



CAMPAGNA FINANZIATA AI SENSI DEL REG. UE N. 1308/2013

CAMPAIGN FINANCED ACCORDING TO EU REG. N. 1308/2013



ENRICO SERAFINO IS ALTA LANGA

A story to tell.



The continuous research of limits and the paradigms of excellence.

Since 1994 in Enrico Serafino we have dedicated all our commitment to Alta Langa. The desire to achieve the complete representation of this appellation is the incentive that pushes us to catch, overcome and be surprised by the extreme limits of its quality expression. All this is what has allowed us to define the paradigms of excellence of the Alta Langa Docg with which everyone now has to deal with.



ENRICO SERAFINO

1878



FROM CLASSIC METHOD TO ALTA LANGA DOCG

**The fascinating story of a new appellation
born where no vineyard was ever planted before.**

1865

The first
Traditional
Sparkling wine in
Italy was born in
Piemonte.

Carlo Gancia, returning from Reims, brought back with him the Champenoise Method to Piemonte, and started using Moscato Bianco grapes to produce the first sparkling wine ever produced in Italy.

Such an innovative and labor intensive methodology required big investments. The first underground ageing cellars were built together with the education and training of the cellar staff to manage the fermentation and ageing of the wine.

In the following decade, the Piedmontese Maisons started producing the first dry sparkling wines with pinot noir coming from Oltrepò Pavese. This territory that is now belonging to the Lombardia region, was for centuries part of Piemonte. Conte Vistarino's winemaker started to grow Pinot Noir, creating the second area in Italy for the production of Sparkling wines.

1878

Enrico Serafino
produces Sparkling
Traditional Method
in Corso Asti 5 in
Canale.

The young Enrico Serafino, fascinated by technological innovation, built his own underground cellars in Canale together with a specialized cellar team and started his production of Traditional Method. The prestigious Cuvée Regina and Moscato Champagne were born.

1990

The project of
Spumante
Piemonte was
born.

The historical Piedmontese Maisons create the project "Spumante Piemonte" with the aim of identifying the best cru where to plant Pinot noir and Chardonnay in order to create a territorial sparkling tradition wine.

1991

From attempts to
the first vineyards

Gianni Malerba, Enrico Serafino agronomist, is called in co-operation with the Universities of Turin and Piacenza, to plan the first experimental vineyards selecting every single detail: from the best parcels to the winegrowers, from the clones to the planting density. The first 40 hectares are planting between 1991 and 1994.

1994

The breakthrough
year

The first three years' experiences in the field impress the definitive turning point to the project and define the purpose: the production of an excellent sparkling traditional method wine. This new purpose is the reason why some of the promoting Maisons decide to leave the project: the ones focalized only on the Charmat are naturally excluded, the ones focalized on the traditional method are awed by the unpredictability of the new vineyards and the radical change of the origin of the grapes. On the contrary Enrico Serafino is fascinated by this evolution and thanks to the experience acquired with the production of sparkling traditional method, decides to enter in the project and to make it its priority.

Few months later the first 20 experimental hectares start their production and Enrico Serafino boasts the presence in the appellation since the first harvest of the forthcoming Alta Langa. From this moment the nineteenth-century underground cellars in Canale become the welcoming residence of Alta Langa.



ALTA LANGA DOCG

1990

The Project of Spumante Piemonte was born.

1991

After the selections of the best crus, the first 99 experimental acres of vineyards (40 hectares) of Pinot Noir and Chardonnay are planted.

1994

Those first 50 acres (20 hectares) come into production, and the Alta Langa project is defined.

2002

Alta Langa gets the doc status.

2008

Alta Langa gets the docg status.

