



MOLETTO®

news

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MOLETTO AZIENDA AGRICOLA - VIA MOLETTO 19 - 31045 MOTTA DI LIVENZA (TV) - ITALY
www.moletto.com moletto@moletto.com



ENTHUSIASM: THE SECRET INGREDIENT IN

MOLETTO *Rosa*'s SUCCESS

Enthusiasm - the word that forms the basis of the creation of the rosé wine of the Moletto winery. Yes, "*Moletto Rosa Frizzante*", which received the "Seal of approval" at the International Wine Challenge that took place in London in early May of this year, is the product of pure enthusiasm. And not only, because the packaging of "Moletto Rosa" is part of the same line for which the winery's "Raboso Frizzante" was awarded the "*Etichetta d'oro*" at the 11th International Packaging Competition that took place in Verona as part of the events organized for this year's 40th Vinalty.

The design of the bottle and label evokes a wine that is young in spirit, perfect for today's consumer and "*Moletto Rosa Frizzante*" is the ideal incarnation of this spirit. It is the product of 100% Red Tokay grapes grown in the Moletto vineyards at Motta di Livenza, the company headquarters, in the delimited area of "Piave" DOC.

Vinification takes place after two days' maceration at controlled temperature (18°C/64°F). The fermentation in stainless steel vats, using selected yeasts at controlled temperatures, is followed by a re-fermentation, in pressurized containers, for 60 days, using the short 'Charmat method'. The result is a rosé wine with bright reflections and delicate bouquet of red berries. It is fragrant and smooth on the tongue, well-balanced, dry and fruity.

Rosé wines are currently all the rage, popular for their seductive color, while being full-bodied, yet subtle. Consumer interest in rosé wine has given new life to this sector which had been inactive for some time. Some maintain that contributing indirectly to the success of rosés has been the hegemony of red wines which have carried their cousin rosés along with them in mar-

SEAL OF APPROVAL

for MOLETTO *Rosa*

International approval for Moletto Rosa Frizzante! The 2004 vintage was awarded the "Seal of Approval" at the *International Wine Challenge 2006* held in London. Taking part in the competition were 9,080 wines from around the world.

ket popularity. Others claim that rosé wines are chosen because they have the lightness of a white wine but the flavor of a red. Even the short maceration of the skins with the must provides that sense of fruitiness lacking in white wines.

Rosé wines are popular because their flavor is more complex than whites, but yet is fresher in flavor than reds. This makes them the ideal accompaniment throughout a meal, an important characteristic to keep in mind. *Moletto Rosa Frizzante* is excellent as an aperitif and pairs well with fish, light first courses so popular in modern cuisine and traditional Italian cured meats and prosciutto, including those with more intense flavor.

The winery also produces a still "*Moletto Rosato*" wine that has a deep, lively and brilliant rosé color. It is a fine accompaniment to antipasti, pasta dishes, soups and fish risotto, and all other light dishes.

(See "Anna's Recipes" on page 4 for dishes to serve with this wine)

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_TWO "GRAN MENZIONE" DIPLOMAS AWARDED AT VINITALY

_Colmello Rosso 2000 and Merlot Doc Piave 2003 aged in barrique were awarded the "Gran Menzione" diploma in their respective categories at the international wine competition organized as part of Vinitaly, the most important wine fair on a worldwide level.

Colmello Rosso 2000 thus confirmed its position as one of Moletto winery's thoroughbreds, having won the **Silver Medal at the Brussels World Competition in 2006**.

In competition were 3,482 wines from 30 countries, all subject to the strict judging standards of the jury. Only 91 medals were awarded (fewer than 3% of the wines entered received awards) and 1,047 Gran Menzione diplomas. Once again this year the judging was highly selective, the characteristic that ensures that it is the competition with the highest level participation in the world. The jury was presided over by Giuseppe Martelli, general director of Assoenologi and president of the Union Internationale des Oenologues. Some interesting trivia: in judging the wines, over 25,000 glasses were used, 21,000 sheets were filled out with 299,540 individual evaluations.

SUNSHINE YELLOW FOR OUR NEW CATALOG

_The cover is a bright sunny yellow that recalls the warmth of the sun on ripening grapes. And it is also the unifying color of the 2006 Moletto catalog, just off the press. Its graphic layout is easy-to-use, making the catalog a useful tool for getting to know Moletto wines. Included are not only the history of the winery and its current organization, but also a description of each wine that highlights individual characteristics.



_ GOLD LABEL AWARD GOES TO THE PACKAGING OF Raboso FRIZZANTE



_A prestigious award for Moletto's **Raboso Frizzante** IGT Veneto Orientale: the **Gold Label** at the **11th International Packaging Competition** held in Verona as part of the events connected with the 40th Vinitaly exhibition. The competition was organized by the Verona trade fair body to highlight the best in wine and distilled liquor packaging through recognizing and stimulating the efforts of wine producers to continuously improve their image.

