

Amativo

Amativo is a meeting. One of those encounters that shouldn't work but end up writing unforgettable stories. Nearly twenty-five years ago, it was born from an intuition, a stubborn desire, an idea that turned into obsession. Augusto Cantele imagined it, at a time when no one thought of blending two grapes so far apart.

Negroamaro and Primitivo: one austere, the other exuberant. Two different souls, two different rhythms, two ripening cycles that seem almost to mock anyone trying to follow them. Primitivo is harvested at the end of August, when the light is still full, the heat still fierce, and the wind—if it comes at all—only stirs the thirsty vines. Negroamaro waits until well into September, when the sun begins to bend toward autumn and time itself seems to slow down.

It wasn't easy, bringing together such distinct personalities. Nor was it obvious that they could ever speak the same language. But great wines, like great stories, are built on the balance of opposites, on harmonies born of contrast. Because beauty is never found in what's obvious, but in the meeting of forces that hold each other in tension.

Amativo takes shape in the cellar like a story writing itself, one chapter at a time. Primitivo opens the scene, vinified first, offering its richness of ripe fruit, its generous roundness, its enveloping warmth. Then comes the waiting. And within that wait, the intuition: Gianni Cantele watches, tastes, imagines. Only once the Primitivo has said all it needs to say, does the Negroamaro arrive. But it's not added casually. It's not a mathematical formula. It's a choice. A balance to be found.

The result is a wine that thrives on contrasts. Primitivo brings its jammy sweetness, its broad volume, its softness. Negroamaro responds with firmer tannins, spicy notes, a bitter edge at the finish, not to close the sip, but to push it further. Together, they create a story that resists easy compromises. A wine to be sipped slowly, like a tale worth telling.



Technical Sheet

CLASSIFICATION

Salento IGP

GRAPES

Primitivo 60% - Negroamaro 40%

TRAINING SYSTEM

Cordon-spurred trained and bush-trained vines

HARVEST TIME

Primitivo: between late August and the first ten days of September

Negroamaro: second half of September

VINIFICATION

After destemming and crushing, the must macerates with the skins for no less than 8–10 days. Daily délestage is carried out during the early stages of fermentation, which takes place at controlled temperatures ranging from 22 to 26°C.

AGING

After malolactic fermentation, the wine is aged in barriques in a classic blend of French oak—new, second-, and third-passage—with a small portion of American oak.

CELLARING POTENTIAL

Ready to drink, with significant ageing potential of no less than 10 years.

SERVING TEMPERATURE

18°C



Tasting Notes

COLOR

Deep ruby red with violet highlights. Lively and compact in the glass.

NOSE

Rich and seductive, with a bouquet opening on jammy red fruits, cherry in spirit, blackberry, and blackcurrant. Spicy hints of black pepper and clove follow, along with toasted notes of cocoa, vanilla, and a touch of balsamic. The evolution is continuous—broad and generous.

PALATE

Full and enveloping, with a bold yet finely polished structure. The tannins are dense and ripe, while the warmth of the alcohol is balanced by a vibrant acidity that lends length and drinkability. The finish is long, with lingering notes of ripe fruit, chocolate, and spice. An intense wine with a modern profile that still expresses the deepest soul of Salento.

Food Pairings

Intense, structured, and warm, Amativo pairs beautifully with bold, flavorful dishes, where richness, sweetness, and spice can meet its full-bodied character.

Excellent with braised meats, oven-roasted ribs, prime cuts, gourmet burgers, game, or hearty pasta with rich ragù. Also a fine match for dark chocolate or spiced meat dishes.

In traditional Salento cuisine, it complements emblematic recipes such as pezzetti di cavallo (horse meat stew), stuffed bombette, lamb with potatoes and red onions, or sagne ncannulate with robust sauces. A wine that doesn't seek compromise, but rather deep and lasting harmonies.