



BROGLIA

I VIGNETI PIÙ ANTICHI DI GAVI
DAL 972 d.c.

Broglia

The oldest vineyards of Gavi, from 972 A.D.



Aim: To deliver a simplified explanation of what makes **BROGLIA**, unique and special, in compelling a commercial presentation.

Including:

- **30 second** topline summary
- **3 minute** version on one slide
- **15 minute** version for Distributor Meetings



The 30 Second Pitch



BROGLIA is one of the historical wineries of Gavi.

Gavi is located in province of **Alessandria**, in the heart of the **eleven municipalities** of the Appellation. It gives its **name** to the wines within its **classification**, since it's the most important town at the **center** of its production zone.

The whole **GAVI area** is composed by **1,500 Ha** of areas **under vines**.

La **MEIRANA** is located in the heart of this territory and represents the most ancient name attached to it.

- **100 Ha of lands owned** by Broglia family;
- **Vineyards are Contiguous**
- **Cortese** is cultivated on **65 Ha**, at an altitude of **250-300m as**

Total winery production is **720,000 btls**, which includes – along with **Gavi di Gavi DOC** and **DOCG**, a small production of **Vecchia Annata, Metodo Classico, Barbera, Nebbiolo** and **Gavi Sparkling**.

Germany, UK and **USA** are the most important markets.

It's usually considered to be the **white** counterpart to Barolo or **Barolo Bianco**.



The 3 Minute Pitch



I VIGNETI PIÙ ANTICHI DI GAVI
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The Brand Story on One Slide

1. **Gavi DOCG** is made entirely of **Cortese grapes** grown in **11 municipalities**: Bosio, Capriata d'Orba, Carrosio, Francavilla Bisio, **Gavi**, Novi Ligure, Parodi Ligure, Pasturana, San Cristoforo, Serravalle Scrivia and Tassarolo.
2. **Millenary history**: A **rental lease** for Meirana, dated **on June 3rd AD 972** by the Bishop of Genoa, is preserved as a registered document in the State Archives, located in Genoa.
3. **Gavi di Gavi DOC** status was achieved in **1974**, while **DOCG status** was officially recognized in **1998**

Varietal: Cortese (100%).

Yield: 95 q / Ha (Regular and Sparkling) – 65 q /Ha (Riserva)

RISERVA: Minimum **aging**: 1 years (including 6 months in btl)

Minimum **alcohol content**: 10.5% (Regular) - 11.% Vol. (Riserva)

4. **Broglia in numbers**:

-**Total Ha under vine**: 100Ha – Cortese 65 Ha

-**Total production**: 720,000 btls / Gavi di Gavi (DOC+DOCG): 700K btl

-**Total grape production**: 620 Ton

- **Average altitude of the Vineyards**: 250-300 m asl / contiguous

BROGLIA SELLING POINTS

- ✓ La **Meirana** is one of the most **historical Vineyards** of Gavi (dated 972 AC)– purchased by **Bruno Broglia** in **1972**
- ✓ The **vineyards** (100Ha) are entirely owned by the **Broglia family**, the **only one** with all grapes **grown** and **vinified** at their estate; temp controlled (**18 C**) in **Stainless steel tanks** since 1972- refining **sur lie in batonnage** at (**5-8 C**)
- ✓ **Quality** is achieved through **Green Harvest** (Yields for **Bruno Broglia** are far below the legal limit – **30/40 q per Ha**)
- ✓ **Broglia** was the first estate to collaborate with the Università di Torino in clonal research of the zone's prized Cortese variety –to study the **longevity** of this grape and **Temperature controlled** fermentation -**no Malolactic, yes Batonnage**



