



MAY 2017 NEW PRODUCT LAUNCH



PICCINI Chianti DOCG Orange Label 2015

- ✓ LCBO # 487710 \$12.95 Retail
- ✓ Alc. 12.5 % - Sugar: 0.85 g/l
- ✓ 1st SCREW CAP CHIANTI IN MARKET
- ✓ Grapes: 90% Sangiovese, 5% Ciliegiolo, 5% Canaiolo
- ✓ Production area: Tuscany

TASTING NOTES

This Chianti is defined by the great success of its unmistakable label, is a deep, ruby red with an intense and persistent fragrance of mature red fruit. mostly Sangiovese, with an intriguing splash of Ciliegiolo/Canaiolo. Ciliegiolo is Italian for 'cherry', so no surprise that bright red fruits dominate, combined with earthy, savoury tones, and super soft tannins-a smooth, perfectly juicy wine for everyday – Perfect Pizza Wine!

International Awards

Decanter Awards 2016 Bronze Medal
IWC 2016 – Bronze Medal

Brand Extension: Piccini Brunello di Montalcino (LCBO #434696) & Rosso di Montalcino (LCBO # 460295) launched in 2016

Piccini is 4th generation, family owned and operated, producing more than 13.5m litres of wine a year, accounts for 10% of the annual production in Chianti, is the 5th largest Tuscan producer, exporting to 75 countries

- ✓ Chianti Orange is the flagship of Piccini wines. The **Orange** label marks a unique moment not only in the history of Piccini family, but also in the history of Chianti in the world: it marks the first modern image of Chianti for the 21st century. For the first time, in 2000 the Chianti label was simple to the point of minimalism. But the real CHANGE was brought up by the colour
- ✓ The '**Orange**' label - one of the most recognized Chianti labels in the world, top seller USA Total Wines and Tesco UK, Selling in Canada in BC, ALTA, top seller SAQ

ORANGE is a family legacy as it symbolizes all the energy, youth and passion that characterize our family.

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