

## THE FIRST BAROLO WITH VINOLOK

“ Our Barolo 2013, bottled with Vinolok in 2016, will be the first Barolo released on the market with a glass closure.

Enzo Brezza, winemaker and owner of Azienda Agricola Brezza Giacomo e Figli

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## Providing an extra guarantee to wine typicity



Strongly anchored in tradition, the Brezza family has owned and managed their estate since 1885. Their philosophy relies on harmony with the land and its fruits to give the wines the uniqueness of our terroir. Even if top premium wines, such as those the family strives to produce harvest after harvest, are “traditionally” sealed with natural corks, the winery started to look for an alternative closure after facing issues with natural cork. “We were looking for a closure that gives a consistent wine evolution without fault and better aroma preservation, even in customers’ storage conditions that are sometimes not ideal for wine storage,” says Enzo Brezza. The winery identified Vinolok as the solution to provide consumers with the evidence of a better wine and the care they put into the quality of their wines.

### Brezza estate profile

- Located in: Barolo
- Wine region: Piedmont, Langhe
- Vineyard: 17.5 ha
- Grape variety: Chardonnay, Dolcetto, Freisa, Barbera, Nebbiolo
- DOC & DOCG Wines: Barolo, Nebbiolo d’Alba, Barbera d’Alba, Dolcetto d’Alba, Langhe
- Philosophy:
  - Passing down the traditions of 4 generations
  - Certified organic vineyards
  - Harvested by hand
  - Single varietal wines
- Winemaking:
  - Fermentation in temperature controlled stainless steel vats
  - Aged in 1,500-3,000l non-toasted Slovenian oak casks
- Using Vinolok for 10 years

## Avoiding random oxidation

Brezza winery started to test Vinolok in 2003, always in comparison to natural cork. Bottles to be launched on the market were sealed with Vinolok for the first time in 2006. *“Even if cork taint was not the most important problem, we needed a solution against random oxidation,”* explains Enzo Brezza. After this long-term test, also conducted on its Barolo wines, the winery became totally convinced about the performances of Vinolok in terms of wine preservation. Today, Brezza winery uses Vinolok on Nebbiolo, Barbera, Dolcetto, Freisa and Chardonnay—that is to say, 30,000 to 40,000 bottles out of the 100,000 bottles produced each year. The winery will also use Vinolok for a proportion of its Barolo Classic DOCG, as the wine preservation tests were also successful on this wine.



Enzo Brezza, winemaker and owner of Azienda Agricola Brezza Giacomo e Figli

*“Even very traditional customers like Vinolok.*

*We have been using this closure for years, and the reaction of our customers has always been very positive, even from very traditional wine consumers, like Italians. Vinolok is made of a traditional material and shows a very nice design. Even an open bottle on the dinner table gives a very chic impression. No need to mention that it is easy to open and close the bottle. It gives a high image to the product, nothing to be ashamed of, on the contrary to a moldy natural cork, for example.”*

## Brezza Barolo DOCG: The first Barolo under Vinolok

*“Our Barolo 2013, bottled with Vinolok end of August 2016, will be the first Barolo with a glass closure when released on the market by spring 2017. Approximately 10 to 15% of the 12,400 bottles produced have been closed with Vinolok,”* says Enzo Brezza. This top premium wine is mainly sold directly at the cellar, in restaurant and wine shops.

It is also partly exported to the USA, Australia, New Zealand and Asia. *“The wine’s shelf price is about 27-30€ and Vinolok costs as much as a high-quality cork. We try to cover the extra expenses of closure and bottling operations by slightly increasing the sales price.”* However, the winery wants to stay fair towards its customers as its first aim is to offer better preservation to the wine for its consumers.

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