



Orma

Location: *Bolgheri (Castagneto Carducci),*

Province of Livorno (Leghorn)



Some successful men are satisfied when they get to the top of one specific field. Others think outside the box, no matter how plush the box. Men like **Antonio Moretti**, whose achievements comprise cult fashion names: Modi & Moda,

Arfango, Bonora, Carshoe, ranging from a line of reasonably priced, top-quality wear, to handmade shoes crafted from ancient leather. Moretti is a Tuscan native, born in Arezzo – ‘well’ born, as they say: his father Alberto purchased the family’s first vineyards directly from the daughters of the penultimate King of Italy, in the 1950s. Thus, Antonio took his first steps among the vines, well before his Master’s in Business Economics at the University of Siena, or his diverse business ventures. It was probably then he fell in love with the fascinating art of fine wine.

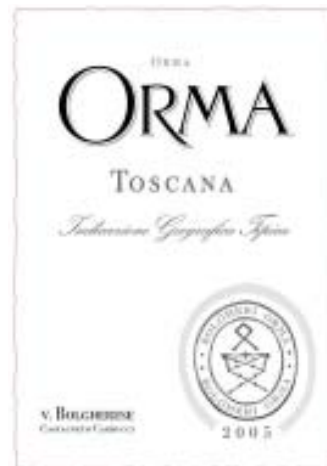
This inbred passion has now taken him on to a new, and most exciting challenge: **Bolgheri**.

To Italians, the name itself is – literally – poetry. It was an Italian poet and Nobel laureate (Giosuè Carducci) who first made the Bolgheri area famous with some of his most beautiful verse, singing the cool shades of its cypress trees, fragrant with gentle sea breezes. (To this day, the landscape has been so well preserved it is home to the *Rifugio Faunistico di Bolgheri*, a nature reserve and wilderness area of 1,235 acres, under the aegis of the WWF.)

What works for poets obviously works for wine: today, the verdant coastline is **Tuscany’s new winemaking frontier**, the home of great *bordelais* blends like Sassicaia, Ornellaia and now, **Orma**.

One wine, one estate. Both called Orma and located within the district of Castagneto Carducci, right next-door to Ornellaia, whose vineyard borders Moretti’s, north of the **Via Bolgherese**. This is an area with some of the most amazing *terroir* in all of Italy. *Orma*, ironically, means “mark” or “footprint”. Its first vintage, 2005, is indeed making its mark already: Two Glasses from Gambero Rosso/Slow Food, 91 points from Wine Spectator, not to mention similar accolades from the Italian press. Orma vineyards cover **5.5 hectares, i.e. 13.6 acres**, between the hills and the sea: Bolgheri’s finest location and a portion of the coast anciently belonging to the Etruscans and their timeless winemaking traditions. The vineyards are southwesterly exposed on sandy, clayey and gravelly soil. Vines are 6 years old on average and their density is 7,000 per hectare (2,833 per acre), yielding a tiny crop of maximum 4 tons per ha. (1.6 per acre).

The Wine



BOLGHERI
“ORMA” IGT:
40% Cabernet Franc,
20% Cabernet
Sauvignon and 40%
Merlot, the wine is
styled by Carlo
Ferrini with Elisa
Renzetti and Gioia
Cresti.
It is aged 14 months
in French barriques,
60% of which new,
40% second year.

The result is a sumptuous, elegant blend fully expressing the land it hails from. Deep, intense ruby in color, the bouquet recalls ripe red fruit and blackberries with notes of Mediterranean vegetation and eucalyptus and a subtle nuance of baked bell peppers from the component varieties. Structured, velvet-textured and complex on the palate, its rich, layered flavors and roundness are sustained by a vibrant, vivid freshness and sweet, well balanced, perfectly integrated tannins. A very consistent, very long finish evokes the lingering aromas of the bouquet. A wine that speaks of Bolgheri terroir, Moretti style, Italian taste.