The Project

Reflections with a clear head: Barolo Serralunga "Renaissance"
10 noble words for a new humanity

In 2022, 30 years after its birth, Barolo Serralunga d'Alba Fontanafredda changed and became new. Today it's a tool for a new renaissance, the **Green Renaissance**. Through our most iconic wine, we want to reawaken the critical spirit of those who drink it, by analysing in 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 contemporary Italian writers will interpret that specifi c value and give life to a monograph, an analysis and a reflection on the importance of that feeling, which will then be portrayed thanks to the skills of well-known illustrators.
We started with the word hope, we continued with trust and and courage, today we focus on optimism.

And that's how *Barolo del Comune di Serralunga d'Alba Renaissance 2021 was born. The Barolo of Optimism.*

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BAROLO OF "OPTIMISM"

BAROLO **DOCG**

DEL COMUNE DI

SERRALUNGA D'ALBA

RENAISSANCE 2021

"We are all "Libero": our future smiles at us, it's up to us not to let it stop. All of us can go towards what we think we deserve. It's enough to decide how we want to narrate and imagine, and choose to be on the side of optimism."

Chiara Gamberale

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

14.5%

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 about 30 months in oak barrels and 6/8 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 deep and bright garnet red color, with light purple tones and fresh notes that are reminiscent of citrus and, then, leave room for an aroma of small red fruits such as currant, wrapped in pleasant sweet perceptions. The entrance into the mouth is juicy, with a great acid and tannic balance and a savoury finish which confers a deep flavour. A Barolo that is characterized by an excellent structure, a great harmony and an optimal freshness.

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: exploring the possibilities of international cuisine, they offer an interesting combination of flavors with the 2021 vintage: Beef Wellington, a classic of the Anglo-Saxon tradition, and Peking Duck, a traditional dish of Chinese cuisine. If you like, it can also accompany the conversation at the end of the meal or a "special" toast!

