

# Friuli

Updated: September 2008



## Plözner

Location: Spilimbergo,  
Province of Pordenone



Lisio Plözner started making fine wine in the 1960s: a glorious decade, which saw Italy graduate from quantity to quality in wines. Lisio – an imaginative entrepreneur and inventor – was just the man for such pioneering years. He was the first to realize the viticultural potential of the stony, alluvial deposit along the Meduna and Tagliamento rivers, west and east of the winery.

The apparently 'hostile' terrain of Friuli's morainic Alpine foothills supplies both excellent drainage and ideal absorption of the sunlight, nurturing concentrated, fragrant varieties. The high percentage of stones (70%) curbs the vines' vegetative vigor, favoring naturally small crops of great quality and concentration. Terrain composition is reflected in the Plözner wines: fresh, immediately appealing, with a salty tang and characteristic acidity. The grapes are estate-grown and hand-picked, then painstakingly vinified in the

adjacent winery. Here, the wine is stored and matured in entirely underground vaults that ensure cool, constant temperatures and correct humidity levels.

Since its foundation in 1967, the winery has never wavered from its quality criteria and philosophy: Valeria Plözner's daughter, **Sabina Maffei** (Lisio's granddaughter), together with oenologist

**Francesco Visentin**, combine avant-garde methods and a deep regard for *terroir* and natural environment. Lisio believed in **organic farming** long before organic farming was even formulated, and the present generations have maintained it as an official Plözner prerequisite. In 2002, Sabina began to devote herself full-time to running the winery. In 2007 – the winery's 40th birthday – it was time, in Sabina's humorous words, "for a

face-lift". This was actually the culmination of ceaseless improvements and innovations: new vines, new tanks, total restoration of winery and cellars, state-of-the-art vinification areas, new communication strategy and even new products: the exciting **high-end line**, which was eventually released in 2008 and resulted from **20 years of clonal research**. At the moment, this consists of **Moscabianca** and **Malpelo**, pure white varieties that have surpassed even Plözner's expectations, displaying unique structure and aromas. In Sabina's words: "We decided to give this new generation a catchy, ironic feel. Serious wines, of course, but wines that don't take themselves too seriously." Today, vineyards cover **150 acres (61 hectares)**, out of a total 100, Guyot-trained and densely planted (approximately 2,400 vines per acre, yielding between 1½ and 2 kilos of grapes per stock).



### CHARDONNAY GRAVE DEL FRIULI DOC:

Stainless steel and partial malolactic to enhance aromas and flavors. Intense, elegant nose of citrus fruit and apples, acacia & honey evolving towards dried fruit, hazelnuts, sage leaves and sage-brush; on the palate, refreshing acidity, appealing fruit flavors confirm the bouquet; good body, softened and fine-tuned by lengthy bottle age.

**PINOT GRIGIO GRAVE DEL FRIULI DOC:** The Pinot Grigio grapes are characterized by a rather dark color: thus, vinification occurs without skin maceration, resulting in the wine's intense straw yellow hue. Elegant, fragrant bouquet, distinctively Friulian: very fresh and appealing, reminiscent of apples and exotic fruits, in time it takes on pleasant nuances of dried fruit & hay; good body, full, mellow flavors, balance and elegance.

**SAUVIGNON GRAVE DEL FRIULI DOC:** An especially demanding variety whose delicate fragrance is nurtured by means of painstaking care from vineyard to winery. Partial malolactic fermentation. Straw yellow, with subtle silvery reflections, the bouquet is aromatic and very typical, with notes of sage, bell peppers, tomato leaves that evolve towards delicate, fruity nuances of pineapple, lime and citronella. Dry, minerally, lissome and lively on the palate; great balance, good body, ideal acidity, lingering finish.

**FRIULANO GRAVE DEL FRIULI DOC (formerly TOCAI FRIULANO GRAVE DEL FRIULI DOC):** The corresponding native grape can no longer be called Tocai as of the 2007 vintage, owing to a EU regulation meant to prevent confusion with a region in Hungary. Grave's stony terrain endows it with excellent acidity and a fresh, 'green,' persistent nose. Brilliant straw yellow with emerald reflections; fragrant bouquet recalling peaches, apples, almonds & flowers; dry yet rounded palate, refreshing acidity, pleasingly bitterish nuance on the finish.

**MERLOT GRAVE DEL FRIULI DOC:** Undergoes malolactic; racked into Slavonian oak barrels in mid-winter, where it matures until May, previous to lengthy bottle aging. Intense ruby with garnet reflections, fruity bouquet, slightly herbaceous, reminiscent of raspberries in youth & evolving to cherry, red berries, violets. Full, dry, with decided varietal character and smooth tannins.

**MOSCABIANCA IGT:** The **Tocai vineyard planted by Lisio Plözner in 1967** was, in a way, the cornerstone of the estate, Lisio's legacy. This 100% varietal results from a replanting of that vineyard to a density 3 times the original (6,000 vines per hectare, versus the 2,000 in 1967). A sixth of the vines are from a unique, original clone selected from the estate's very best and oldest vines. This is orchestrated with 4 other Tocai (now called "**Friulano**") clones: one from the plains, traditional to the Grave area, elegant and aromatic; two, more powerful and full-bodied, originating in the hills, and finally, a modern new clone. All 5 were deliberately planted onto the least

fertile Plözner soils, ensuring wonderful structure, crispness and elegance. **Note:** "**moscabianca**" is Italian for *rara avis*, something rare and extraordinary.

**MALPELO IGT:** **Pinot Grigio** the way it used to be made in the 1970s, allowing it to **macerate overnight on the skins**. This endows the wine with a coppery, onion-skin hue and extraordinary character – hence the name **Malpelo, from Rosso Malpelo**, the protagonist of a famous Italian short story by Giovanni Verga with red hair (rosso) and a very unruly character. Aromas and flavors are distinctive and highly developed even in youth, and the full body and intriguing, subtle tannins make it the ideal partner for fat-rich fish and fried fare.

