# The Project

*Afterthoughts: Barolo Serralunga "Renaissance"*
*10 "famous" words for a new humanity*

In 2022, 30 years after its birth, the Barolo Serralunga d'Alba Fontanafredda has changed and has become new. Today, it's the tool for a new rebirth, the **Green Renaissance**. Through our most iconic wine, we want to reawaken the critical spirit of those who drink it, by analyzing, over 10 years, the ten feelings which gave rise to collective rebirths in the history of our civilization, and narrating them through three forms of art: **the art of winemaking, the art of writing and the art of illustrating**. Every year, great Italian contemporary writers will interpret a value and create a monograph, an analysis and a reflection on the importance of such feeling, which will be then portrayed thanks to the skills of renowned illustrators. **We started with the value of Hope, today we continue with Trust.**

And here comes: *Barolo Renaissance 2019, from the municipality of Serralunga d'Alba. The Barolo of Trust.*

18 58

FONTANAFREDDA

FONDATA DAL 1° RE D'ITALIA NEL 1858

BAROLO OF "TRUST"

# BAROLO **DOCG**

DEL COMUNE DI

# SERRALUNGA D'ALBA

RENAISSANCE 2019

*"Trust is a risk. We must be brave and disagree: with whoever says that world is an unfair place and there's no way to make it better. Maybe we won't make it but how could we live without trying at all? The only way to do it is trusting in ourselves, other people, and in the opportunity of being here, in the world."*

*Silvia Avallone*

Nebbiolo
Variety: Lampia
Clone: 142, 36, 230
Rootstocks:
420A, Kober, SO4

Serralunga d'Alba

Soil with a high content of limestone and grey marl alternating with sand

300-400m asl

South, South-west

System: guyot
4.000 plants/ha

First-second decades of October

14 % vol

18-20 °C

1,5 L

Vegan

## 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

A Barolo with a bright, ruby red color, with bright garnet reflections, which has an intriguing bouquet to the nose and recalls withered rose and underwood. The intense fragrance leaves room for spicier, more complex and more elegant hints. In the mouth it's silky, but at the same time, tense, rotund and vibrant. We can easily perceive an aroma of small red fruit, as well as a hint of mint. The tannin is young and energetic, and it expresses all its ageing potential, which is typical of a great Barolo.

## PAIRINGS

The Barolo par excellence goes well with important dishes, such as traditional Piedmontese meat main courses and medium-long-aged cheeses. For the 2019 vintage we recommend a special pairing with risotto with Castelmagno and pan-brioche with guinea fowl breast and liver mousse. If you like, it can also accompany the conversation at the end of the meal or a "special" toast!

FONTANAFREDDA S.r.l. - Via Alba, 15 - Serralunga d'Alba (CN) - Italy
Ph. +39 0173.626.100 - Fax +39 0173.613.471 - www.fontanafredda.it - clienti@fontanafredda.it

FONTANAFREDDA
FONDATA DAL 1° RE D'ITALIA NEL 1858

165TH ANNIVERSARY
FONTANAFREDDA
Fondata dal 1° Re d'Italia nel 1858

# 2019, the Barolo of Trust
# A spontaneous and sincere dedication to new generations.

"Trust in ourselves allows us to do a lot, but it's trust in other people which allows us to do better".