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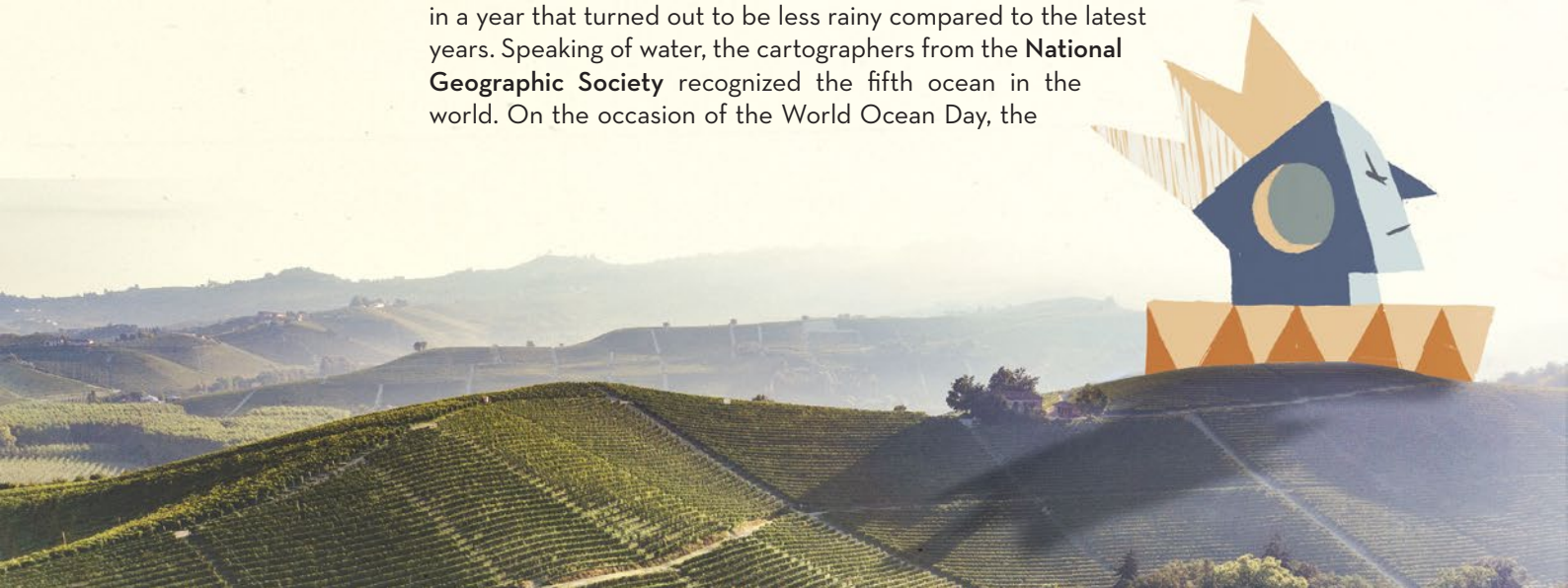
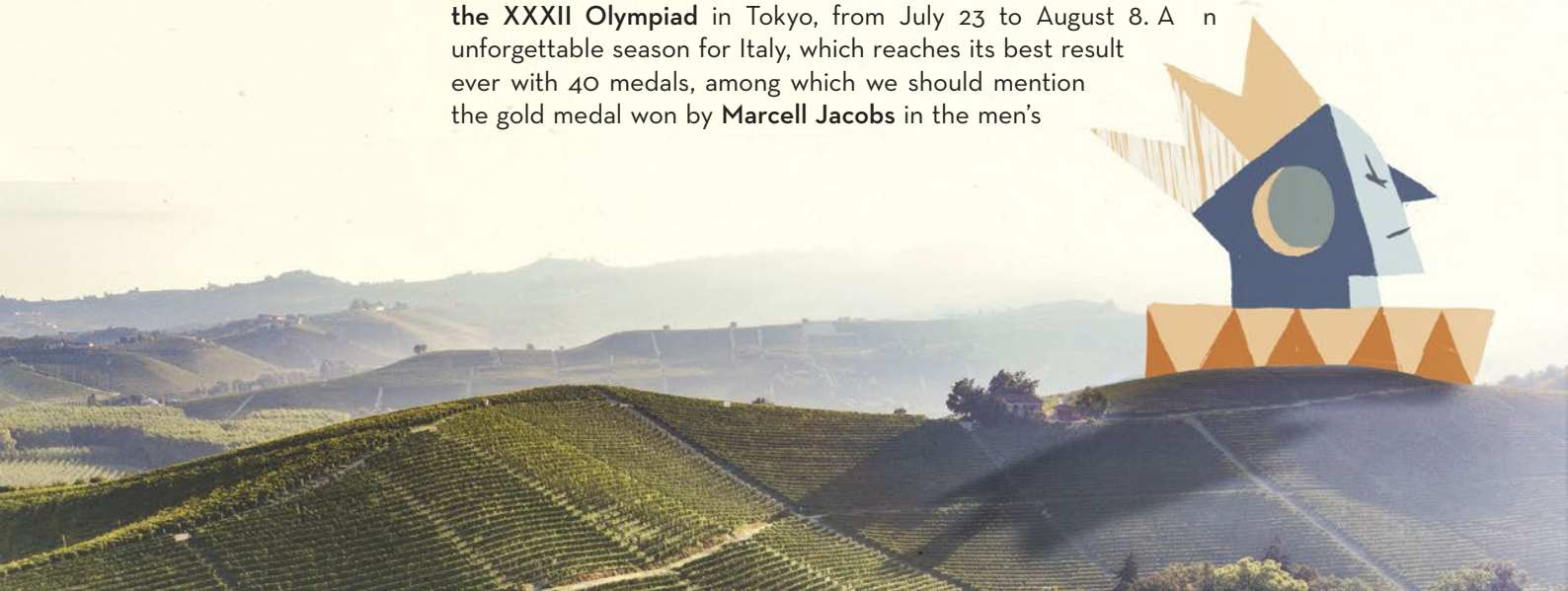
33RD Barolo DEL COMUNE DI SERRALUNGA D'ALBA ANNIVERSARY

2021, the Barolo of Optimism "A Gold-Medal Barolo"

