



MOLETTO® news

March 2006

MOLETTO AZIENDA AGRICOLA - VIA MOLETTO 19 - 31045 MOTTA DI LIVENZA (TV) - ITALY
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IL REFOSCO DAL PEDUNCOLO ROSSO

A GREAT WINE FROM THE ANCIENT FRIULI TRADITION.

One of the oldest wines from the Friuli region, mention of Refosco dal Peduncolo Rosso in historic documents appears as early as 1390. Refosco Moletto is produced in the winery's vineyards in Belfiore di Pramaggiore in the heart of the "Lison-Pramaggiore" controlled designation of origin (DOC) area. The soil is of alluvial-sedimentary origin that tends to be clayey with calcareous concretions and layers of carbonate aggregation. It is a soil that favors the birth of this wine that is one of the most interesting and characteristic in what is known as the "Patria del Friuli"—those lands which, in the past, were under the control of the Patriarch of Aquileia. The jurisdiction of this powerful prelate extended as far as Istria in the east and, in the west, beyond the Livenza River into the Treviso region.

The origin of this variety of grape is quite ancient. The hypothesis is that its first home was in the foothills between Carso and Istria, with its cultivation gradually extending throughout Friuli between the Tagliamento and Livenza rivers, the area that today includes the Lison-Pramaggiore DOC region. In the "Annals of Friuli" it is reported that in 1390 "the Roman ambassadors offered 20 ingastariis (1-liter flasks) of Refosco wine to the General of the Dominicans". The most-cultivated variety is that known as "dal Peduncolo Rosso" for the superior quality of the wine produced from it. This vine generates large, pyramid-shaped clusters with deep-blue grapes. The grapes are vinified in stainless steel, with maceration on the skins for approximately 25 days at a temperature of 26°-30°C/ 79°-86°F. Aging in stainless steel continues for approximately 12 months until the wine is transferred into bottles. This wine has deep ruby red color with luminous violet reflections. The bouquet is vinous and warm, and has intense red berry hints. On the palate fruity taste of blackberry and raspberry stand out; full and dry, pleasingly pungent in its elegant tannicity. Serve it at the temperature of 20°C/68°F, with red meats, dressed pork products, game and strong, aged cheeses, including herb cheeses.

It is a great wine from the tradition of the Friuli countryside.

_sommario

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_ PINOT GRIGIO MOLETTO: 87 POINTS AWARDED BY WINE ENTHUSIAST

Wine Enthusiast, the prestigious American magazine and one of the most influential regarding all things concerning wine, in its February 2006 edition awarded 87 points to our Pinot Grigio Moletto 2004.

The author of the article wrote, "The immediate rush of floral intensity is like opening the door to a cooled florist's shop on a summer day. Violets, honeysuckle and daisy or dandelion are present, as is a soothing honey-like aroma. Lightweight and crisp in the mouth, but fun and pleasing", an assessment greeted with true satisfaction by winery enologist Giovanni Stival.

Another of our wines also received an excellent rating from *Wine Enthusiast*, our Pinot Grigio Stival 2004, which was awarded 85 points and indicated as a "Best Buy" by the magazine."

There's a copperish tinge to the color - writes the author -and although the nose is not intense, it does deliver clear notes of pear, pineapple, chamomile and chopped basil or mint. The lower alcohol helps it go down easily".



BIBENDA

Bibenda, the official publication of the Associazione Italiana Sommelier (Italian Association of Sommeliers) included our Moletto Franconia 2003 wine in its article entitled "La qualità intorno ai 10 euro" ("Quality for around 10 euro"). The article notes, "To drink well, you do not have to spend a fortune. Our recommendation is one with an excellent quality/price ratio given that the wine on the shelf is being sold for 'around' 10 euro." And on this shelf was our Franconia 2003 described as follows: "Franconia, which arrived in Italy from Austria and spread during the post-phyloxera period because of its marked resistance to disease, is today one of the most unique grape varieties in the north-east area of the Italian peninsula. In the heart of the 'Marca Trevigiana', the area around Treviso, in the fertile soil that in ancient times was the home of the Moletto Wood, the Franconia variety has become perfectly acclimatized. The siliceous composition of the soil is reflected in its fine-sculpted bouquet with clean, well-blended sensations that start with a vegetable-like hint that soon gives way to a bouquet of cassia, burnt wood and mentholated flashes. The flavor is tangible and straightforward, in which the paired attributes of freshness/smoothness are fully integrated to create an after-taste that lasts. Vinified completely in stainless steel, it is perfect with sweet pepper risotto." The Franconia 2003 was awarded **84 points**.

COVERAGE IN BIBENDA

6 APRIL 2006 -
OPENING OF THE
40th VINITALY TRADE FAIR



Vinitaly, the trade fair that has become the point of reference for the wine industry on an international level, this year celebrates its 40th anniversary.