Serralunga d'Alba, October 2019.
This is our 149th harvest since that far away 1870, the year when the first winemaking took place in our cellars. And this is also the 31st label of Barolo Serralunga d'Alba, which is the first Barolo with a municipal indication.
We have extensive experience, but each vintage is a story for itself, every harvest is like the first time, and we always wait for this moment with great anticipation, but also with a lot of trust, which comes from the awareness of our skills, but also from the certainty of being able to rely on other people. It's a noble and driving sentiment, which underlies human relationships and has in reciprocity its defining characteristic. Trust in ourselves and in other people brings with it the ability to build strong and lasting relationships, but also the willingness to act and leave a mark, without the fear of risking and with the desire to explore new paths, which we have never tried before.
And we faced 2019 with this spirit; we let ourselves be inspired by trust to create the new label of Barolo di Serralunga d'Alba 2019 "Renaissance".
The year 2019 was particularly full of events all over the world. In the vineyard, it can be remembered as a traditional vintage which, however, wasn't without surprises.
The agricultural campaign starts slowly, due to the continued winter weather until the month of February, with a subsequent delay of spring. In the very first days of the year, in particular, our vineyards in Serralunga d'Alba face heavy rainfalls with low temperatures. Instead, the NASA's "New Horizons" probe runs fast in space and, on January 1st, manages to reach Ultima Thule, a small celestial body which lies 6.4 billion kilometers from the Earth, and accomplishes the most distant fly-by in the history of space exploration. A few days later, the Chinese Chang'e-4 probe is the first one to land on the hidden face of the Moon. These are important steps, significant conquests for humanity, which help us to look at the future with trust.
Spring starts, and there's a regular regrowth of vegetation in the Barolo vineyards. At the beginning of April there are abundant rainfalls, which help to create a significant and valuable water storage in the ground. In the meanwhile, Japan conquers the international scene with a historical event. In fact, a Japanese emperor abdicates for the first time in two hundred years. It took Akihito, 83 years old, to reverse the course after three decades of domination. In April, he passes the torch to Naruhito, his first-born. Akihito was a very popular emperor among his subjects. This was due to his ability to instill trust and to reach out to the population during the most tragic moments of their recent history, such as the tsunami in 2011.
The most dramatic and iconic image of the year is the roof of the Notre Dame cathedral, devoured by flames. The first ones to realize that something is wrong are some passers-by. In the late Paris afternoon of April 15th, they see a dense white cloud rising from the roof of the cathedral. The first tongues of fire remove all doubt: Notre Dame is on fire. The violent fire causes the spire to collapse, with the subsequent breaking of a

crossed vault, and tears apart two thirds of the roof. The wound inflicted on one of the symbols of Christianity, a Gothic masterpiece and a heritage of humanity, elicits a wave of emotion and prayer which permeates the whole world. Initially, there were fears it had been an attack, but the investigators immediately clear the field from any illations, by linking the outbreak of the fire with the ongoing renovation work on the top of the building. An unprecedented race for solidarity starts to fund the rebuilding of the cathedral: the trustful aim is to reopen it within five years.

2019 can also be defined as the year of "climate awareness"; it's the year in which climate change comes out of its specialized and niche circles and becomes a publicly debated topic, to the point that it acts as a lever for civic activism and social commitment and turns into a relevant matter in the global political agenda. During 2019, as many as 1288 public institutions declare a "climate emergency". To a large extent, those were symbolic decisions, but in a few cases they were the starting points for a real action. In May 2019, the United Kingdom becomes the first national government to declare a climate emergency, immediately followed by Scotland and Wales. New York is the biggest city in the world to do so, and also approves a few interventions to reduce greenhouse gas emissions. After all, during the year the public opinion spotlight focuses on many environmental emergencies, first of all the emergency in the Amazon rainforest, where the process of wild deforestation causes repeated fires, with uncountable damages not only to the Brazilian ecosystem, but the whole world's. In fact, we're mostly talking about arsons, started to expand the livestock housing areas and divert watercourses. Fires are reported also in Africa and, above all, in Australia, where koalas pay the highest prices of the hell of fire, with over 60.000 specimens hit by the flames and only 35.000 survivors.

Meanwhile, in the Langhe, the unstable weather with rather low average temperatures continues until the beginning of summer, confirming a delay of about two weeks in comparison with the vegetation trend in the last few years. In these weeks, there is great joy in the British royal family for the birth of Archie, the first-born of the dukes of Sussex, Harry and Meghan. From the United Kingdom to Ukraine, where Volodymyr Zelens'kyj, an actor who became famous in his country thanks to a TV series which narrates the unexpected rise in politics of a teacher who becomes President of the Republic, takes oath as the sixth President of Ukraine, this time for real. When reality goes beyond fiction...