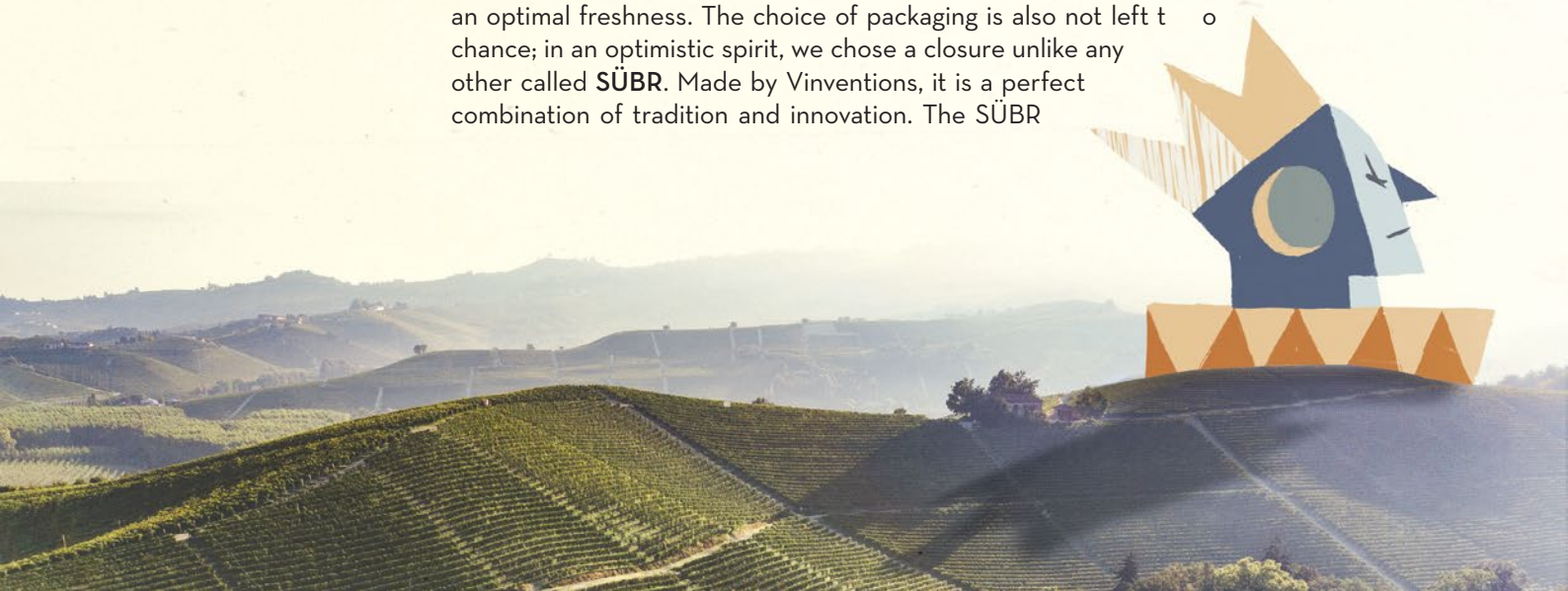
...*Now what?* A legitimate question, that accompanied us to the end of 2020 and during the first months of 2021. We ended 2020 with a sincere wish, "*To see the stars again*", a wish that smells like rebirth. We are looking forward to turning the page; with hope, trust and courage we reached the year of optimism. We feel like going out, travelling, meeting, hugging each other. 12 months to be lived and enjoyed, day after day. And we will do that with a smile on our face. A new year zero. Who knows how many promises we made, how many goals we set, how many of them we actually reached. Never mind, there's a lot of well-deserved euphoria. We have one goal, among the rows of Serralunga d'Alba and the striped buildings of Fontanafredda's Storytelling Village: give life to a great wine that in 2025, when we will present it, will remind us of the fact that "the sun exists for everyone", because we must always look at the bright side of everything. Several events took place in 2021, which started with one of the biggest **global vaccination campaigns** against COVID-19. Vaccines such as Pfizer-BioNTech, Moderna, AstraZeneca and Johnson & Johnson were distributed to millions of people throughout the world. Several efforts were made; even though the pandemic continued to have an impact on the economy and people's daily lives, there's optimism in a perspective of rebirth. Instead, the advances in the aerospace industry are running fast. 2021 is the year of space travel, with **SpaceX**, **Virgin Galactic** and **Blue Origin**: it's the first proof of the big advances made by private citizens, such as Elon Musk, Richard Branson and Jeff Bezos, in this field, with opportunities that go beyond space tourism. We look with optimism also to the biomedical industry: a human brain will be able to connect to a computer in wireless mode. This is a potential turning point for the people with a spinal cord injury, thanks to a few scientists from **Brown University** who fully connected a human brain to a computer through a device. It's the year of the Nigerian **Ngozi Okonjo-Iweala**, the first woman to hold the post of Director-General of the World Trade Organization (WTO). Speaking of trade, these 12 months saw a major global crisis in the field of production, transport and supply of goods, caused in turn by a series of events: the pandemic, which threw into turmoil the global commercial routes; a crisis of raw materials, an energetic crisis and a shortage of labour. The return of one of the most beloved TV shows, **Friends: The Reunion**, followed by **And Just Like That**, where Carrie, Miranda and Charlotte start the new era of **Sex and the City**, contributes towards making the atmosphere more light-hearted and cheerful. Here in the Langa, the year started with a mild yet rainy and snowy winter; thanks to such aspects, the water resources in the soil were replenished and this was providential in a year that turned out to be less rainy compared to the latest years. Speaking of water, the cartographers from the **National Geographic Society** recognized the fifth ocean in the world. On the occasion of the World Ocean Day, the