The wine and distilled liquor packaging entered in the *International Packaging Competition* was judged by a panel of international experts presided over by renowned stylist Elio Fiorucci and with jury members

Andrea Bolner (designer), Pino Khail (journalist), Heming Rowland (designer), Giuseppe Martelli (wine expert), Mario Monastero (art director), Alberto Paolo Schieppati (journalist) and Ute von Buch (art director). There were 217 entries in the 6 competition categories and, in addition to Italy, the countries represented were France, Germany, Portugal and Spain.

The packaging of the Raboso Frizzante IGT Veneto Orientale 2004 was created by Areadesign Studio Grafico of Nimis (Udine). It was awarded in category 4, "packing of sparkling wines with designation of origin and geographical indication". The prize will be awarded at the opening ceremonies of the 40th Vinitaly, to be held between April 6-10.

It is a given fact that, in the world of wine where drinking wine is a purely pleasurable experience, the appearance of the bottle also has a role in preparing the ambience of that special moment. The concept behind the packaging of Raboso Frizzante Moletto IGT Veneto Orientale was to attract the young Italian and foreign consumers to a native product (in this case, our Raboso wine), while giving it an international look. The bottle has a clean, essential line and the label is also basic and uncluttered to communicate a modern, fresh and lively sense—characteristics of three sparkling wines with floral and fruity overtones produced by the native vines of the Moletto winery: **Prosecco**, **Moletto Rosa** (from Red Tocai grapes) and **Raboso**. The "easy to identify" - thanks to the individual color schemes and lettering for each product - is combined with the "easy to open" with its convenient crown cap that almost defies tradition. And thus the art and design used to present a wine enhance its leading role as international trend-setter and status symbol in the art of good living.

_IN ROME, FEATURED GUESTS AT THE HOTEL PARCO DEI PRINCIPI

From the left: Mrs. Chiara Stival, Mr. Paolo Lauciani and Giovanni Stival.

_Demanding, trained wine lovers got together on Friday, June 9 at the Hotel Parco dei Principi in Rome, home of the **Associazione Italiana Sommelier**.

Its hallowed halls were the setting for the “**Assaggiamo Moletto**” tasting, an event that featured six Moletto wines presented by sommelier **Paolo Lauciani**, assisted by Giovanni Stival, the winery oenologist and accompanied by Chiara Stival, director of public relations for the winery.

The wines tasted were its Sauvignon 2005, Lison Pramaggiore Tocai 2005, Franconia 2003, Piave Raboso 2000, Cabernet Sauvignon Selecti 2000 and Colmello Rosso 2000. An enthusiastic reception from the public which just two evenings earlier had sampled all Moletto spumanti at the presentation organized at the *Hole in Wine Bar and Restaurant* in via Rampa Mignanelli.

**MOLETTO WINES FEATURED IN CHILEAN PUBLICATIONS**

_Mediterranean diet in Chile, and to accompany it, Moletto wines. Their staunch supporter is Silvio Carrideo who in Chile offers pasta, wine and oil imported directly from Italy. Working out of his home, Silvio Carrideo runs a business called “**Sapori Mediterranei**” (www.saporimed.cl).

But in reality it is much more than an online shop for gourmet foods. “To begin with,” as Carrideo explained in an interview with a Chilean newspaper, “we offer selected brands. Starting with the pasta, for which we import one of the best in Italy at an affordable price. Then the wines, including Moletto wines, and panettoni. I prepare gift baskets to order.”

It is said that Chileans also follow a Mediterranean diet. Carrideo responds, “On the basis of climate, the products available are very similar. Unfortunately, Chilean eating habits are very poor, such as excessive consumption of carbonated beverages. Unbelievable.” The fact that Moletto wines are beginning to be distributed in this country offers hope that things will change.

_EXCELLENT TASTING RESULTS IN WINE ENTHUSIAST

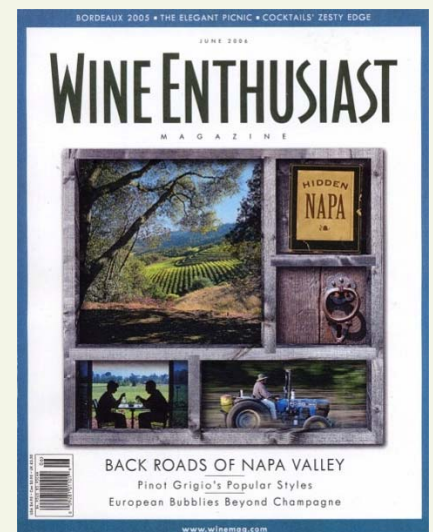
_The experts of the American magazine the *Wine Enthusiast*, one of the most highly esteemed in the sector, performed tastings on four Moletto wines: Prosecco Frizzante, Prosecco Spumante, Pinot Grigio and Pinot Grigio Stival. Here are the results of their evaluation.

