



Veneto

Location: San Donà di Piave,
Province of Venice



Northeastern Italy – particularly the Veneto region – has become a veritable myth to Italians: *il Nordest* and its *miracolo economico*. After WWII, the Venetians' industrious, pragmatic nature, their strong family

and community spirit, have brought about an “economic miracle” that took the region from rags to riches over two generations. All this, without defacing its unique, verdant landscape; on the other hand, enhancing its terroir and heritage.

One of the most precious of Venetian traditions is **Prosecco**, a wonderfully fragrant, zesty native white whose modern-day name derives from the village of Prosecco, near Trieste. (An alternative name also exists: Glera.)

As of August 1st, 2009, wines may only be labelled Prosecco if



Prosecco grapes at Canella in July

they have been produced in specific zones of northeastern Italy and if they carry the **newborn Prosecco DOC**. The historic core areas of Prosecco (Conegliano-Valdobbiadene and

Colli Asolani), formerly DOC, were upgraded to DOCGs from the same date. Prosecco grapes grown outside the DOC/G confines, on the other hand, will not be able to carry the Prosecco name, only the alternative one of Glera.

The Canellas have been Prosecco pioneers, as well as brilliant examples of Venetian creativity and entrepreneurial spirit (with a tight-knit family feel). The brand and family of **Canella** come from the heart of the Conegliano appellation, now Denominazione di Origine Controllata **e Garantita**, and have become almost synonymous with Prosecco itself. Their story commenced with **Luciano Canella** in 1947. In the beginning was the family restaurant: Luciano's father had died when his only son was 10 years old, leaving wife Giovanna and four children. Luciano and his sisters had to learn fast and work hard to help their mother with the numerous patrons of *Osteria Dalla Giovanna*, in the heart of San Donà di Piave – thriving in spite of the difficulties of wartime. One of the reasons for Giovanna's success, in fact, was precisely... Luciano. The enterprising teenager was blessed with a keen palate and a dynamic, creative disposition. First he scoured the countryside, hunting for the best wines to match Giovanna's cuisine. Then he thought of creating his own label and setting up a state-of-the-art winery. Finally, he specialized in a wine that was as joyfully effervescent as Luciano himself. As it turned out, the Canella founder had the vision and foresight to invest in what



The winery

would become Italy's best-selling *spumante*.

His winery was ideally located near the appellation's historical nucleus, Conegliano. The Canella vineyards were – and still are – at the precise **medium altitude where grape-ripening is more gradual**, the resulting fragrance more intense and the natural fruit acidity (malic acid) at its distinctive best. In recent years, Luciano and wife **Renata** have kept a low profile while their charming children – **Alessandra, Lorenzo, Nicoletta & Monica** – took the winery and its growing spectrum of brands from strength to strength.



PROSECCO DI CONEGLIANO (a.k.a. CONEGLIANO VALDOBBIADENE) DOCG (DOC if bottled before August 1st, 2009): Conegliano has been called the cultural

hub of the variety, and its historical nucleus. This dynamic city north of Treviso is also a national winemaking landmark, home to Italy's most ancient winemaking school or Scuola Enologica (founded in 1876!). The family-owned hillside vineyards around Conegliano provide all the quality characteristics that have made this particular version of Prosecco so renowned.

100% varietal, from the finest exposures, the Charmat method sparkling wine's youthful freshness, relatively low alcohol content and easy, crisp delicacy are ideal to sip and chat over with one's friends in that convivial, friendly style that is the Canellas' own.



Prosecco grapes at Canella harvest

Brilliant straw yellow with fine, persistent perlage, fruity aromas of peach, apple, pear and citrus fruit, the palate gracefully balances zingy acidity and a subtle hint of sweetness, richness and silky-smooth texture. A delectable aperitif, the classic Prosecco versatility also makes it a fine accompaniment to the entire meal, particularly fish-based first courses, cray, caviar, prawns, and sturgeon.

Notes: The Charmat process is repeated throughout the year in order to guarantee product freshness and quality consistency. The wine has been awarded numerous prizes both in Italy and abroad as one of the country's best sparkling wines. The Canellas suggest tasting it in the unique Riedel crystal glass that was especially orchestrated by the family with the famous Austrian glassmakers to enhance the wine's aromas and fragrance.



Canella fun...
The same you find in the bottle.

PROSECCO SPUMANTE BRUT DOC (from August 1st, 2009): From 100% Prosecco grapes grown at various altitudes in the hills and high

plain near Treviso, where microclimate is mild and dry. Vinified by means of the Charmat method, this is an extremely appealing spumante characterized by its lively aromas and fruit and the ideal balance of acidity and sugar, which renders it both mellow and fresh. A lengthy sojourn on the lees endows it with concentration and intensity of flavors. Dry and persistent on the palate, it is a marvelous aperitif as well as an all-around fish & fowl wine to accompany



the entire meal or for pairing with fresh cheeses.

Now comes in an exciting new package, shown above, right.



ROSÉ BRUT SPUMANTE: Fresh and mellow at the same time, a sparkling rosé from Pinot Nero grapes showing fragrance, delicacy and fruit. Combines refreshing zest and the variety's distinct character and structure, and is particularly versatile with food. Try it at 6-8° C with fish-based risotto... Also delightful as aperitif, and an ideal summer wine.