swift current that surrounds Antarctica is renamed **"Southern Ocean"**. Meanwhile, while our vines are resting, the atmosphere in Washington becomes heated: a few demonstrators who support the outgoing Republican president, Donald Trump, manage to **break into the Capitol** during the certification session for the elected president Joe Biden. The session is stopped, the parliamentarians and the vice-president **Mike Pence** are evacuated and the building is locked down. It's an event with great media coverage. On January 20, **Joe Biden** is sworn in as the 46th president of the United States of America and **Kamala Harris** is the first black and South-Asian American woman to become vice-president. At the end of the year, instead, **Angela Merkel** steps down as the chancellor of Germany, after 16 years. Regarded by Forbes Magazine as the "most powerful woman in the world", the German chancellor was the first woman to hold this office in Germany and the second woman to be chair of the G8 following Margaret Thatcher. Her foreign policy and positions regarding the Eurozone crisis, especially towards Greece, had a significant impact on the definition of the European policies, leaving room for the Social Democratic Party, winner of the German elections of September 26. Meanwhile, new goals are reached in the field of space, thanks to the NASA's **Perseverance** rover which, on February 18, set foot on the soil of Mars, ending a journey which started 203 days earlier and covering a distance of over 470 million kilometres. For the first time, the U.S. space agency recorded a video of the landing, which shows in great detail the highlights of a complex manoeuvre that is carried out independently by the rover. Perhaps, the situation that occurred with transport throughout the world was even more difficult: on March 23, the Suez Canal, a crucial hub for global logistics, was blocked for as many as six days by the **Ever Given**, a huge container ship. This blockage had several consequences for global economy: it is enough to think that, behind the container ship loaded with 26 million tons of cargo, there were as many as 442 ships. Instead, a few good news continue to arrive from space, this time from **Ingenuity**, the NASA helicopter weighing 1.8 kilograms and as big as a box of tissues; on April 19, it hovered 3 meters above Mars and continued to fly for 30 seconds. Its on-board camera recorded the images which helped the navigation system to maintain the drone in the correct position. The NASA helicopter completed an epochal mission: it was capable of hovering in the Martian atmosphere, whose density is only 1% the density of Earth's and is not really suitable to sustain flight. The season continues in the vineyard, and the vegetative regeneration was regular and happened at the traditional time: this allowed us to face in the best possible way the last cold spell that happened in early spring. It was the start of a long period of nice weather, which lasted for the whole summer, with temperatures in line with the average of the period and without any particular excess. The situation is different in the English monarchy, as **Prince Philip**, **Duke of Edinburgh** passes away on April 9, but it's also the year of the death of **Franco Battiato**, **Raffaella Carrà**, **Carla Fracci** and **Lina Wertmüller**, great personalities who leave an indelible imprint. Summer has come, and on July 1 the **Chinese Communist Party** celebrates 100 years since its foundation with majestic ceremonies. Important celebrations take place also in neighbouring Japan, which hosts the **Games of the XXXII Olympiad** in Tokyo, from July 23 to August 8. An unforgettable season for Italy, which reaches its best result ever with 40 medals, among which we should mention the gold medal won by **Marcell Jacobs** in the men's



