



INTRODUCING BARBERA D'ALBA BRITANNIA

FONTANAFREDDA'S HISTORY

In the heart of Piedmont's wine country, a picturesque road winds through the profiles of gently-undulating, vineyard-covered, castle-topped hills and leads to Fontanafredda, the winery founded in 1858 by Vittorio Emanuele II, the first king of Italy. The winery owes its origins to the love story that developed between the King and Rosa Vercellana, a woman of humble origins, with whom Vittorio Emanuele II fell madly in love and to whom he gifted the entire Fontanafredda estate, decorating her with the title of "Countess of Fontanafredda".

Their second-born, Count Emanuele Alberto, went on to create one of the first and most important wineries of the area, becoming an essential protagonist in the history of Barolo. In 2018, year of our 160° anniversary, Fontanafredda also celebrated being recognised as "European Winery of the Year" by Wine Enthusiast, the influential American magazine that, each year, awards this title to companies that have left their mark in the wine world for their innovative vision and for their significant achievements.

Today, Fontanafredda's property covers over 122 hectares spanning across the municipalities of Serralunga d'Alba, Diano d'Alba, Farigliano, Alba, Rodello and Murisengo, at elevations that vary from 200 to 400 meters above sea level.

THE BARBERA GRAPE

Barbera is one the most traditional grape varieties of Piedmont region and back in the days it was considered as "the people's wine" probably due to the wide area of cultivation.

Today Barbera, in particular in the area of the Barbera d'Alba DOC appellation, has grown consistently in terms of quality due to a different approach in the vineyards and in the winemaking. On the other hand its surface of cultivation has dramatically decreased due to the competition with Nebbiolo in the same area. This is not necessarily a bad thing, since Barbera is now cultivated only in best sites that can guarantee its correct ripening, resulting in more concentrated wines that are appreciated by all winelovers.

THE WINEMAKING PHILOSOPHY

Barbera d'Alba Britannia is Fontanafredda's most authentic interpretation of the Barbera grape variety. The grapes come from various vineyards in the Langhe of Barolo area in order to create a Barbera d'Alba which represent the typical fresh and fruity style. The municipalities are Diano d'Alba, La Morra and Roddi and Serralunga d'Alba.

CASA E. DI MIRAFIORE & FONTANAFREDDA S.r.l.

Cap. Sociale €60.636.364 i.v.

Sede Legale-Amministrativa: Via Alba, 15 - 12050 Serralunga d'Alba, CN

Cod. Fisc. - P.IVA - Isc. Reg. Imp. 01197120528 - VAT number IT01197120528

Tel. +39 0173.626.111 - Fax + 39 0173.613.451 - www.fontanafredda.it - info@fontanafredda.it



Barbera vineyards are located in the best exposures: mid hillsides between 200-300 meters asl with exposure to south south-east and west.

Barbera's natural high acidity is controlled with an accurate pruning of the vines in order to guarantee lower yields and, as a result, a more concentrated wine. The harvest normally happens by the third decade of September.

The fermentation of the grapes is made with indigenous yeasts that have been selected from the vineyards with classic submerged-cap macerations for about 7/8 days. Cement tanks are used for the malolactic fermentation and short ageing, which happens between November and January. Cement tanks are the biggest world trend in the winemaking, creating wines with an emphasis on the terroir and purity of fruit. For Fontanafredda cement is a relevant part of its history. In the Fontanafredda's cellars you can still see the original Borsari Zollikon concrete barrels, the first facilities in Italy that used reinforced concrete for storing wine, dated back 1887.

The natural lack of tannins is counter-balanced by the oak ageing for one year in traditional large Slavonian oak casks of 140 HL of capacity.

TASTING NOTES

A red wine meant for food pairing during every course of the meal. The wine is immediately drinkable due to the low level of tannins and the distinctive natural acidity of the Barbera grape. Typical dense ruby red colour. The nose shows fruity notes including blackberries, cherries, strawberries and fruit jam along with spices such as cinnamon, vanilla and green pepper.

THE SUSTAINABILITY PATH

Barbera d'Alba Britannia is a wine conceived with a sustainable mindset since its early beginnings.

In 2015 Fontanafredda was one of the first wineries in Piedmont to begin converting all hectares of property to organic agriculture, obtaining the official certification in 2018. For us, organic agriculture is not just a set of guidelines: it's a lifestyle that entails putting ourselves in the plants shoes with the objective of better understanding its needs. This means that, in the vineyards, we've gone back to seemingly simple agricultural procedures like working the soil and on the vigour of the plant, using natural fertilizers, green manuring, and reinserting the vine into its natural system so as to eliminate the use of chemicals.

On top of our own vineyards, each harvest over 400 growers from Langhe and Roero bring their grapes to Fontanafredda in accordance with generations-old fiduciary relationships, allowing Fontanafredda to crush around 6 thousand tons of grapes every year. The true social role that Fontanafredda assumes towards the community and the land therefore also involves convincing these families of farmers to firmly embrace the path of organic agriculture alongside us, guaranteeing the preservation of the unique soil characteristics that gift us extraordinary products such as the Nebbiolo grapes used for Barolo.

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