

Primitivo

Primitivo is one of the most recognizable voices of the South. It speaks with a warm, full, and immediate accent. But behind that first impression of generosity lie nuances worth listening to. Our Primitivo was born from that kind of listening from the desire to interpret the grape with restraint, without forcing it, allowing it to tell its own story.

The grapes come from vineyards we know intimately, grown on deep red soils that absorb heat and release it gently back to the vines. The harvest is intentionally brought forward compared to more muscular interpretations we seek freshness, balance, and drinkability.

In the glass, it shows a deep but not impenetrable color. On the nose, ripe red fruits lead the way cherry, sweet spices, and a hint of licorice. On the palate, it's soft but never heavy, with a structure that supports the sip without weighing it down. The finish is dry, clean, and almost surprising for a wine often imagined only in its more powerful form.

This Primitivo doesn't aim to impress. It wants to accompany. It's the wine for a dinner with friends, Sunday's baked pasta, or a moment that needs no special occasion. But it also stands alone just a glass at sunset, with the simplicity of things that feel true.



Technical Sheet

CLASSIFICATION

Puglia IGP

GRAPES

Primitivo

TRAINING SYSTEM

Espalier with spur-pruned cordon

HARVEST TIME

From late August to early September

VINIFICATION

After destemming and crushing, the must macerates with the skins for about 5–7 days. Fermentation temperature is maintained between 22–24°C.

AGING

Mainly in stainless steel; a small portion is aged in American oak barriques

AGEING POTENTIAL

Ready to drink, but can evolve gracefully over 3–4 years

SERVE AT

18°C



Tasting Notes

COLOR

Deep ruby red, clear and compact, with slight violet hues in its younger expressions.

NOSE

Expressive and inviting, with a fruit-driven profile of ripe cherry, blackberry, and dried plum. Spicy notes—black pepper and cinnamon—blend with toasted and vanilla hints from a carefully measured touch of oak.

PALATE

Warm and rounded, with a substantial structure balanced by fresh acidity. The tannins are soft and well-integrated. The sip is satisfying and persistent, with lingering fruit and spice. A Primitivo that shows generosity without excess, maintaining an authentic and food-friendly character.

Food Pairings

With its balance of body and smoothness, this Primitivo pairs beautifully with a wide range of bold, flavorful dishes. It's a wine that loves meat, grilled food, sweet spices, and slow-cooked preparations.

Perfect with mixed grills, lasagna, beef stews, pork roasts, and rich ragù-based pasta dishes. It also pairs well with legume soups and semi-aged cheeses.

In Salento cuisine,

it accompanies traditional dishes like pezzetti di cavallo (horse stew), roasted lamb with potatoes, sagne ncannulate with ragù, torcinelli (lamb offal rolls), or trippa alla leccese (Salento-style tripe). A wine that tells the story of peasant tradition with strength and immediacy.