

ALPHA ZETA



SOAVE

WHERE  
ITALY

WHAT  
WHITE

WHEN  
DAILY

## ALPHA ZETA SOAVE

Grab your le sport sac and put on some Terence Trent D'Arby - the 80s are hot and this Soave is the modern equivalent.



**WINEMAKER** Matt Thomson

**REGION** Veneto/Soave

**GRAPE VARIETY** Garganega

**PRODUCTION** 24,000 bottles

### VITI/VINI

The vineyards are located in the heart of the Soave region and are farmed sustainably. Harvest is by hand. The grapes were de-stemmed, crushed and pumped to press with no sulphur addition. The juice chilled immediately and naturally settled. Fermentation took place at cool temperatures, 12-14 degrees Celsius, in order to retain fresh fruit flavors. The high chalk content in the soil departs a distinct minerality to the wine, which is fresh, citrus driven and has a crisp finish. Let's bring Soave back.



### CONCEPTUAL DOPPELGÄNGER

Emilio Pucci scarves are so full of vitality and fun, one could simply add it to any ensemble and immediately be transported to a more fabulous world where frivolity was not denigrated. AZ Soave has the same effect on things - a simple bottle of wine, understated, unlike the Pucci, but full of the same whimsical bright notes. Its very consumption will put a sparkle in the eye and a smile on the lips - something Italians love to do.

### PRODUCER

Alpha Zeta was conceived in 1999 by David Gleave, MW. Working with star New Zealand winemaker, Matt Thomson, David set out to work intently with small, family-owned growers, not large enough to set up their own estates. This is in contrast to standard practice for the region, which is to buy bulk wine. The result is access to super high quality fruit, the most important ingredient for a super high quality wine, at extremely reasonable prices. Why the name? Because the wines cover a range of styles and varieties that exist in the area, from a dry, white Soave, to lively, young, Valpolicella, all the way through to a rich, brooding Amarone.

**communal brands**



CLASSIC WINE FOR MODERN PEOPLE