

# GIOVANNI MOLETTIERI



WINEMAKER FOR LOVE



## Wine maker for love

I have always been peaceful in my life, since I was a child.

It's a question of character but I also owe a lot to my grandfather Giovanni, who I loved and will love forever in his memory.

He held me tightly by the hand, his lived and wrinkled one, like a winemaker of the umpteenth generation, but delicate with me, showing me our vineyards in front of a landscape that

for me it remains unique: that of the Montemarano hills, my Territory. We were both caressed by a pleasant breeze, in a serene silence interrupted only by his simple teachings: "...*good are the grapes, good will be their wine*"...

His strong values were mine immediately. Love first and foremost, for the People, for the Traditions, for the Places, for my Vineyards.



## The love for my land and for my people

Montemarano, in the heart of Irpinia, is an ancient medieval village at 820 meters above sea level, a stone's throw from the moon. I was born there, lived there and, as they say in my area, "grew up", which means "nourished", nourished by its tasty foods, its ancient peasant traditions and the knowledge of its wonderful people.

I lived a beautiful adolescence in those places and among those people, pampered and trained by my parents, both also from Montemarano of long lineage. Armando, dad, a man of experience and great character, he succeeded to punctually, and still manages today, to satisfy my greed for knowledge and to transfer to me his infinite love for wine and his tenacity to realize

own dreams, and Gina, mother, who has no longer been with me for some years, a very beautiful, intuitive and highly cultured woman, capable of stimulating in me her own vision of beauty and a strong passion for the various forms of art, music and peasant art in particular. We all miss her sweetness and strength but the memory of her has already made her immortal in our minds, in our hearts.

I therefore decided, with the love and reckless resourcefulness of a fifteen-year-old, to continue the family tradition by supporting grandfather Giovanni and father Armando in their new and ambitious projects, a new course which from then on a few years would have shaped my life forever too.





## I love my work and my vineyards

Working the land is hard and especially in extreme conditions like those in Montemarano, due to slopes and rigid temperatures. On the other hand, Nature has no breaks and never goes on holiday, so no breaks or holidays for those who assist her but if you love and know your land, your vines, then half the effort doesn't weigh on you.

To manage my 22 hectares of vineyards, some of which are already over eighty, I share the work with valid and competent collaborators, people born in the vineyard who, like me, love this profession and respect my plants.

Of course I was also lucky on these hills my vines found their ideal habitat.

The particular soil puts its own spin on it, it is rich in volcanic materials due to very ancient eruptions but also in clay, limestone and marl, a starred chef's menu for my vines. Just as the microclimate of those territories also contributes thanks to its strong temperature variations and the light sea breezes that caress this side of the Apennine ridge from the distant Adriatic. But even the skilful "hand of man" remains a determining factor, what grandfather and father taught me, my Terroir.





## Respect for Nature and for the vines it has welcomed

I like to follow the growth and development of bunches of grapes, just as my grandparents and parents followed my growth from the first years of my life, and try to understand the best possible way to assist them, without forcing, looking only at their well being.

Environmental sustainability is the basis of my interventions in the vineyard. No herbicides, preferably a hoe or, where accessible, mechanical equipment against weeds, no pesticides, ladybugs are on my side and I save a lot of money, and no synthetic fertilizers.

the menu is naturally already served and if necessary just a little bit of organic fertilizer, like cheese on macaroni.

I have no "children or stepchildren" among the vines I grow, they are all from Irpinia like me. Of course, I think of Aglianico as the firstborn son, more mature and strong, with character and longevity, but I also think of the delicacy of Fiano and Greco, which constantly need caresses, and the generosity of Coda di Volpe and Falanghina. But I love them all, each with their own character and identity.



## In love with my cellar

I still remember the clear but convinced eyes of my father and grandfather when they agreed to start a new phase for the family wine business: stop "selling off" their wonderful grapes and build a new cellar equipped with modern winemaking systems and bottling. It was 1999, a "tough" undertaking at that stage but grandfather's wisdom and father's tenacity were once again right.

Today it is my treasure chest, I keep the wines of the grapes that I have loved and pampered so much. The sparkle of steel is dominated by heat and scents

of the woods where Aglianico matures, even for several years, and transforms into Taurasi. It's like my home, very welcoming, modern and equipped just enough to not squander my year's work in the vineyard.