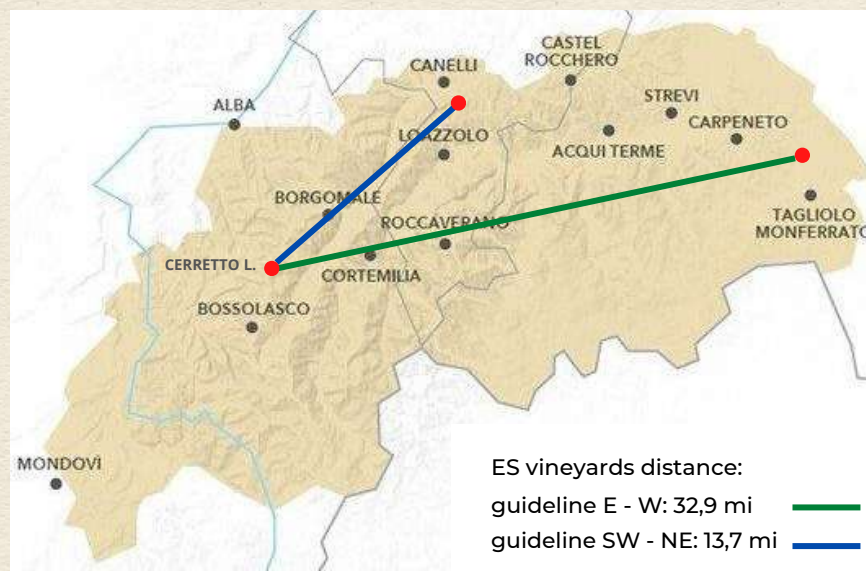
THE RULES

The Docg Alta Langa has the strictest rules for the Traditional Method production of the world.

Appellation	1 st Bottle from the area	Minimum Altitude	Grapes	Vintage	Fermentation in bottle on yeasts - Months		
					Brut	Rosé	Vintage
Alta Langa Piemonte	1865	250 m. a.s.l.	Pinot - Chardonnay	Mandatory	30	30	30
Oltrepò Pavese	1870	Not required	Pinot - Chardonnay	Not required	15	15	24
Trento	1902	Not required	Pinot N. /B. /M. Chardonnay	Not required	15	15	24
Franciacorta	1961	Not required	90% Pinot Chardonnay	Not required	18	24	30
Italian Metodo Classico		Not required		Not required	9	9	9
Champagne	1697	Not required	Pinot N. /B. /M. Chardonnay + others	Not required	15	15	36
Cava	1872	Not required	Macabelló - Parellada - Xarello + others	Not required	9	9	9

THE TERRITORY

The Docg Alta Langa is named after the highest hills of an area that is well known throughout the world thanks to its great red wines: the Langhe. The appellation was born in a reverse way. Normally appellations are established based on pre-existing production. Over time the most important crus, are identified. In Alta Langa however, it started with the scientific selection of the best parcels, managed by Gianni Malerba, Enrico Serafino agronomist, in co-operation with the Universities of Torino and Piacenza, and then including the communal territories.



The result is that the Alta Langa Docg seems to be very extended, covering 149 villages, but in reality, it's small, the authorized vineyards are just 865 acres (350 hectares). To make a comparison within Piedmont, the Barolo Docg includes only 11 villages but more than 5.200 acres (2.100 hectares) of vineyards.



ENRICO SERAFINO DEFINES THE PARADIGMS OF ALTA LANGA

1 8 7 8

Enrico Serafino produces the first Traditional Sparkling Method in its own underground original cellars.

Enrico Serafino adheres definitively to the project. The first experimental vineyards begin production.

1 9 9 4

In 1994, backed by over a century of **experience** in the production of Traditional Sparkling Method, Enrico Serafino, **visionary** and **aware**, foresaw that the Alta Langa would be **great**: the path is clear and Enrico Serafino is in. Sole case in the appellation, all of Enrico Serafino's sparkling wines have been produced under the Alta Langa docg appellation. Thus, a constant **research of the extreme reachable limit** has been started and, considering the **innovative** project, it continues to this day based on the philosophy of "**learning by doing**". This experience, evolved over generations has traced a **new path**, and defined the **paradigms of excellence** in this appellation.

