











BAROLO OF "HOPE"  
 BAROLO DOCG  
 DEL COMUNE DI  
 SERRALUNGA D'ALBA  
 RENAISSANCE 2018



*"The Barolo of hope. Hope comes in various forms. Someone calls it luck, someone calls it adventure, someone calls it courage or vision of the world. Hope is to become ourselves, when it is time to be ourselves: to be life."*

Marco Missiroli

 Nebbiolo Variety: Lampia Clone: 142, 36, 230 Rootstocks: 420A, Kober, SO4	 300-400m asl	 First-second decades of October	 1 L
 Serralunga d'Alba	 South, South-west	 14 % vol	
 Soil with a high content of limestone and grey marl alternating with sand	 System: guyot 4.000 plants/ha	 18-20 °C	

#### TECHNICAL NOTES

**Vinification:** the fermentation is traditional: medium-long (15 days) in stainless steel vats with a floating cap at a controlled temperature (27-28 °C). The must then stays in contact with the skins for further 15 days to optimize the extraction of the polyphenolic substances and help start the subsequent malolactic fermentation.

**Ageing:** after 24 months in oak barrels and 12 months in concrete tanks the wine is ready to be bottled. A wine capable of expressing its qualitative characteristics right away, with the ability to last over time, even for 25/30 years.

#### TASTING NOTES

The colour is garnet-red with ruby highlights that take on a slightly orange tone over time. It has a clear-cut, intense nose with sweet sensations of spices and hints of dried rose and sous bois. The taste is soft, full, velvety, harmonic and vibrant.

#### PAIRINGS

The Barolo par excellence goes well with important dishes, such as traditional Piedmontese meat main courses and medium-long-aged cheeses. But not only that, if we explore the possibilities of world food and wine we can range in original combinations:

from the French boeuf bourguignonne up to Asia with Nasi Goreng, passing through Canada and its smoked meat from Montréal. If you like, it can also accompany the conversation at the end of the meal or a "special" toast!





## Barolo Serralunga d'Alba, an iconic wine since 1988

After 30 years from its birth, Barolo Serralunga d'Alba Fontanafredda changes and becomes new. It will be the instrument for a new rebirth, the Green Renaissance. Through our most iconic wine we want to awaken the critical spirit of those who drink it, analyzing in 10 years, the 10 feelings that in the history of our civilization have given rise to collective rebirths. The word from which we begin is Hope.

Barolo Serralunga d'Alba Renaissance 2018.

The Barolo of Hope.

Let's start with year zero, 2022.

The Barolo of the Municipality of Serralunga. d'Alba 2018 in "the hope", according to Marco Missiroli and Elisa Talentino.

## 2018, the Barolo of Hope 30 years of Barolo Serralunga

We are in Italy, in 2018, in the year of "we are good at falling, but even better at getting back up".

Yes, because 2018 reminds us of the dramatic images of the collapse of the Polcevera Viaduct in Genova, commonly known as "ponte Morandi" (Morandi bridge). It is 11:36 am on Tuesday, August 14 when, during a violent storm, a portion of about 200 meters of the long bridge inaugurated in 1967 implodes due to structural failure. The viaduct has represented a strategic piece for the circulation and economy of Genova and Italy for decades, acting as a hub in the connections between Northern Italy, France and the industrial and port areas of the Ligurian capital. When it collapsed there were hundreds of vehicles passing through this arterial road. An event that hit the Ligurian community hard, which however showed a disarming courage and strength in getting up again. The bridge was rebuilt in record time on a design of the architect Renzo Piano and it was inaugurated on the 3rd of August 2020, period in which, in the Fontanafredda cellars, Barolo Serralunga d'Alba 2018 completes its period of wood aging and passes into concrete tanks for the last part of the aging before being bottled.

A Barolo, the result of an extraordinary wine year, precisely the 2018, and of a unique terroir: Serralunga d'Alba, one of the most suitable and historic municipalities for the production of this great wine, among the 11 which fall within the denomination.

In the vineyard, the 2018 wine year opens with a long winter rich in rainfall that restore the soil's water supply after a very hot 2017. The winter season lasts until the beginning of March with temperatures below the average of recent years, leading to a gradual vegetative restart of the vine, which is completed at the end of the same month.



On the world stage, 2018 starts with good news from across the ocean. January celebrates the first year of 4Ocean, when “just one idea is enough to start changing the world”. This is demonstrated by 2 young American surfers who set up an association to rid the oceans of plastic and in one year they collected more than 500 tons of waste from the waters of the oceans around the world.

