



CANTINA **HERERO**
essenze di uva molisana d.o.c.

ITS STORY

HERERO Winery is a small technological wine business set up in Molise (Italy) which bases its production on quality. The winery was founded in Campobasso in 2013 and its grapes range from "Tintilia of Molise" and "Montepulciano" to "Falanghina", with the "Tintilia of Molise" as the main wine product.

THE VINEYARDS AND THE WINES

The founders, with their passion and love for the earth, have contributed to make HERERO winery an example of modern wine-growing where quality comes first.

The agronomic management of vineyards is based on the respect for the environment and the enhancement of the terroir. These are the key points of a business strategy that combines traditional cultivation techniques with search for innovation. Tintilia vineyards situated in Toro area (Campobasso - Molise) are grown on dry soil, in rows, using poles of chestnut tree with a planting pattern of 1,2 x 2,5 meters. Given the often slightly ventilated climate and Tintilia rustic nature, the phytosanitary treatments are but a few. In the vineyard, almost all the interventions are hand-made and the grapes are stored in crates to preserve their quality.

Because of a late harvest, temperature changes, given autumn wide temperature variation, have a strong impact on grapes: such phenomenon, typical of hilly and



(vineyards of Tintilia in Toro area)

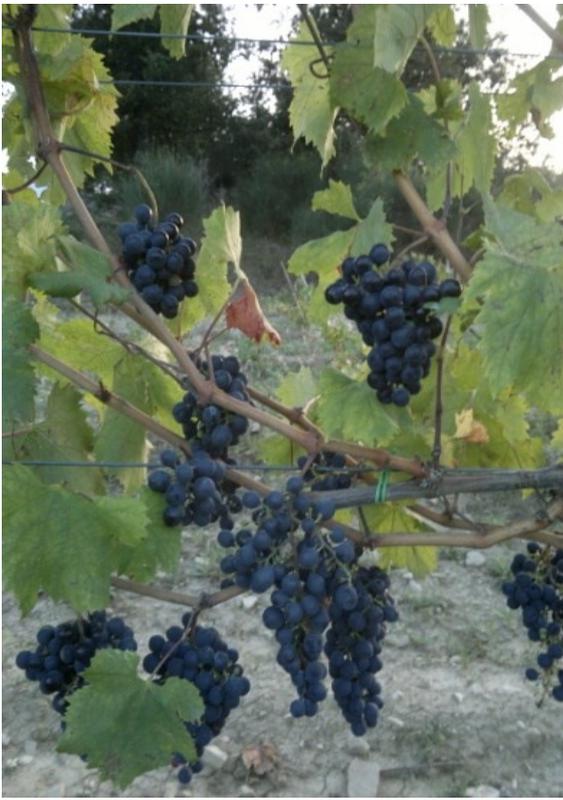
mountaneous areas favours the development of aromatic precursors in grapes bunches thereby making the wines highly aromatic. The wines' gradation ranges from 13.5% to 16% vol.

THE TINTILIA WINE

It best represents the Molise region being a local vine resistant to all the natural adversities and calamities occurred in the area around Campobasso in the past.

As for its growing and production, the Tintilia is an averagely robust vine, with a low yield, average and sparse bunches. The berries are of

small dimensions with thick, pruinose and black and blue skins. The average yields are below 80 quintals per hectare. Its ripeness is late with harvests taking place between September and October.



(gripes of Tintilia)

THE WINE CELLAR IS THE KEY TO VINEMAKING: QUALITY AND TECHNOLOGY.

During the whole production cycle, given an excellent raw material, HERERO winery makes use of the latest technologies in order to produce highly organoleptic quality wines. Tintilia grapes originate from vineyards belonging to agricultural holding. In the wine cellar a system of automatic control checks the temperature of reservoirs, musts, wines and places of refinement, as well as of the cellar. All the wines produced there have a small quantity of sulphites

ENVIRONMENTAL SUSTAINABILITY: A FUNDAMENTAL VALUE OF OUR BUSINESS STRATEGY

HERERO Winery maintains a responsible behavior towards the territory, being aware of the importance of individual choices and their impact on the environment. It also aims at making a skillful use of the resources without jeopardizing the high quality of its products. The objective is to reduce greenhouse gas emissions, water and resource consumption considering on one side the vineyard selected and the materials used and, on the other, the best suppliers.

Greener and lighter bottles: we have chosen to use light bottles of glass to reduce the consumption of energy and raw materials to produce them. Such a choice combines with the reduction of carbon dioxide emissions during their transport and energy consumptions for their disposal. The respect of the environment is an element characterizing HERERO winery, even if national politics do not seem to encourage this attitude, unlike it happens in other nations. Rather than waiting for specific regulations imposed by the law, HERERO Winery actively promotes an environmentally-friendly attitude and behaviour. The label placed on our bottles can be also used as a bookmark once the wine has been consumed. We aim at making people aware of the need to recycle paper and invite them to read more. We are convinced that culture makes us free and makes us live better, enjoying a good glass of wine!



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