100-meter final. An epochal event, which leaves a big mark in our country's sport history: a goal never achieved before. Jacobs goes down in history along with Owens and Bolt, among others. For the first time, the Summer Olympics are held in an odd year, due to the pandemic. It's also the summer of the Men's European Volleyball Championship and the UCI Road World Championships, both won by Italy. Meanwhile, a wave of joy spreads in our country, from North to South: the front pages of the Italian newspapers feature the news that Italy won the **UEFA European Championship** on July 11, at Wembley: with Mancini, Italy is European champion again, after as many as 53 years. In this atmosphere of enthusiasm, in the vineyards of Serralunga d'Alba, a few strong storms occurred in-between the fruit set and the veraison. On July 13, there's a great deal of concern when the hills of the Langa are hit by a violent hailstorm, without damaging the vineyards of Barolo and Barbaresco. Following such concern, summer continued regularly with low rainfall. While in Europe the sales of zero-emission vehicles exceeded the sales of diesel vehicles for the first time, there's some optimism in **Malawi**, thanks to the opening of the world's first **3D** printed school. The building was built by 14Trees, a joint venture between a British development company and a Swiss company specializing in construction materials. The organizers hope that this fast and cheap technology may help to face the serious lack of schools in the country. In Serralunga d'Alba, the harvest started in mid-September, but we had to wait for the end of the month for Nebbiolo, and the climax was reached in the second week of October. There's great optimism, due to the healthy grapes, with an optimal phenological maturity, facilitated by the drop in temperatures and the temperature ranges that we could observe from the second half of September on. An important polyphenolic content, an essential requirement to produce well-structured and balanced wines, which are destined to last over time. While the Expo starts in Dubai with the topic *"Connecting minds, creating the future"* and the **Cop 26**, the UN Climate Change Conference, is due to start soon, here the first grapes show excellent characteristics, such as an excellent sugar content and an important acidic framework which should preserve its freshness. The fermentation of our wine starts, and on October 28 the CEO of Facebook, **Mark Zuckerberg**, announces that his company will become a conglomeration, known as **Meta**, that will contain all the groups controlled by Facebook (the homonymous social network, Instagram, WhatsApp) and will be aimed at building a metaverse, that is a virtual 3D space in which it will be possible to interact with other people. We don't know how the metaverse looks like or what it may become, but we are certain that our land will continue to give us great satisfaction. This is why we work it respectfully: in fact, we know that we're extremely lucky to have it, because it makes us look at things with optimism. And here is our Barolo Serralunga d'Alba 2021: a wine with a deep and bright garnet red color, with light purple tones and fresh notes that are reminiscent of citrus and, then, leave room for an aroma of small red fruits such as currant, wrapped in pleasant sweet perceptions. The entrance into the mouth is juicy, with a great acid and tannic balance and a savoury finish which confers a deep flavour. A Barolo that is characterized by an excellent structure, a great harmony and an optimal freshness. The choice of packaging is also not left to chance; in an optimistic spirit, we chose a closure unlike any other called **SÜBR**. Made by Vinventions, it is a perfect combination of tradition and innovation. The SÜBR



micro-natural cap guarantees an impeccable organoleptic neutrality, preserving the best scents and qualities of wine. A choice that respects the wine and the world around us, for a more sustainable future. In conclusion we can say that, although this vintage was characterized by an important climatic alternation, with late frosts, thunderstorms, summer hailstorms but also drought, we obtained surprising results in terms of grape quality, perhaps also by virtue of the not excessive quantity of production. *"Optimism is the faith that leads to achievement. Nothing can be done without hope or confidence."* These are the words by Helen Adams Keller, the first deafblind person to get a degree, who was politically active and, with great tenacity, obtained outstanding results. This sentence recalls our Renaissance journey: it started in 2018 with the Barolo of Hope, and it continued in 2019 with the Barolo of Trust, in 2020 with the Barolo of Courage and, finally, in 2021 with the Gold-medal Barolo.