It is a cellar that "lives" and every day I too experience new emotional and sensorial experiences, states of mind that I like to share with friends and enthusiasts, people who also love and respect wine and who follow the evolution of my wines, in steel and in barrique, with me.





## My Wines

Talking about the "typicality" of a wine is always a gamble, as Gino Veronelli also claimed, because it is a concept often used to disguise unpleasant wines, true oenological "atrocities". My idea of making wine has always been linked to respect for the personality and character of each vine, if it is born round it cannot become square, but I also thought about the evolution of people's taste, perhaps the more trained ones, all The need of each of us to be able to appreciate the shelf life and pleasure of drinking a wine, whether white or red.

So I think of fresh, pleasant, correctly structured white wines

and to soft, elegant and long-lived red wines as possible (Aglianico helps me in this). In short, wines capable of stimulating pleasant and, I hope, unforgettable sensory experiences, at all levels.

I have divided the wines I produce, all 100% pure, into well-defined groups, each reserved for a different audience of enthusiasts: the "Monovarietali da Mescita", great pleasure and simplicity of drinking by the glass for wine novices and the "Classics of Irpinia", wines with greater aromatic and structural complexity for the most advanced and demanding palates.



# The monovarietals



**CAMPANIA  
AGLIANICO IGP**  
**Red wine**  
**Production area**  
Montemarano  
**Area**  
3 Ha  
**Soil**  
Clayey limestone  
**Grapes**  
Aglianico  
**Altitude**  
480 mt. a.s.l.  
**Harvest**  
End of october  
**Plant density/Ha**  
3100/Ha  
**Pruning**  
Guyot  
**Yield/vine**  
2,00 Kg/vine



**CAMPANIA  
FALANGHINA IGP**  
**White wine**  
**Production area**  
Benevento  
**Area**  
2 Ha  
**Soil**  
Medium textured  
**Grapes**  
Falanghina  
**Altitude**  
350 mt. a.s.l.  
**Harvest**  
End of september  
**Plant density/Ha**  
3100/Ha  
**Pruning**  
Guyot  
**Yield/vine**  
2,10 Kg/vine



**CAMPANIA  
ROSATO IGP**  
**Rosè wine**  
**Production area**  
Montemarano  
**Area**  
0,5 Ha  
**Soil**  
Clayey limestone  
**Grapes**  
Aglianico  
**Altitude**  
510 mt. a.s.l.  
**Harvest**  
Half october  
**Plant density/Ha**  
3200/Ha  
**Pruning**  
Guyot  
**Yield/vine**  
2,00 Kg/vine



**IRPINIA  
FIANO DOC**  
**White wine**  
**Production area**  
Avellino  
**Area**  
3 Ha  
**Soil**  
Sandy  
**Grapes**  
Fiano  
**Altitude**  
350 mt. a.s.l.  
**Harvest**  
End of september  
**Plant density/Ha**  
3100/Ha  
**Pruning**  
Guyot  
**Yield/vine**  
2,10 Kg/vine



**IRPINIA  
GRECO DOC**  
**White wine**  
**Production area**  
Tufo  
**Area**  
2 Ha  
**Soil**  
Clay  
**Grapes**  
Greco  
**Altitude**  
400 mt. a.s.l.  
**Harvest**  
End of september  
**Plant density/Ha**  
3100/Ha  
**Pruning**  
Guyot  
**Yield/vine**  
2,10 Kg/vine



**IRPINIA  
CODA DI VOLPE DOC**  
**White wine**  
**Production area**  
Montemarano  
**Area**  
0,5 Ha  
**Soil**  
Clay  
**Grapes**  
Coda di Volpe  
**Altitude**  
500 mt. a.s.l.  
**Harvest**  
Early october  
**Plant density/Ha**  
3100/Ha  
**Pruning**  
Guyot  
**Yield/vine**  
2,00 Kg/vine



