



LI VELI

Salento, Puglia

Owners: Alberto, Edoardo and Alfredo Falvo

Website: www.liveli.it

Winemaker: Stefano Chioccioli

Winery Profile: In 1999 the Falvo family bought a 128-acre property in the area of Salice Salentino, heart of the Salento region. Their purchase gave new life to the historic intent of the Marquis Antonio De Viti De Marco, a famous Italian economist who at the beginning of the twentieth century wanted to transform the estate into a model winery for the whole of southern Italy. The pre-existing stone structure has been transformed, enlarged and modernized, according to a well-planned and functional design in keeping with the style and layout of the original building.

Li Veli highlights the Salento region's principal native varietals, including the red varieties Negroamaro, Primitivo and Aleatico, which are made into powerful, inky-dark wines of great character and elegance.

The Falvo family's vision is to establish a new quality benchmark in the region both through vineyard management and vinification. Applying the knowledge and expertise gained at Avignonesi, they aim to realize the ultimate potential for local varieties with wines that have more primary fruit, freshness and structural acidity while still maintaining the character of this dry, hot Mediterranean land.

Vineyards and Vinification: Winemaking has been practiced in Apulia since the 7th century B.C. The Salento area, located on the heel of Italy's Apulian "boot" and bathed by the Adriatic sea to the north and the Ionian sea to the south, is one of the region's most important vine growing areas, in part due to the dramatic temperature variation between day and night. Today the region is Italy's biggest volume producer, and quality has improved greatly over the past two decades.

The estate comprises 86 acres of vineyards planted with traditional Apulian varieties and using alberello trellising with high density per hectare (7,125 vines). This ancient manner of planting, with its high density and lower cluster per vine technique, has been modified to serve contemporary quality standards.



Photos (top bar and above): Edoardo Falvo; Alfredo Falvo; Masseria Li Veli; Alberto Falvo; 80-year-old Alberello vine.



Photos: Alberello-trellised vineyard; renovated wine cellar.

The Wines: LI VELI

“Primitivo, a southern Italian grape known as Zinfandel in the U.S., is a great choice. Look for Li Veli Orion.”
- *Food & Wine*, November 2008

“100 Top Values of the Year & International New Releases Best Buy: Passamante 2007.”
- *Wine & Spirits*, June 2008

“Rosato” Salento IGT: 100 % Negroamaro in stainless steel.

“Orion” Salento IGT: 100% Primitivo. Vinification on the skins in steel vats followed by temperature-controlled. Aged six months in steel. A forward and intense nose opens to aromas of red fruit, notably cherry, accented by notes of cinnamon and nutmeg. Full, powerful, and smooth on the palate, with a long finish and a balanced acidity.

“Passamante” Salento IGT: 100% Negroamaro from the Salice Salentino DOC. Vinification on the skins followed by six months aging in barriques. Bright ruby red, with fresh and preserved fruit flavors. Well-balanced and soft, velvety and fragrant, with a pleasant undertone of acidity that adds vigor to the mouthfeel.

“Pezzo Morgana” Salice Salentino DOC: 100% Negroamaro selected grapes from the Li Veli estate. One month of temperature-controlled fermentation in steel, on the skins, followed by one year aging in barriques and a minimum of six months in bottle. Deep ruby red with violet hues and a persistent nose. Cherry jam and prune flavors enhanced by caramel and pepper and a long finish with scents of raisins and almonds.

“Askos Verdeca” Valle D'Itria IGT: 100% Verdeca. Its symbol is a Greek “Askos” (decanter) of the 1st century B.C., representing the Hellenic wine tradition which directly influenced Apulian tradition. Grapes are cooled down before being pressed. Macerations on the skins at cold temperature. Alcoholic fermentation in stainless steel vats at controlled temperature never exceeding 16°C. Wine is kept at 10°C in order to avoid the malolactic fermentation to take place. Bright yellow color with green shades. Intense fruity on the nose, with scent of tropical fruit, citrus, pear and fresh spices. On the palate it is full, well balanced with a good acidity. Fruity, mineral and spiced aftertaste.

“Primonero” Salento IGT: Primitivo 50% - Negroamaro 50%. Fermentation is done under controlled temperature between 27° and 31° C. After the fermentation the wine is transferred into French oak barriques, where the malolactic fermentation takes place. Deep ruby red with purple nuances. Fine and intense fresh fruit aromas and flowery bouquet. Well balanced sweetness and acidity, soft and rich, the lingering finish is characterized by sweet tannins and fruit.

“Masseria Li Veli” Salento IGT: Negroamaro 60%, Cabernet Sauvignon 40%. Fermentation is done under controlled temperature between 27° and 31° C. After the fermentation the wine is transferred into French oak barriques, where the malolactic fermentation takes place. Deep ruby red in color, complex, rich bouquet, complemented by sweet, dense tannins and a lively acidity. On the nose it is powerful with scent of undergrowth black fruits ending with vanilla, spicy aromas of tobacco and light balsamic notes. In the mouth it is smooth, warm and velvety with a very long finish. All its components are in perfect harmony, creating a wine of remarkable structure.

