

Going Back to the Source of Italian Sparklers, Berlucchi Gave Birth to an Iconic Italian Style

Dear Mary,

Greetings! You should be receiving today a sample of our Berlucchi Cuvée '61 Brut Rosé. **The wine market these days is overflowing with bubbles: thank goodness!** However, how do you



qualitatively separate a Tête du Cuvée from a Crémant and navigate the sea of Prosecco flooding the market? A step back to the source will often do the trick.

Champagne may be the historic heavy-hitter of the sparkling pack, but Franciacorta was second in line: both in terms of classic style and when it made its debut on the market. **Berlucchi was in fact the first producer to launch Franciacorta in 1961**—a date one of its flagship brands Berlucchi Cuvée 61 celebrates and the rest of the portfolio follows suit. These are French inspired-wines with a deeply Italian soul.

Berlucchi's house style is classic, elegant and evolved. Proud Italian owner Paolo Berlucchi might gently elude to the French style and elegant bead it exhibits, but would never officially suggest that it is anything but a 100 percent Italian product. It is "Older School" and more complex than many other Italian sparklers.

While its origins may be more regal than other sparkling wines, its flavor profile is refreshing, food-friendly and low key. It's a Tuesday night picnic wine, Thursday "I had-a-long day at work and ordered in ceviche wine," and offers myriad other food-pairing opportunities. It's like an appealing political candidate or your favorite socialite worth following: well-bred yet fun at parties.

Cheers!

For more information or to receive samples of our other Berlucchi sparklers, please contact: Megan Murphy at 201.659.4712 x4 or at murphyme@terlatowines.com.