

Press Kit

MASSERIA FALVO 1727



When they ask me what drove us to produce wine, I go back in time and I think: maybe because we loved good wine so much, or maybe because *our father wanted us to be engineers and not farmers*, or because *our mother always said "you grow everything, but don't the vineyard"*... then I say to myself ... but no, we are not so much contrary ... it is only because **we love to experience nature and the simple things that give us pleasure.**

It is for this reason that, having reached maturity, we put aside our professions a bit and started making wine and making it in this territory: **in the National Park of Pollino , in the far north of Calabria.**



26 hectares of vineyards, half cultivated with white and half black grapes. We take care of our lands, not only **by organic farming**, but also by trying to preserve the flora and fauna of the vineyard ecosystem and trying to reduce our footprint on the planet as much as possible.

Ours is a continuous challenge, aimed at maximizing the relationship between wine quality and human intervention in vine cultivation and winemaking. The time spent in this research has shown us how *the less we intervene in the cultivation and winemaking processes, the more the organoleptic quality of our wines increases.*

So we started with organic cultivation and on, we built other steps, defined new goals, for example: *the preservation of native vines, the perennial grassing of the vineyard, the preservation of the Mediterranean scrub, the creation of vegan wines, etc.*



In order of time, our last goal is to use only **alternative energy in our farm**, so we have just completed a photovoltaic electricity production plant, we are gradually replacing fossil fuel engines with electric motors and we are thinking of create a geothermal system for cooling our winery.

This summer, however, a novelty has arrived that is making us dream of new wines and therefore think about further investments. A new grape variety, originally from Cosenza region, has been registered in the national register of vines: the Brettio Nero and, of course, we want to see what we will be able to obtain from its vinification.

This new **autochthonous vine** will join the others, from which we started and on which our farm's production is based: **Magliocco Dolce**, **Guarnaccia Bianca**, Moscatello di Saracena and white Malvasia. All autochthonous taken from old vines on the slopes of the Pollino, grafted and planted *in this region where the Enotri already cultivated vines about 3000 years ago*.

Our simple and natural cultivation and vinification methods, far from any type of homologation, ensure that the natives express in the bottle all their strength and olfactory personality first and then taste.

To assist us and to advise us to achieve the goal of preserving the characteristics of our magliocco and our Guarnaccia without any addition of chemical additives is **Graziana Grassini**, *who from Tuscany, where she is a*

consultant of the most famous winery in the world, came down to Calabria to try their hand at these vines, until now almost unknown.



The originality of aromas and flavors is the thing that characterizes all our wines, of which I absolutely cannot make a ranking, because they are all made with the same care: both in the selection of the grapes and in the winemaking processes.

Of course we can say that the our most representative wines, partly because they bear *the traditional names of our family*, partly because they are obtained in purity from the most typical vines of our territory, are:

- **Donna Filomena**, wine obtained from white *Guarnaccia* in purity, capable of expressing all the fragrances and elegance of a great white and which is among our most awarded wines at international competitions
- **Don Rosario**, a pure *Magliocco Dolce* which, aged for at least 5 years, expresses over time the power of a vine with a very long shelf life, with a balanced and elegant tannic charge and which this year was awarded with the medal of gold in the WOW contest.



Speaking of the **wines of the Pollino Park**, one cannot fail to mention **Miliosu**, **Moscato di Saracena**, a passito wine of ancient tradition, which was already drunk at the court of the popes in the 16th century and which, by virtue of its very particular winemaking process, it has also been recognized as a *Slow Food Presidium and Cultural Heritage of Calabria*.



Only 10 years have passed since our first harvest, but with our work and our choices, we were able to immediately arouse the attention and curiosity of wine lovers and journalists and today our brand is synonymous with quality and, above all, of excellent quality/price ratio.

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And, so, in our bulletin board we can count excellent reviews of great national and international journalists and experts, starting with the guru **Robert Parker** who, together with many other excellent results, *assigns 94 RP to Milirosu*, to continue with the late **Daniel Thomases**, or with the Italians **Alessandro Torcoli** and again **Gianni and Paola Mura**, **Franco Ricci** and others

Our wines do not lack prestigious awards in the great wine competitions: from the **Concours Mondial de Bruxelles**, to the International Competition of the **Cities of Wine**, from **The Italian Wine Competition** to **The Wine Hunter Award**, from the **International Wine Challenge** to **Wine Whitout Walls**.

And to finish among *the awards that the Italian wine guides 2021* have assigned us, we want to remember: 4 sprouts, the highest recognition of the Vitae guide of the Italian Sommelier Association, for our *Eià, a reserve white wine from 2013*, and, by **Gambero Rosso**, the Pircoca 2018 best white of Southern Italy for quality/price ratio, Don Rosario 2014 Top 100 for the ViniBio Guide.