THE FUNDAMENTAL ELEMENTS OF THIS EXPERTISE INCLUDE SOME KEY POINTS:

- The single vineyard does not express the characters of the appellation; only the blend of different selected **parcels** can express the **complexity** of the Alta Langa in its entirety;
- The continuous research of the best vineyards leads to a **unique heritage**. As per today (harvest 2020) these are the numbers that distinguish Enrico Serafino vineyards:
 - Control of **25%** of all **experimental vineyards** in the Alta Langa DOCG planted between 1991 and 1994;
 - **41 "lieu-dit" in 16 villages**;
 - **985 feet of difference in altitude** from the lowest to highest vineyards. 41 vineyards are distributed as follows: 20 between 1480 and 2.165 feet, 13 between 985 and 1480 feet, 8 between 920 and 985 feet;
 - **33 miles** between the 2 furthest vineyards located E/W;
 - **56 parcels vinified separately** with an average surface of 18,947 feet;
 - **29 days of harvest** last an entire month as we await for the perfect grapes;
- Enrico Serafino Traditional Method Sparkling wines are exclusively Alta Langa;
- A database that from more than 20 harvests **evaluating the performance** of each single parcel with an exclusive system of vineyard and oenological parameters;
- Uninterrupted improvement of agronomic practices adapting also to **climate change**;
- Since 1994 a specific expertise of **vinification and ageing on the lees** over the past 25 years and an impressive library of reserve wines of Alta Langa;
- The most diversified **assortment** of Alta Langa ever produced made of Blanc de Noirs, Blanc de Blancs, Rosé de Saignée, Parcelaire, Brut, Extra Brut, Pas Dosé and aged on lees for 140 months.

THE CHOICES MADE BY ENRICO SERAFINO BECAME THE **EXCELLENCE PARADIGMS** OF THE APPELLATION:

- Sole producer that **doesn't utilize Cognac** and spirits in the liqueur d'expédition;
- First producer to work with **late disgorgement** (beyond five years);
- **Zero 2004** is the first **Pas Dosé** ever in the appellation.
- Enrico Serafino pioneered the concept of **extreme ageing** (over ten years on the lees) with the **Alta Langa 140 Months Riserva Pas Dosé 2005**;
- **Zero de Saignée 2014** is the first **Pas Dosé Rosé** ever in the appellation.
- Since the beginning of the appellation, Enrico Serafino is **the most awarded producer** by Italian wine critics: i.e. 12 times TreBicchieri, "**Bollicina dell'anno**" Gambero Rosso in 2014 and "**Vino vivace dell'anno**" Daniele Cernilli - Doctor's Wine in 2022, etc;
- **Parcelaire Extra Brut 2017** is the first Alta Langa declared on **parcel vinification** ever;
- Zero Riserva **de Saignée 140 Months Pas Dosé 2010** is the **first Rosé extreme aged** ever in the docg;
- **Sole** Alta Langa producer ever to achieve the **VIVA certificatoin of sustainability**;



PIEMONTE ATTITUDE

When you're in **Piedmont**, whether you have lived here all your life, or you are stepping foot in for the first time, you can't help but notice this distinctive way the people have of **doing things**. It seems like the region has an attitude of its own.

Piemonte Attitude arises from an extreme **poverty** that lasted up to mid-20th century. Most of the families suffered a **historical lack** of wealth and essential good. Thus, with the aim of obtain high standard way of day-to-day life, piemontesi invested in something they could afford: **time** and **care**. All the while maintaining a strong respect of **nature** and passion for **details**.

Thus, the Piemonte Attitude is made from the **wisdom** of generations who make the most of the **natural gifts** found in the region.

Since 1878, Enrico Serafino has realized its vision with this attitude, and the winery has made a tangible contribution to the evolution of the territorial wine identity.

Enrico Serafino wines are a full expression of the **Piemonte Attitude**: time-demanding, elegant, multifaceted and artisan-crafted.