

# Bruno Verdi



The Verdi family can trace its viticultural origins back 7 generations to the 18th century, when Antonio Verdi came from Parma to settle in the Oltrepò Pavese. The original farm was founded on wheat and corn production, with mulberries were grown to feed silkworms, and, of course, grapevines for viticulture. Luigi, the third generation of Verdis, was the first to transform the family's grapes into wine. However, it was Bruno who, after World War II, was the first to bottle his wine at the estate. He put his own name on the label and Bruno Verdi wines were born. His son, Paolo, now carries on the tradition skillfully bringing the estate into the modern era. Verdi's vineyards are spread over four separate plots of land on the hillsides surrounding the village of Canneto Pavese which itself is located in the hills immediately south of the towns of Broni and Stradella. The cantina is situated in the hamlet of Vergomberra within the limits of Canneto Pavese.

Paolo Verdi has instituted an extensive program to modernize the winery based on the strong belief that the Oltrepo Pavese can produce world class wines. His winemaking philosophy combines the best of the classic methods with modern oenology to create wines with the distinctive features that bring out the best in the local grape varieties.

## Viticulture:

- **Farming:** Lutte Raisonné
- **Treatments:** No herbicide, only organic fertilization since 2012, synthetic treatments only when necessary
- **Ploughing:** Annual ploughing to maintain vineyard health
- **Soils:** Sand, silt, and limestone-clay
- **Vines:** Trained in Guyot and planted at 4,500-6,000 vines/ha
- **Yields:** Controlled through pruning, debudding, and green harvesting
- **Harvest:** Exclusively manual, usually mid-September
- **Purchasing:** Purchases from several small-scale, neighboring growers, many of whom are Verdi family members



## Vinification:

- **Fermentation:** Most wines ferment spontaneously in stainless-steel tanks, with selected yeasts used only when necessary. Red wines are completely destemmed. Sangue di Giuda undergoes secondary fermentation in Autoclaves.
- **Extraction:** Red wines see pumpovers during cuvaion
- **Chaptalization and Acidification:** None
- **Pressing:** Pneumatic pressing for red wines, pneumatic, whole-cluster direct pressing for white wines
- **Malolactic Fermentation:** Spontaneous, following alcoholic fermentation for red wines; blocked by temperature for whites.

## Aging:

- **Élevage:** Varietal wines and Buttafuoco spend up to 6 months in stainless-steel tanks. Cavariola spends 20 months in French barriques (25% new) and 8 months in concrete vats.
- **Lees:** White wines are racked off their lees following fermentation to preserve freshness.
- **Fining and Filtration:** White wines and Sangua di Guida see sterile filtration.
- **Sulfur:** 30-60 mg/l total sulfur