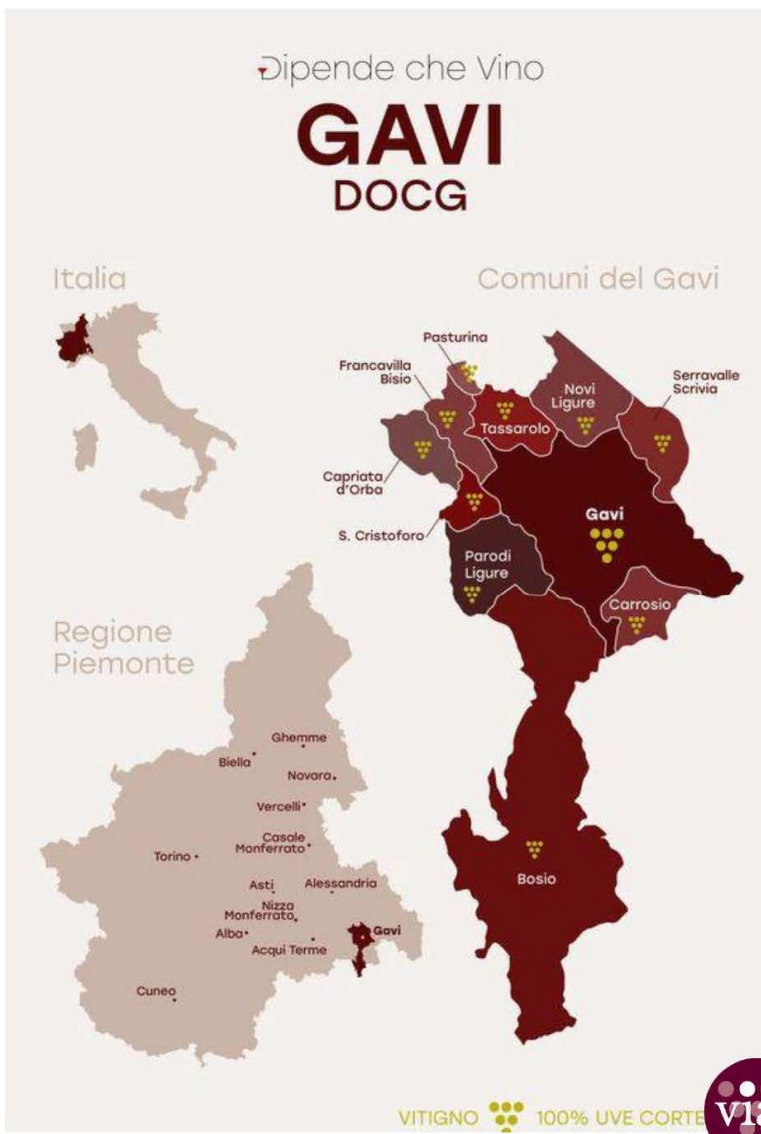


The 15 Minute Pitch



Gavi and Cortese- History and Numbers

- A. **Name:** Cortese derives from the Piedmontese dialect, “**Corteis,**” or “**Courteis,**” This grape prefers **Calcareous** and **Marl** soils
- B. **Cortese** has been documented in Piedmont since at least the 17th century, in **1614** in an inventory of cellars of the castle of **Casale Monferrato**.
- C. The **First ampelographic** description of Cortese is by **Count Nuvolone** in **1799** for the Turin Agricultural Society.
- D. In **1856** the Marquis **Cambiaso** planted the **first large holdings** of **Cortese** at his estates of Toledana and Centuriona
- E. **Gavi di Gavi DOC** status was achieved in **1974**, while **DOCG** status was recognized officially in **1998**
- F. Today, **GAVI di GAVI DOCG:**
- **Producers:** 80 wineries
 - **Total Ha under vine:** 1,500 Ha / 3,700 Acres
 - **Total Production:** 13.4 mln bottles (same as Barolo)
 - **Total Export:** 80% of the production
 - **Largest importers:** Germany, UK, USA (50% combined)



BROGLIA HISTORY

In 1972 La Meirana, was **purchased** from Count Edilio Raggio, by Bruno Broglia, entrepreneur and owner of a **textile company**

Following Bruno Broglia's heritage, **in 1983**, the vineyards' area of cultivation **was extended**, and thanks to **Luigi Vietti's project** the winery grew, building a **new wine cellar**.

At the very same time in collaboration with the renowned **Professor Donato Lanati**, esteemed member of O.I.V (International Organization of Vine and Wine), the traditional **Guyot system** was renewed and maintained in all the vineyards

In the **1990s** due to the Gavi success in the International markets, **Broglia:**

- **Doubled** the space of their wine cellar
- **Completed** new plantings in the vineyards, **increasing** the property **from 65 to 100 hectares**.





FUTURE PROJECTS

- **Timorasso**: Starting from **September 2019**, Broglio will produce their very first vintage of **Timorasso** (vintage 2018 – 7,000 btls forecasted) – aged and fermented in stainless steel tanks.
- With **selected grapes**, their purpose is to add one more **indigenous Bianco Piemontese** to their selection.

STRENGTHS

- Focus overall on **white, age-worthy indigenous varietals**.
- **CORTESE** is a grape with an extraordinary **longevity**
- Focus on **Selezioni** not Riserva:
- **Bruno Broglio** vineyards are 65 years old. Natural yields of this vineyard are 1/3 compared to the younger vines.
- No need for **massive green harvest** – Quality is achieved through Natural selection and yields.



Cortese: The grape for a “Barolo Bianco”

- **Name:** from Piedmontese **Corteis**
- White varietal characterized by:
 - **high acidity**
 - **real minerality**
 - **age worthiness**
 - **high yields** – that need to be reduced for quality purposes
 - levels of **alcohol** (typically 12.5% ABV)
 - resistant to **cold weather**, high productivity, **thin skinned** berries.
 - wide Biodiversity: **75 different biotypes** have been studied, **over 30** have been **certified** and available for sale.