Moletto Frizzante Prosecco 87 points (recommended): This Prosecco comes with a bottle cap closure to seal in green aromas such as garden greens, daisy flower, kiwi and lime. The wine itself even boasts a slight green hue. Refreshing and dry, with a spicy note at the end.

Moletto Spumante Extra Dry 87 points (recommended): A lively Prosecco that yields sweet melon, lollipop, lemon-lime and clean mineral notes. Silky in the mouth and snappy on the finish. This a solid, satisfying, informal bubbly.

Moletto 2005 Pinot Grigio 85 points (good table wine, good quality): The nose is awkward, with wet hay or white mushroom delivered over fresh garden greens and stone fruit, but this Grigio polishes and primes the palate with almond skin flavors and a touch of bitterness.

Pinot Grigio Stival 2005 85 points **Best Buy** (good table wine, good quality – Best Buy): Dried herbs, grass and hay with some pear, apple skin and crushed stone sums up to nose. The mouth delivers less excitement; a sour note interrupts what would otherwise be a smoother ride.



_ALL THE FRAGRANCE OF ITALY IN "I SAPORI" AROMATIZED OILS

Aromatized oils, a 100% Italian specialty that popularizes the tastes and smells of the "Bel Paese" throughout the world. Moletto winery offers a full range of fine products in addition to its wines, and one of these is its "I Saporì" line of aromatized oils. As part of the creation of its new graphic image, the packaging of "I Saporì" products has a winning design. Made with extra virgin olive oil and all natural products, "I Saporì" are a **superlative gourmet product.**

The various aromatized oils are identified by number. Numero Uno (No.1) is a spiced extra virgin olive oil containing pepper, garlic, rosemary and sage. Numero Due (No.2) is extra virgin olive oil and red pepper. Numero Tre (No.3) is extra virgin olive oil enriched with garlic and red pepper. Numero Quattro (No.4) has cepe mushrooms added to the extra virgin olive oil. Numero Cinque (No.5) adds natural lemon flavor to enhance the extra virgin olive oil. Last, but not least, Numero Sei (No.6) pairs the richness of truffle with extra virgin olive oil for a refined and delicate condiment. The extra virgin olive oil used is produced by Moletto, in the olive groves on the slopes of Monte Pisano in Buti, **Tuscany.**



_FALL WINE TASTING COURSE

Back by popular demand, the wine tasting course held by professor Vanino Negro. The sessions in the upcoming course will take an in-depth look at the wines, covering topics not examined previously. Course dates will be announced as soon as they have been set.

_Anna's Recipes

Two recipes ideal for summer time - a delicate hors-d'oeuvre and a first course - perfect to enjoy MOLETTO ROSA.

VEGETABLE TARTARE WITH CHEESE QUENELLES

Serves 4: three baby zucchini, 2 baby cucumber, 4 baby not completely matured tomato, 1/2 avocado pear, a hundred grams of fresh creamy cheese, fifty 50 grams of very fresh ricotta (kind of cottage cheese), 1/3 teaspoon of chilli, Moletto extra virgin olive oil, salt, pepper, basil.

Cut zucchini, tomato and cucumber into very little square pieces and put each variety vegetable in separate food container. Separately mix the two cheeses and add the chilli. Then in another food container mix together the vegetables and dress with the salt and extra virgin olive oil. Arrange them on individual serving plate and add to each some little pieces of avocado pear. Complete each serving plate with two cheese's quenelles. Garnish with a basil leaf, some extra virgin olive oil and pepper.

Recommended wine:

MOLETTO ROSA Igt Veneto Orientale

TAGLIOLINI WITH ZUCCHINI

Serves 6: 360g egg noodles, ten baby zucchini, 10 squash flowers, Moletto extra virgin olive oil, parmesan cheese.

Cut the zucchini into julienne strips and each flower into sixths. Heat 4 tablespoons of oil in a non-stick pan and sauté on high heat. Salt and pepper.

In the meantime, cook the pasta, drain it and toss in the pan with the zucchini and flowers, adding additional oil and sprinkling with parmesan cheese. Serve on dinner plates.

Recommended wine:

MOLETTO ROSA Igt Veneto Orientale

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

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WORLD FOOD MOSCOW
15TH INTERNATIONAL EXHIBITION
SEPTEMBER 26-29, 2006
Expocentr at Krasnaya Presnya, Moscow

We will be attending WORLD FOOD MOSCOW September 26-29,



November 2006 : TASTING COURSE
by Professor Vanino Negro

MOLETTO Azienda Agricola

via Moletto 19 31045 Motta di Livenza Treviso ITALY
Tel. 0039 0422 860576 Fax 0039 0422 861041
e-mail: moletto@moletto.com www.moletto.com