

DEI

Vino Nobile di Montepulciano - a wine whose lordly reputation is documented by no less than 16th century Papal court cellarmasters - was, as its name implies, a wine reserved for the pleasure of the nobility; and as a gift from the ruling families of Montepulciano, was much appreciated by aristocracy throughout Italy. An aesthetic memento to the wine's history is the wealth of magnificent cellars to be seen in Montepulciano, many dating back to the 14th century.

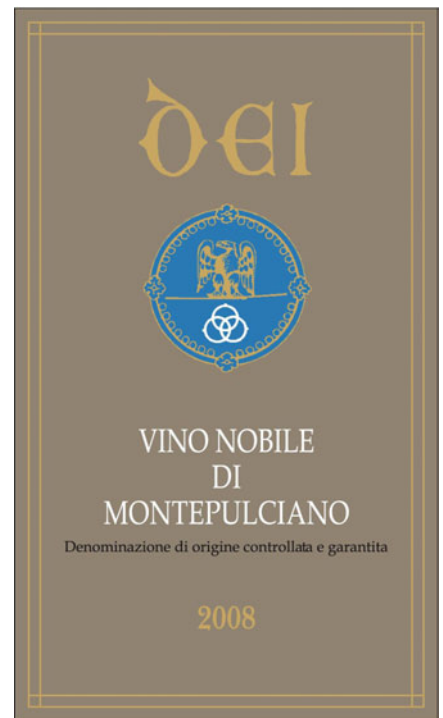
Montepulciano's economy, however, was severely crippled by the phylloxera and oidium plague that ravaged Europe at the end of 1800. When government subsidies came, it was the better known Chianti who received the lion's share. And again, when Montepulciano's township requested a formal DOC in the 1960s it was granted (since 1980 Vino Nobile is a DOCG) - but virtually, and most grossly, patterned after that of the Chianti Classico (varietals, percentages and all!). The Italian agricultural crisis that saddled the late 1960s was a further blow. But this superb wine, whose identity had been legally betrayed, still survived; and in less than a decade its formidable qualities have gained it growing international attention and acclaim.

Its characteristics are unique in the Tuscan wine panorama in that it is the only fine wine outstanding when young, yet gifted with an excellent capacity for aging. For its immediate up-front fruit and velvety roundness one might call Vino Nobile the Pomerol of Tuscany, and the analogy wouldn't be far off the mark. So true is this that in 1989 a new DOC has made it possible to bottle the wine of Montepulciano one year after the harvest under the denomination of Rosso di Montepulciano.

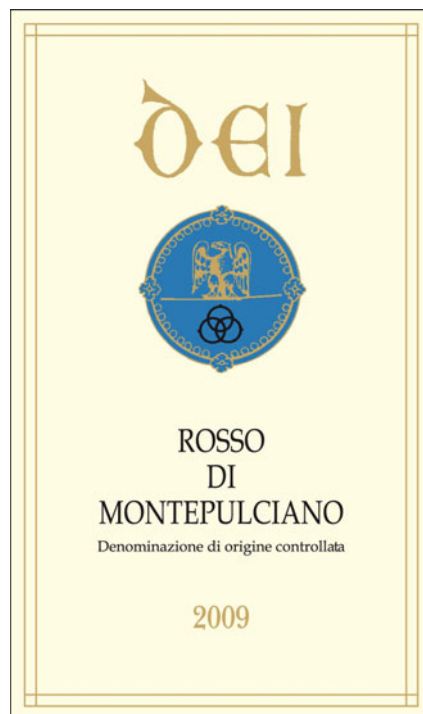
The Dei estate boasts two outstanding crus in the heart of

the Montepulciano appellation. Impeccable in both vineyards and cellars (the latter now totally renovated), Dei produces a Vino Nobile di Montepulciano of truly superior breeding. Powerful and austere, its rich, elegant warmth betrays a firm underlying structure. The Estate's first bottling coincided with the great 1985 vintage, and the outstanding results of Dei's standards of excellence moved yet higher when Niccolò d'Afflitto became winemaker in 1993. Bottled after two years of oak aging, Dei's vino Nobile di Montepulciano will reward the connoisseur for a good ten years to come.

The estate also offers a Rosso di Montepulciano, a Vino Nobile Riserva, and two IGT/proprietary wines: a white (a blend of Trebbiano and Malvasia) and Sancta Catharina (a blend of Sangiovese, Cabernet Sauvignon, Syrah and Petit Verdot). ♦

**Vino Nobile di Montepulciano**

Zone: *Montepulciano*
 Cru: *Bossona, Martiena*
 Varietal: *90% Sangiovese, 10% Canaiolo*
 Vineyard Ext.: *42 hectares*
 Average Prod.: *90,000 bottles*

**Rosso di Montepulciano**

Zone: *Montepulciano*
 Cru: *Bossona, Martiena*
 Varietal: *90% Sangiovese, 5% Canaiolo, 5% Merlot*
 Average Prod.: *90,000 bottles*