Tasting notes Gavi:

- **Dry**, medium-bodied, **lemony**, truly **mineral** wine that features delicate white flowers and **herbal nuances**, with a biting high **acidity**.

Gavi it is noted for acute **dryness** and **fresh, flinty** acidity. It’s a bright **straw-yellow** wine with greenish highlights and it has a full, delicate, elegant **bouquet** which brings **flowers and fresh fruit** to mind - mostly lemons, lilies of the valley, peach, banana and green apple.

Cortese Wine Regions

- **~1500 acres Ha** - **Piemonte** mainly, **California** and **Australia** (few wines)
- **Total Gavi Production (Italy):** 13.4 mln bottles (same as Barolo)

The LEGEND of GAVI...

- One romantic legend has it that the name of “GAVI” **derives** from the golden-haired , beautiful and gentle-natured **Princess “GAVIA,”** daughter of Clodomiro, King of the Franks, who fell in love with a handsome man who served as a **guard in her father's court.**
- The couple sought the king's permission to **marry,** but **he refused** to have his daughter wed out of her class. Desperate, the young couple fled to a distant part of the kingdom and settled in a sleepy village on the other side of the Alps.
- **Once caught,** the two youngsters were not only **pardoned,** but received the modern territory **of GAVI** as a wedding **gift** from Amalasunta, Queen of the Goths, who named that land **GAVI in the princess’s honor.**



Broglia:Score Chart



Wine	Wine Spectator	James Suckling	Wine Enthusiast	Wine Advocate
La Meirana Gavi 2018	88	91	89	
Bruno Broglia Gavi 2018		90		
Bruno Broglia Gavi 2017	87	92	91	
Il Doge 2018	89			
Vecchia Annata 2010		90		



Competition / Consumer / Account Profile

Gavi di Gavi DOCG: LA MEIRANA competitors

Fontanafredda: \$14.29
 Banfi, Principessa Gavia: \$13.33
 Beni Di Batasiolo: \$13.33
 Marchesi di Barolo: \$13
 Michele Chiarlo Le Marne: \$14.43
 Tenuta la Marchesa Gold: \$15.33
 Ca' Bianca Gavi: \$18

Gavi DOCG: IL DOGE Competitors

Beni di Batasiolo: \$10
 Enrico Serafino: \$12
 Piccolo Ernesto: \$11
 Villa Sparina: \$10
 Patrizi Gavi: \$10
 Villa Rosa Gavi: \$12

Gavi di Gavi DOCG: BRUNO BROGLIA competitors

La Scolca Black Label: \$31
 Pio Cesare Gavi: \$20.09
 Villa Sparina Monterotondo: \$25

ACCOUNT PROFILE

High end Restaurant – very versatile product
 Asian Restaurant
 Japanese Steakhouse
 Italian Restaurant.

Gavi DOCG Il Doge

- **Variety:** 100% Cortese di gavi
- **Ageing:** 3 months Stainless Steel tank – 1 month in bottle
 - **Soil:** Clay
 - **ABV:** 13%
 - **Elevation:** 200-250m asl
 - **Exposure:** South-West
- **Notes:** The nose is fine and delicate with notes of peach, apple and grapefruit, together with hints of anise and white flowers. The palate is fresh, dry and elegant with a lingering finish.



Gavi di Gavi DOCG La Meirana

- **Variety:** 100% Cortese di gavi
- **Ageing:** 6 months Stainless Steel Tank – 2 months in bottle
 - **Soil:** Clay- Marl
 - **ABV:** 13%
 - **Elevation:** 290-300m asl
 - **Exposure:** South-East
- **Notes:** The nose is fine and delicate with lots of fruit, such as peach, melon and pink grapefruit, together with some hints of anise and flowers. Very fresh and balanced sip, with a long fruity finish.



Gavi di Gavi DOCG Bruno Broglia

- **Variety:** 100% Cortese di Gavi
- **Ageing:** 12 months Stainless Steel Tank – 4 months in bottle
 - **Soil:** Clay- Marl
 - **ABV:** 13.5%
 - **Elevation:** 290-300m asl
 - **Exposure:** South
- **Notes:** The color is pale straw yellow with green reflections. Rich and intense bouquet on the nose, with complex fragrances of wildflowers and honey. Dry and elegant sip, with an harmonious lingering finish.



Gavi di Gavi DOCG Vecchia Annata

- **Variety:** 100% Cortese di Gavi
- **Ageing:** Sur lie for 85 months. 3 months in the bottle before release
 - **Soil:** Calcareous and Marl
 - **ABV:** 13.5%
 - **Elevation:** 300-350m asl
 - **Exposure:** South
 - **Vines planted:** 1953 -1955
- **Notes:** The the nose is very elegant, intense and complex, with fruity aromas reminiscent of the aristocratic scents of the Cortese grapes and more ripe notes coming from the aging, such as pear purée, baked apple, dried figs and a hint of spices.