On September 22 and 23, 1967 at the Palazzo Gran Guardia in Verona, the "Giornate del Vino Italiano" were held - marking the official birth date of Vinitaly. **Today** there is no doubt that Vinitaly has reached maturity with over **4200** companies from 25 countries attending both directly and indirectly, thanks to constant efforts to improve fair facilities and infrastructure, hospitality and communication through B-to-B activities that foster contact between companies and sector operators in Italy and from abroad. A maturity that also signifies a trend towards internationalization. Vinitaly is also *Vinitaly on tour* where it is present in Russia, the United States, China, India and Japan to promote products "made in Italy" and thus create business opportunities for small- and medium-sized companies in the most dynamic and interesting markets around the world.

Today Vinitaly is not just wine. It has become an event that also involves distilled spirits, oil with Sol (International Salon of virgin and extra virgin olive oil) and the technological innovations connected to wine and oil production (Enolitech).

Vinitaly is also the Concorso Enologico Internazionale (International Wine Competition) now in its 14th year, the 11th International Packaging Competition, Communicator of the Year, The Young Communicator of the Year and Concorso Migliore Carta dei Vini (Best Wine List Competition) for Italian restaurants abroad.

This year a full calendar of events will be accompanying the fair: numerous meetings and organized tastings at the fairgrounds, as well as "Vinitaly for you" that will be held in the historic Palazzo Gran Guardia in the heart of Verona, transforming it into an exclusive wine bar open to the public and wine enthusiasts.

For us, this year represents our 24th Vinitaly. Twenty-four years of interesting and profitable business opportunities. Thank you Vinitaly!

_ MOLETTO WINES NOW IN CHINA

_An initial delivery of prestigious Moletto red wines- Franconia, Malbech, Merlot, Raboso, Cabernet and Cabernet Sauvignon - have arrived in Hong Kong. There, the Hong Kong distributor has prepared an elegant showroom with dark wood shelving and soft lighting which communicates the refined elegance of the "Made in Italy" style and is in line with the tastes of Chinese consumers oriented towards red wines.

This, first of all, because for the Chinese, red is the color of good luck and, secondly, because red wines are rich in tannin and the Chinese are used to drinking green tea which is replete with tannin.



China is an immense nation with an infinite market still to be explored. But not without risk. The estimated demand for Italian wine is approximately 100,000 bottles a year in the land of the Great Wall. Wine is still just 1% of the total consumption of alcoholic beverages, overwhelmed by the crushing presence of beer (78%) and Chinese alcoholic beverages (17%). The rate of growth in wine imports is around 30% per year, with an increase of 50% through the Beijing customs in 2003. This is also thanks to the reduction in import tariffs, although, for all wine, including that produced in China, taxes are very high. In 2003, Italy was the 6th largest exporter of wines imported into China. According to Lau Chi Sun, editor of *Wine Now*, in order to reach a market that in 2004 imported 500,000 cases of wine (of which 80,000 from Italy) for a total of 4.5 million liters, an educational process needs to be created around wine, bearing in mind that those involved in the process are trying to reach a people whose traditions and customs are very different from those in the West and go back thousands of years. Advertising strategies different from those used in the West must be adopted to promote household consumption and long-term investment is required.

_ THE US COAST-TO-COAST

_Presentations, wine-tastings, meetings with distributors - the program of the trip made in the United States in February by Mauro Stival, marketing manager of the winery was truly intense. Explored for the first time were new markets in Albuquerque, New Mexico and San Francisco, California. Very interesting the wine-tastings held with distributors, especially comparative tastings in which the unique characteristics of the areas of origin of each wine were highlighted.

In California, **our Prosecco** wine was launched on the market and initial reaction shows that it will offer stiff competition to local California whites, especially because the American consumer is discovering this product's special characteristics. Mauro Stival's trip ended with visits to New Jersey and Pennsylvania.

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_NEW BOTTLE FOR OUR

SPARKLING Raboso

_Restyling of the packaging of Moletto wines continues and the new "look" chosen by the winery for its Raboso Frizzante sparkling wine is modern and dynamic, yet elegant. A dark bottle has been chosen with crown seal and on the label the "R" of Raboso occupies a position of honor, underscored by a red line that identifies the wine. This is the same design element used to identify our Prosecco (yellow line) and Rosato (pink line) wines, making them immediately **recognizable**. Their clean, sophisticated shape guarantees that these bottles will lend an elegant touch to even the most important meals.



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_NEW CATALOG READY

_Many will remember the old Moletto catalog with its unmistakable yellow cover. Well, the same color enhanced with rich gold has been kept for the new catalog that has been rendered more streamlined and technical. Following an introduction which recounts the history and daily operations at the Moletto Winery, there are extensive technical spec sheets dedicated to the wines. The catalog has been prepared in **three languages**, Italian, English and German, and is designed for commercial agents in the sector.

