Fanòi Primitivo

Fanòi is a Greek word. It refers to the great fires once lit on winter nights to thank the earth, to seek protection, to mark the turning of the seasons. They were peasant rituals, simple and profound, made of fire, silence, and community. Today, that memory lives on in a project that begins only when nature allows it.

Fanòi is not a standard label. It's an exception. A rare gesture, born from the availability of old-vine grapes—low-yielding and deeply concentrated. Only in certain vintages can we harvest enough to justify a wine outside the norm, crafted with care, without compromise, in extremely limited quantities.

Vinification and ageing are slow and measured. Time becomes the main ingredient. The result is two expressions that share the same spirit, told through different voices:
– The Primitivo is warm, enveloping, and sensual. It speaks of dark fruit, spice, and depth, but always with restraint, seeking balance over opulence.
– The Negroamaro is more austere, vertical, and saline. It moves slowly, like wines that don't try to win you over instantly, but leave a lasting impression. A dry, almost meditative red that tells the deeper story of Salento.

Fanòi is a tribute to our land and to time. A wine that doesn't shout, but stays. Like the fires of winter nights: they don't burn, they warm. And they keep glowing long after the flames have faded.



Technical Sheet

CLASSIFICATION
Salento IGP

GRAPES
Primitivo

TRAINING SYSTEM
Bush vines and espalier with spur cordon pruning

HARVEST TIME
Between late August and the first ten days of September

VINIFICATION
Fermentation at controlled temperatures ranging from 22 to 26°C, with maceration lasting 8–12 days. Daily délestage during the first 4–5 days and gentle cap wetting throughout.

AGING
After malolactic fermentation, the wine rests in barriques—an assemblage of new, second- and third-use French oak.

CELLARING POTENTIAL
Ready to drink, with notable aging potential of no less than 10 years

SERVING TEMPERATURE
18°C



Tasting Notes

COLOR
Deep ruby red with purple highlights. Dense and compact in the glass.

NOSE
Deep and enveloping. Notes of cherry in spirit, ripe plum, carob, and licorice emerge first, followed by sweet spices (cinnamon, clove), bitter cocoa, fine woods, and a balsamic hint. The bouquet evolves in the glass with a layered complexity that speaks to the patience of old vines.

PALATE
Rich, concentrated, yet composed. The mouthfeel is full and textured, with dense, ripe tannins supported by a vibrant freshness that keeps the wine in balance. The finish is long and layered, with echoes of dark fruit, pepper, and chocolate. A wine crafted to endure—combining intensity and restraint with measured elegance.

Food Pairings

Imposing and layered, Fanòi Primitivo is a wine for dishes of great structure and aromatic intensity. It thrives alongside meat, slow cooking, rich sauces, and finds its best expression on important occasions.

Perfect with braised meats, stews, game birds, or wild game, but also with grilled beef steak in red wine reduction or very aged cheeses.

In Salento cuisine,
it pairs beautifully with ancestral and flavorful dishes such as carne di cavallo alla pignata (horse stew), lamb in tomato sauce with lampascioni (wild hyacinth bulbs), oven-baked spicy bombette, or richly layered parmigiana. A wine that tells the epic and ritual side of our land.