



WHERE
ITALY

WHAT
RED

WHEN
YOU WANT
TO 'FEEL'
RICH (OR
BUZZED).

DETARCZAL MARZEMINO SUPERIORE D'ISERA

Well heeled old money jerk, who's actually
fun to hang out with.



WINEMAKER Elena & Ruggero

DeTarczal

REGION Trentino

GRAPE VARIETY Marzemino

SOIL Basalt/Volcanic

AGE OF VINES 1989-1994

PRODUCTION 30,000 bottles



CONCEPTUAL DOPPELGÄNGER

Giorgio Armani was once a man unknown to young people who pumped their fists and gelled their hair. Now he is one of their demi-gods thanks to a little thing called Armani-Exchange. While some may turn their noses up at this marginalized version of his eponymous Italian fashion house, it's made him far richer than he was before, and in turn has made all of us culturally richer for having helped mold the image of the Guido into a force to be reckoned with, who now also owns some nice shirts and pants. I say, if you got a fancy name, let them wear it.

VITI/VINI

Marzemino is the pride of DeTarczal. The variety is ideally suited for the basalt/volcanic soils of the area, and was originally made famous by Mozart in his opera "Don Giovanni". The terraced vineyard has been sustainably farmed for generations. Farming practices are organic and minimally invasive. Harvest is by hand from guyot trellised vines. Fermentation and maturation in Slovenian Oak casks for 6 months.

PRODUCER

One of the oldest estates in the region, the DeTarczal vineyards have been cultivated "forever". Since the 16th century, the vineyards

belonged to one of the noble families of Trentino. Elena's grandfather was from Tarczal, a Hungarian village close to Tokai, and he brought viticultural traditions of this area. Today, Elena and her father Ruggero run with winery with the same attention to the traditions of their family. They farm 17 hectares of vineyards in the heart of Isera and on the right bank of the Adige River. Proximity to Lake Garda has a warming influence on the climate, while the Dolomites cool things down at night. The winery is located in an 18th century alpine farmhouse. The family is committed to tradition, and to rearing a true expression of the variety and area that it comes from.