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MOLETTO MONOVITIGNO GRAPPE GET A FACELIFT

The result of fine artisan production from selected pomaces, Moletto Monovitigno grappas are fine distilled spirits with their own unique taste and aroma. High-end products that are elegant with refined balance, their packaging has been re-designed to reflect the quality of the product within it: white box with gold lettering. The product line has also been expanded. Now alongside our *Tocai 235*, *Pinot Bianco 193*, *Merlot 146*, *Cabernet 336* and *Verduzzo 256* grappas, we offer four other grappas produced from pomaces of Piedmont grapes: *Grappa di Arneis 014*, *Grappa di Barbera 019*, *Grappa di Moscato 153* and *Grappa di Nebbiolo da Barolo 160*. The number included with the name of the grappa indicates the clone of the grape variety. On the market from April 1st, 2006.



GRAPPA DI PINOT BIANCO
Bright and luminous, its full varietal delicacy and grace is expressed in its generous balance, revealing a complex and intense bouquet of sweet, ripe summer fruit that also emerges on the tongue in subtle floral hints.



GRAPPA DI TOCAI
Golden yellow in color, it has a delicate, yet straightforward bouquet with a hint of fruity and floral accents: almond, dried fruits and nuts, hay and camomile. To the taste it has decided body with distinct varietal characteristics. Harmonious and balanced with a refined aftertaste.



GRAPPA DI CABERNET
Delicately amber hued, it offers full harmoniousness from bouquet to aftertaste. The hints of dried fruit and spices predominate with intense aromas of almond and pepper. A grappa that is refined, complex, round and lingering.



GRAPPA DI MERLOT
The long maceration of the pomace is clearly evident in this grappa's strong, decisive character - dry to the taste, for those palates looking for a clean, harmonious and slightly tannic taste. Crystal clear.



GRAPPA DI MOSCATO
Its fragrant, intense scents give a clear indication of its varietal origins. To the taste it offers a balanced aroma with a pleasingly generous sense of flowers and fruit. Crystal clear in color.



GRAPPA DI VERDUZZO
Luminously light amber in color, its bouquet offers an immediate sensation of dried fruit stamped with a clear aroma of chestnut honey. Its round, enveloping taste is abundantly plush with the slightest tannic hint. Completing and enriching the taste is a pleasant savoriness.



GRAPPA DI ARNEIS
Rich, full scents introduce the complete taste experience of this clear grappa that has a round and delicately dry flavor with fruity and floral overtones.



GRAPPA DI BARBERA
The warm scents of red fruit and spices emerge in the taste of this intense, full-bodied grappa that is crystal clear in color and lingering and harmonious on the palate.



GRAPPA DI NEBBIOLO DA BAROLO
Light straw color, it has a characteristically rich nose. With a harmonious and well-structured taste, it offers rich floral, fruity and spicy hints, with a delicately tannic sensation.

Anna's Recipes

Two recipes - a spicy first course and mineral-taste main dish - that can be paired perfectly with our Refosco dal peduncolo rosso wine.

MEZZE PENNE AL CURRY

Serves 4: 300 g of "mezze penne" shape pasta, one can (250 g) of diced tomatoes, 200 g chicken breast, Moletto extra virgin olive oil, curry powder, 40 g parmesan cheese, sugar, white wine, 2 tbs reduced heavy cream (or crème fraîche), salt, pepper.

To prepare: In a non-stick pan, sauté the whole chicken breast, seasoned with salt and pepper, in white wine. When cooked, dice. Cook the tomato for 30 minutes on high heat with salt and 2 tsp of sugar. When cooked, add ½ tsp of curry powder, the diced chicken and extra virgin olive oil.

Boil the pasta in salted water and when cooked, add to the pan with the sauce, adding the 2 tbs of cream and parmesan cheese. Toss and serve.

Recommended wine: REFOSCO dal PEDUNCOLO ROSSO IGT Veneto Orientale - MOLETTO

FISH BAKED IN FOIL WITH SPINACH GARNISH

Serves 4: 2 gilthead bream or sea bass, 8 bunches of spinach, salt, Moletto extra virgin olive oil.

To prepare: First prepare the spinach, leaving the bunches whole while washing them thoroughly. Bring water to boil in a pan, add the spinach bunches, bring the water back to a boil and, after 30 seconds, remove the spinach and place in ice water to preserve its bright green color. Clean the fish, removing only the interior without removing the external scales. Salt the outside and wrap in aluminum foil, sealing the ends. Place in an ovenproof dish and bake at 200°C for 15 minutes. Remove from the oven and let sit for 2 minutes. Bone the fish and place the filets on warmed plates, accompanied by the spinach dressed with salt and Moletto extra virgin olive oil.

Recommended wine: REFOSCO dal PEDUNCOLO ROSSO IGT Veneto Orientale - MOLETTO

The recipes from Anna's Kitchen can be found at our web site: www.moletto.com

MOLETTO notebook

We will be attending
FOODEX JAPAN 2006
14-17 March 2006

MAKUHARI MESSE (Nippon Convention Center)
Hall 2-3 Corner Naturalmente Italiano Booth 2/8



We will be attending **VINITALY**
Verona 6-10 April 2006
Hall 4 Booth G5



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