

BAGLIO BAIATA

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**ALAGNA**



# THE TERRITORY

- The Marsala area is suited for wine production for its climate, the quality of the land and its history.
- Total wine production: 1M HL about (2-3% of the Italian domestic production)
- The most typical wine is Marsala. A fortified wine whose origin dates back to the 18th century, although the tradition of grape growing and wine production dates back to the Roman era
- To promote and protect the uniqueness of the products of this territory, European Union created indication DOC to identify the original Marsala wines
- The area is also famous for several PDO and PGI white and red table wines such as Grillo and Nero d'avola



# ALAGNA WINES

- The company is more than 70 years old
- Today, Alagna family still runs the winery
- Alagna wines owns about 80 hectares of vineyards located in the Marsala area, has a capacity of 60.000HL, has 20 employees and is engaged in the entire production and marketing of its products.
- About 100.000 bottles sold per year. About 90% of them are sold in Italy.
- Focused in good quality wines (at least 2 international award won per year)
- The Increasing presence in the wine tourism business. More than 50 wine tastings with more than 40 people per visit in 2017.



# THE PROFESSOR ERCOLE ALAGNA

- The entire production is managed by the wine expert professor Ercole Alagna.
  - Professor of "technology of sweet wines" at the universities of Udine and Palermo
  - More than 40 years of experience in the wine sector
  - Author of several articles in wine newspapers
- His knowledge made it possible to create wines using high quality ingredients and unique production processes that create a blend of tradition and entrepreneurial spirit



# THE COMPANY APPROACH

- Today the company is more than 70 years old and it distinguishes itself for the quality of its products while maintaining an affordable costs
- The winery has a strong link with its area and decided to specialize in the production of Sicilian wines and grapes
  - a) Super Sicilian Lanni' (DOC wine)
  - b) Kosho sushi wine (IGP wine)
  - c) Sicilian table wines (the IGP/DOC wines )
  - d) The Marsala for Cooking or Meditation (DOC wines)
  - e) The dessert and flavored wines
  - f) Holy catholic celebration wines
- Alagna vini works with several tour operators organizing wine tastings where all wines (14 references) are tasted



**GAMBERO ROSSO®**



# Super Sicilian Lanni'

- SUPER SICILIAN LANNI' (DOC sicilia) is a smooth blend of Nero d'avola, Syrah and Merlot, aged in oak casks used to store fortified wines, in order to obtain tobacco and cherry fragrances. Grapes are picked up lately in the season to create a dark color and smooth taste. The wine has 10gr of residual sugar and 14% in alcohol. It was not filtered to have even more flavors
- The Lanni' name is Short, easy to remember and pronounce. It is the contraction of our surname (A-LA-NI-A). It's a blend and a name that we only make and therefore it is not comparable in the market.



# KOSHO

- IT IS THE FIRST WINE FOR SUSHI IN ITALY
- **CONCEPT:** Kosho fully embraces the growing fusion gastronomic culture by linking the ancient Sicilian winemaking tradition with ancestral Japanese cuisine. The delicate and fruity tones of this wine made with a blend of Sicilian grapes, perfectly matches with the umami flavors of the main Japanese dishes. The name comes from KOSHU, a typical grape of Japan. But KOSHO is easier to remember
- **LABEL:** The cart/wagon was chosen as a symbol because it is common in both cultures (Sicilian decorated cart and Asian rickshaw)
- It has 12% in alcohol and it's made with a blend of inzolia, damaschino and catarratto, grown in our vineyards in Sicily



# SICILIAN IGP AND DOC TABLE WINES

- Alagna vini cultivates several varieties that are characterized by European indication IGP (Protected Geographical Indication) and DOC/PDO (Protected denomination of origin)
- It has Monovarietal wines such Grillo and Nero d'avola that are not aged
- Other tables wines can be provided on request





# THE MARSALAs- HISTORY

- It is produced only in the homonymous municipality and the surrounding areas.
- It is a blend of local grapes: Grillo, Catarratto, Damaschino and Inzolia
- Marsala was the first Italian wine to have a delimited production area in 1931
- It is strongly linked to the history of local area:
  - It was invented by a British businessman in the 18th century
  - Was the favorite wine of the national hero Garibaldi to whom was dedicated the Sweet Marsala Garibaldi



# THE MARSALAs -Production

- Marsala is aged in 10.000L barrels where a slow oxidation process is created. This process created the amber color typical of marsalas.
- Marsala is aged with the “Perpetum system” where some wine of the previous year is left when the barrel is emptied. This system preserves the quality of the wine across the vintages.
- Marsala is a fortified wine aged at least one year in durmast barrels. Cooked grape must can be added in the Marsalas to make it sweeter. Alcohol is added before the aging process.
- **Alagna vini makes both Cooking marsalas or meditation ones**



# THE DESSERT AND FLAVORED WINES

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- The company has a long experience in the production of dessert and flavored dessert fortified wines. Products that are characterized for 2 factors:
  - Highly aromatic taste and fragrance. Similarly to perfumes, the alcohol content amplifies the fragrances of the wines as it evaporated
  - Long shelf life (even once opened)
- For those wines the company uses two alternative approaches:
  - It preserves as much as possible the taste of the grapes. In this case, the must almost does not fermentate and alcohol is added at the beginning of production process (E.g. Zibibbo and Moscato)
  - It works with natural aromas (Vermouths, Almond wine, Flavored Marsalas...)



# HOLY CATHOLIC CELEBRATION WINES

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- The winery is authorized to produce holy catholic celebration wines by the bishop's curia of Mazara del Vallo
- Those wines are fortified sweet wines
- The company can provide them with white or red wine



# WINE TOURISM SERVICES (1/2)

- Alagna vini works with several tour operators organizing wine tastings where all wines (14 references) are tasted.
- The winery organizes those tastings for groups of at least 20 people
- Average duration of the tasting: 45min
- The tour can be done in Italian, English, German and Spanish (other languages on request)
- The winery is easy to reach and has a parking area
- For big groups the winery can operate during the weekends
- 3 services with different costs can be offered (Detailed menus are available on request):
  - Wine tasting
  - Wine + local food tasting
  - Light lunch



# WINE TOURISM SERVICES (1/2)

- Alagna vini can organize events inside the wine aging area
- Participants can enjoy the wine tasting surrounded by historical barrels of at least 10.000L used for Marsala aging



# CONTACTS

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## **GIUSEPPE ALAGNA FU ANTONIO SRL**

Via Salemi/C.da Amabilina n.752 - 91025 - MARSALA (TP) - ITALY

Tel: (0039) 0923/981022 – fax: 0923/981302

e.mail: [info@alagnavini.com](mailto:info@alagnavini.com)

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