## Classics of Irpinia



**TINTOTERRA**  
Irpinia  
Aglianico Doc  
Red wine

**Production area**  
Montemarano

**Area**  
1,5 Ha

**Soil**  
Clayey limestone

**Grapes**  
Aglianico

**Altitude**  
520 mt. a.s.l.

**Harvest**  
End of october

**Plant density/Ha**  
3500/Ha

**Pruning**  
Guyot

**Yield/vine**  
1,70 Kg/vine



**COLLE SANTA MARIA**  
Irpinia  
Campi Taurasini Doc  
Red wine

**Production area**  
Montemarano

**Area**  
1Ha

**Soil**  
Clayey limestone

**Grapes**  
Aglianico

**Altitude**  
520 mt. a.s.l.

**Harvest**  
End of october

**Plant density/Ha**  
3300/Ha

**Pruning**  
Guyot

**Yield/vine**  
1,70 Kg/vine



**VIGNALI**  
Fiano Di Avellino  
Docg  
White wine

**Production area**  
Avellino

**Area**  
2 Ha

**Soil**  
Clay

**Grapes**  
Fiano

**Altitude**  
400 mt. a.s.l.

**Harvest**  
Half october

**Plant density/Ha**  
3500/Ha

**Pruning**  
Guyot

**Yield/vine**  
1,80 Kg/vine



**PIETRA DELL'ORLO**  
Greco Di Tufo  
Docg  
White wine

**Production area**  
Tufo

**Area**  
2 Ha

**Soil**  
Clay

**Grapes**  
Greco

**Altitude**  
450 mt. a.s.l.

**Harvest**  
Half october

**Plant density/Ha**  
3500/Ha

**Pruning**  
Guyot

**Yield/vine**  
1,80 Kg/vine



**SAN GIOVANNI**  
Taurasi  
Docg  
Red wine

**Production area**  
Montemarano

**Area**  
1,5 Ha

**Soil**  
Clay

**Grapes**  
Aglianico

**Altitude**  
550 mt. a.s.l.

**Harvest**  
Half november

**Plant density/Ha**  
3600/Ha

**Pruning**  
Spurred cordon

**Yield/vine**  
1,60 Kg/vine



**FONTE DEL GELSO**  
Taurasi Riserva  
Docg  
Red wine

**Production area**  
Montemarano

**Area**  
2 Ha

**Soil**  
Clay

**Grapes**  
Aglianico

**Altitude**  
550 mt. a.s.l.

**Harvest**  
Half november

**Plant density/Ha**  
3600/Ha

**Pruning**  
Spurred cordon

**Yield/vine**  
1,50 Kg/vine

# Selection



**MATER**  
**Campania**  
**Aglianico Igp**  
**Red wine selection**  
**Production area**  
Montemarano  
**Area**  
0,5 Ha  
**Soil**  
Clayey limestone  
**Grapes**  
Aglianico  
**Altitude**  
650 mt. a.s.l.  
**Harvest**  
Half november  
**Plant density/Ha**  
3600/Ha  
**Pruning**  
Percolars for Avellino  
**Yield/vine**  
0,8 Kg/vine



# Sparkling wine and dessert



**APIS**  
**Irpinia**  
**Spumante Brut Doc**  
**Sparkling wine**  
**Production Area**  
Montemarano  
**Area**  
1Ha  
**Soil**  
Sandy  
**Grapes**  
Fiano  
**Altitude**  
400 mt. a.s.l.  
**Harvest**  
Half October  
**Plant density/Ha**  
3500/Ha  
**Pruning**  
Guyot  
**Yield/vine**  
1,80 Kg/vine



**HHOVENIA DULCIS**  
**Campania**  
**Falanghina Igp**  
**Late Vintage**  
**White wine for dessert**  
**Production Area**  
Benevento  
**Area**  
0,5 ha  
**Soil**  
Clay  
**Grapes**  
Falanghina  
**Altitude**  
350 mt. a.s.l.  
**Harvest**  
Half october  
**Plant density/Ha**  
3500/Ha  
**Pruning**  
Guyot  
**Yield/vine**  
1,50 Kg/vine



# GIOVANNI MOLETTIERI



WINEMAKER FOR LOVE

We are in :

**C.Da Cortecorbo, 16  
Montemarano (AV) - Italia**

**[giovannimolettieri.it](http://giovannimolettieri.it)**



**Giovanni Molettieri Winery**

*Follow us*