On our hills, the high temperatures in July, along with the water availability in the soil, create the ideal conditions for a fast vegetation development. The warmest period of the season is between the last week of June and the first week of July, followed by days when milder temperatures alternate with rainy events. Meanwhile, in order to raise public awareness about the drama of climate change, the Swedish environmentalist heroine, Greta Thunberg, decides to cross the Atlantic in a sailing boat to reach the United States. The date of departure is not random, since those days mark the first anniversary of her lonely protest in front of the Swedish Parliament building, to open the world's eyes to the effects of global warming. That sit-in had consecrated her as the voice of planet defenders. The young activist promotes also the Fridays for future, known as "school strikes for climate", giving birth to an international environmental protest movement that brings together hundreds of thousands of young people in the city squares all over the world. Also because of this, Greta will becomes the 2019 "Person of the Year" for the American magazine Time.

Also at Fontanafredda, the topics of environment, protection of ecosystem and safeguard of biodiversity have gained an increasingly relevant, central weight. We are indissolubly tied to the land and we must look at it with care and respect. Therefore, the 2019 harvest, that we're about to start, is the second with the organic certification.

September comes, and we start to harvest the white grape vines and the black grapes which are used to create the freshest red wines. The magic and euphoria of the moment are stopped abruptly on September 5th, when 80% of our vineyards are hit by a violent

hailstorm. A whole year's work and effort are swept away in a few minutes. The yearly Fontanafredda's Grape Harvest Festival, which should have taken place the next day, is cancelled. There is very little to celebrate. We roll up our sleeves and we throw ourselves headlong to restore the damaged vineyards and mitigate future damages, without ever losing our serenity and, above all, our trust. There's a community behind, the Fontanafredda community, which believes in it and is aware of the importance of teamwork and trust in other people. It's a year in which it is necessary to rely, even more, on our network of 300 winemakers who, for generations, have been providing us with their grapes. Luckily, such grapes have been spared by these days of hailstorm, and they will allow us to produce an excellent Barolo.

The harvest of Nebbiolo da Barolo starts a few weeks later, from October 10th to October 14th, and, despite what has just happened, there's a great deal of satisfaction because we collect a lower quantity, but the grapes are of great quality, have an excellent sugar content and an excellent polyphenolic framework, suitable to produce structured wines with a very high ageing potential. Meanwhile, two American women, Christina Koch and Jessica Meir, who are respectively 40 and 42 years old, go down in history as the first team of women astronauts to complete a spacewalk, whose duration of 7 hours and 17 minutes allows them to beat the record.

Meanwhile, the winemaking operations have started in the cellar. As the fermentations of our grapes are almost the completed, the celebrations start in Berlin for the thirty year anniversary of the fall of the Wall, taken down by the bravery and trust of thousands of men and women who were looking for freedom. Good news comes from space, where the NASA's InSight lander daringly touches down on Mars, with the task of exploring the Red Planet. A perfectly successful landing, and there's a great deal of satisfaction at the NASA.

We are proud, too, and we exult: our Barolo 2019, which is being born in the cellar, is destined to be successful. Now it's time for it to rest, and for us to wait. A three year ageing in our cellars from the XIX century, to obtain something unique and extraordinary. Here, our task is to take care of wine, according to the rules of our tradition and by trying to let it best express its character and personality. After 30 months in oak barrels and 6 months in cement barrels, wine is ready to be bottled. And here comes the Barolo Serralunga Renaissance 2019: the second chapter is dedicated to "renaissance", which, for this year, will have trust as its core value. Trust in ourselves. Trust in humanity. Trust in a better world.

We are this wine, a wine which represents Serralunga d'Alba and the love for our land, the Langhe. A Barolo with a bright, ruby red color, with bright garnet reflections, which has an intriguing bouquet to the nose and recalls withered rose and underwood. The intense fragrance leaves room for spicier, more complex and more elegant hints. In the mouth it's silky, but at the same time, tense, rotund and vibrant. We can easily perceive an aroma of small red fruit, as well as a hint of mint. The tannin is young and energetic, and it expresses all its ageing potential, which is typical of a great Barolo.