In February, in South Korea, in Pyeongchang, the 23rd Winter Olympic Games are inaugurated and Norway obtains the record of medals, thanks also to the cross-country skier Marit Bjørgen who becomes the most successful athlete in the history of the Winter Olympics. The opening ceremony sees the historic handshake between the South Korean president, Moon Jae-in and Yo-jong, sister of the North Korean leader Kim Jong-un. It is the prelude to the climate of thaw that will lead the leaders of the two Koreas to the historic summit on the 27th of April, the first to be held in South Korean territory, in the border village of Panmunjom, where in 1953 the armistice was signed which has put an end to the hostilities of the Korean War and which had never been followed up by a peace treaty. The two Koreas agree to achieve permanent peace and “complete denuclearization”, making use of the support of the international community. Spring arrives in Langa, characterized by frequent rainfall and mild temperatures, thus presaging a vintage that would develop according to “classic” timing and in any case not as anticipated as the previous one.

At international level, Chinese president Xi Jinping - thanks to the reform of the Constitution which removes the limit of two presidential terms - will be able to remain in power beyond 2023. In the meantime, Stephen Hawking, the astrophysicist of the «theory of everything», one of the most famous scientists in the world and one of the most important theoretical physicists of the second half of the twentieth century, known above all for his studies on black holes and for his popular science books, passes away in his house in Cambridge.

Between the end of May and the beginning of June, a period characterized by bad weather with abundant rainfall, that create some difficulties for winemakers from the point of view of vineyard management, begins. Where it was not possible to intervene in a timely manner, there are in fact problems related to the onset of fungal diseases. In the meantime in the United Kingdom there is a festive atmosphere for a new “Royal Wedding”, the one between Meghan Markle and Prince Harry of England who get married on the 19th of May in Windsor Castle. Even in Italy the climate - the political one - is effervescent. The first of June, the government of Giuseppe Conte takes the oath. After the longest post-electoral wait that the country had ever had, Movimento 5 Stelle and Lega, two strongly different political forces and adversaries until a few months earlier, give life to an unprecedented and unexpected alliance for the formation of a government which is describe as “of change”. Two different points of view, together to think and plan a new future. Meanwhile, the international stage sees North Korea again as the protagonist. A handshake lasting more than ten seconds and the signing of a “complete” document on the denuclearization of the Asian country seals the meeting between Donald Trump and Kim Jong-un which took place in Singapore on the 13th of June after months of nuclear threats. The story of the 12 Thai boys who were trapped in the cave of Tham Luang to escape the monsoon rains during a trip and who had held the whole way with bated breath also ends happily. On the 9th of July, after 10 days of searching, they are finally identified and released. During those days, the 2018 FIFA World Cup begins in Russia. The winner was France, world champion for the second time and twenty years after the last triumph.



The “match” continues instead for our farmers in the Langa vineyards, where flowering and subsequent fruit set take place regularly. During July and August there are a gradual development, with stable temperature and weather. In short, looking forward towards the harvest to come, the climate in the Fontanafredda vineyards is relaxed and confident. We arrive in September and we are ready to harvest Nebbiolo grapes used to make Barolo, from the same vineyards that in 1988 first gave birth to the municipal mention, that of Serralunga d’Alba. We are on a soil rich in limestone and marl, born 13 million years ago and still capable of giving life to long-lived and powerful wines, such as our Barolo Serralunga d’Alba.

September was a month characterized by a favourable climatic trend that confirmed the initial expectations: a classic vintage with a lot of quality. After the end of the harvest, bunch by bunch, we begin the vinification operations in the cellar. While the fermentation of our grapes is over, there is an air of protest in France. In fact, November is marked by the demonstrations of the so-called yellow vests that put Paris and other cities in France to fire and sword. It all stems from the government’s decision to introduce a fuel tax but soon takes on the shape of a real protest movement against President Macron.

Instead, good news come from the space: on the 26th of November the InSight Probe lands on Mars in order to explore the soil of the Red Planet. The scientific community rejoices: the landing is a success. We too, as a community of farmers, are proud and rejoice: our Barolo 2018 that is being born in the cellar is going to be a success. Now it is time for him to rest, and for us to wait. 3 years of aging in our nineteenth-century cellars to obtain something unique and extraordinary. Here our task is to take care of this wine, according to the rules of our tradition, trying to let its character and personality express better. After 24 months in oak barrels and 12 months in concrete tanks the wine is ready to be bottled. Our Barolo Serralunga Renaissance 2018 is born.

We are this wine, we are Serralunga d’Alba. A unique wine, our spirit, with a brilliant ruby red colour with brick reflections, the nose presents a beautiful floral note with a clear and intense aroma, almost reminiscent of roses and undergrowth, which immediately leaves room for the complexity of all its spices. In the mouth soft, silky and then immediately the vibrant tannin that makes it clear that it is a wine capable of aging for years.

