

**GIANFRANCO FINO**  
viticoltore

# GIANFRANCO FINO

Wine-grower

## THE FIRM

The firm was born in 2004 when Mr Fino bought 1,20 hectares of 50 years old Primitivo vineyard. Today, the firm has 7 hectares of Primitivo vine and 1 hectares of Negroamaro vine.

From the very beginning, **the firm's focus is to obtain extreme quality**: no compromises, short trimming, important thinning out of grapes, obsessive attention in the vineyard. A deep passion dedicated to the care of each single detail, backed by obstinacy, shared and supported by Simona, life and adventures partner. In 2005 "Es" was born; it is a "Primitivo di Manduria" wine dedicated to Sigmund Freud, the first to identify the wild passion, which does not give into rules or compromises. Es is the expression of instinct into wine. Results were obtained right from the first official presentation. In 2006 "Jo" was born; it is a "Negroamaro" wine which name comes from "Jonio", the sea that laps the wonderful coast of Puglia, but also from "Jonico", the ancient name of Negroamaro. This is the history... but this is the future too. Es and Jo, few bottles to tell the true.. they are a pearls that want to remain so.

## THE HEART OF WINERY



Mr. Fino Gianfranco and his wife Simona

Mr. **Fino Gianfranco** has been always an oenologist... The wine is in his blood.

Grown with Veronelli, Gianfranco decided to start own firm in order to make a great and high quality wine in his Manduria. In 2004 Gianfranco begun to search a vineyard of Primitivo with extremely peculiar characteristics: oldness, bush cultivation (sapling of Puglia or "alberello") in red soil, good density of planting, scarce vigor and proper grape clone. So, 50 years old vineyards was bought. The adventure starts.

Fino has a deep passion, dedicated to the care of each single detail, backed by obstinacy, shared supported by Simona, life and adventures partner. Gianfranco has a competitiveness in the blood. His mission is the perpetual challenge to improve the vineyard, the estate, the product. For this the first wine calls Es, the word of Freud to indicate the strong passion.

Results were obtained right form the first official presentation. In 2005 during "Critical Wine Milano" Gigi Bozzoni tasted Es and selected it for an "Author" tasting. This wine, with an imposing structure, immediately provoked attention: criticism split into love and hate. The story of Fino continues... today Es is one of the best wines of South Italy.

## THE VINES

Gianfranco Fino has Primitivo di Manduria and Negroamaro.

### **Primitivo**

This is one of the world famous wine grapes of Puglia. It originated near Gioia del Colle and found the best growing conditions around Manduria.

Primitivo di Manduria DOC includes many towns in the province of Taranto and some in the province of Brindisi.

### **Negroamaro**

This native red grape of Puglia is the symbol of wine production in the Salento area.

Cultivated during the Greek colonization, its name derives from two words: "negro" from Latin, which means black, and "maru" from Greek, which means bitter. It is mean grape of the Salento DOC wines, especially of the most famous DOC of Puglia, Salice Salentino.

## DOC PRIMITIVO DI MANDURIA

The D.O.C. regulations for Primitivo di Manduria allow for the exclusive use of Primitivo grapes, grown in the "classic" territory (Manduria and Sava), but also in some municipalities in the eastern part of the Province of Taranto and in three areas on the border of the Province of Brindisi (Erchie, Oria, and Torre Santa Susanna). The similarity of this grape with the Zinfandel variety, the most cultivated dark grape in California, was discovered by chance in 1967 by an American professor visiting Puglia.

Interestingly, but for different reasons, in the United States as in Puglia the Zinfandel-Primitivo was produced at home, during American prohibition in the 1920s, and later used as wine for blending. In the opinion of some experts, both the Californian and Apulian vines, planted for the first time in the Gioia del Colle area at the end of the 18th century, derive from a variety that is a native of Croatia.

Red coloured tending to purple, with orange reflections with ageing, the bouquet of this wine is light and characteristic, it is pleasant tasting, full and harmonious, becoming smooth with ageing, and it can be slightly sweet. Also produced in naturally sweet, liqueur-like naturally sweet and dry liqueur versions, it is without doubt one of the ambassadors of Puglia wine production in the world.

## WHERE IS GIANFRANCO FINO?



Gianfranco Fino is situated in Lama, Taranto province, in Manduria area of Puglia region, south of Italy.

**Manduria** is a city of Puglia, with about 30.000 inhabitants. It is located 35 km east of Taranto, and 14 km north of the coast.

It was an important stronghold of the Messapi against Tarentum. Archidamus III, king of Sparta, fell beneath its walls in 338 BC, while leading the army of the latter (Plutarch calls the place Mandonion). It revolted to Hannibal, but was stormed by the Romans in 209 BC. Pliny the Elder mentions a spring here which never changed its level, and may still be seen. The town was destroyed by the Saracens in the 10th century; the inhabitants settled themselves on the site of the present town, at first called Casalnuovo, which resumed the old name in 1700.

The modern city is close to the site of the ancient Manduria. The symbol of the city is a well with an almond tree growing from the center, which was mentioned by Pliny the Elder. The well (Fonte Pliniano), complete with the almond tree, can still be seen today. Manduria is a town of the vines Primitivo. It is a dark bold red, often compared to California's Zinfandel. It has its roots in the oldest of wine traditions. The Primitivo grape is told to have originated in Greece and been bought over by some of the first settlers of the Italian peninsula.

## REFERENCES

“**Viticoltore dell'anno 2010**” prize (Wine-grower of the year) by Gambero Rosso.

**3 bicchieri** + (3 glasses plus) by Gambero Rosso.

“**Bottiglia**” prize (bottle: great quality) and “**Chiocciola**” prize (snail: one of the best wineries of the guide) by Slow Food.

“**Super 3 stelle Veronelli**” prize (super 3 stars).

“**5 grappoli**” prize (grapes) by A.I.S. (Italian Sommelier Association).

Vote **92/100** by Luca Maroni.

Sixteenth position of top hundred Italian wines in “Guida ai migliori vini d'Italia 2010” (Guide to the best Italian wines) by D'Agata&Comparini.

Reviewed such as great wines in: “Vini d'Italia 2011” (The wines of Italy) by Gambero Rosso, “Duemila vini 2011” by A.I.S. (Italian Sommelier Association), “Annuario dei migliori vini italiani 2011” (Yearbook of the best Italian wines) by Luca Maroni, “Slow Wine 2011” by Slow Food, “Guida oro. I vini di Veronelli 2011” (Golden guide. The wines of Veronelli) by Veronelli, “I vini d'Italia 2011” (The wines of Italy) by L'espresso.

**GIANFRANCO FINO WINES**

***Es - D.O.C. Primitivo di Manduria***

Barrel red wine  
Primitivo di Manduria 100%



***Jo - I.G.T. Salento***

Barrel red wine  
Negroamaro 100%

