBERELLO 2006](#)

"The 2006 Alberello offers up dark cherries, spices and sweet French oak in a soft, accessible style. The wine comes together beautifully in the glass, as layers of minerality emerge to balance the opulent fruit and a sense of energy and vitality, especially in the finish. This a gorgeous wine from Grattamacco. The Alberello is 70% Cabernet Sauvignon, 25% Cabernet Franc and 5% Petit Verdot."

**89 points**

### [GRATTAMACCO BOLGHERI ROSSO 2007](#)

"Dense, powerful, earthy red imbued with the essence of smoke, tar, leather and grilled herbs. The wine reveals surprising richness and density on the palate. 60% Cabernet Sauvignon, 20% Cabernet Franc, 10% Sangiovese and 10% Merlot."

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**92 points**

**[COLLE MASSARI "LOMBRONE" RISERVA 2005](#)**

"The 2005 Montecucco Sangiovese Riserva Lombrone is Claudio Tipa's interpretation of a more traditional style of winemaking (...) The Lombrone is vinified in open-top wood vats with manual pumpovers and punchdowns. The wine possesses a striking bouquet that leads to an expansive core of perfumed red fruits, roses and sweet spices. This is an especially polished, richly textured wine with finessed tannins and gorgeous overall balance, all qualities that are especially rare in this vintage. This is a great effort."

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**SALCHETO RATINGS IN THE WINE  
ADVOCATE**

Robert M. Parker, Jr.'s

**The  
WINE  
ADVOCATE®**

**93 points**

**[SALCHETO VINO NOBILE DI MONTEPULCIANO  
'SALCO EVOLUZIONE' 2004](#)**

"The 2004 Salcheto Vino Nobile di Montepulciano 'Salco Evoluzione' is awesome. This sweet, layered Vino Nobile bursts from the glass with dark plums, cherries, menthol and spices in a style that combines elegance with power in a compelling display of purity. With air, balsamic nuances come to life, adding further complexity as this poised and precise wine opens up in the glass. The tannins finish big and broad, but here too, there is quite a bit of elegance that only requires time to emerge."

**91 points**

**91 points**

**[SALCHETO VINO NOBILE DI MONTEPULCIANO  
2005](#)**

"The estate's 2005 Vino Nobile di Montepulciano is another big, powerful wine loaded with dark fruit, leather, spices and earthiness. This generous, cask-aged Vino Nobile builds on the finish as the tannins come to life, but the balance is unquestionably outstanding."

**89 points**

**[SALCHETO ROSSO DI MONTEPULCIANO 2007](#)**

"Big, dark wine bursting with dark fruit. Made in a brooding, powerful style, the Rosso offers terrific depth and richness, especially at this level. The finish is long, sweet and powerful."

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**PALAZZO RATINGS IN THE  
WINE SPECTATOR**

**Wine Spectator**  
www.winespectator.com

**94 points**

**[PALAZZO BRUNELLO DI MONTALCINO  
RISERVA 2004](#)**

"Violet and dried dark fruits on the nose. Full-bodied, with chewy tannins and a meat, toasty oak and sultana aftertaste. There's also lots of dark chocolate.

An opulent Brunello. Best after 2010."





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## Recent Bedford press

Colle Massari Rigoletto 2007 reviewed by John Foy on  
NJ Star Ledger

Read the article [here](#)