



WHERE
ITALY

WHAT
RED

WHEN
DAILY

LA MASSERIA PRIMITIVO

Chummy and plummy—your fresh-is-the-word new favorite partner in crime.

LA MASSERIA



CONCEPTUAL DOPPELGÄNGER

There is no need to re-invent the wheel—it's pretty much perfect as is. When making a kitchen these days, people often lose sight of what is important and what's going to look good 10 years down the road. Somehow, though, the Italians have a pretty good handle on this. While we all have fond memories of Grandma's kitchen and the smell of stewing tomatoes on a Sunday morning, today's modern doer has other needs from a kitchen, namely not to spend all day cooking, but to use the room all day for a variety of purposes. Sure you can still make Grandma's sauce in this updated and fresh and Italian kitchen, but you can also have a lovely meal with lovers and friends in the same easy-on-the-soul space. It should be easy to create a space like this, but few have the eye or restraint - luckily you can drink a bottle of La Masseria Primitivo for inspiration.

WINEMAKER Alana McGettigan

REGION Puglia

GRAPE VARIETY Primitivo

SOIL Chalk base over terra rossa top soil

PRODUCTION 20,000 bottles

VITI VINI The sustainably farmed vineyards are located in in the eastern part of Puglia in the Taranto region. The bush trained vines are planted in low vigor soils. The grapes are handpicked to ensure careful selection. Grapes are thoughtfully selected from the best parcels on the estate, ensuring ripeness without shriveling. De-stemmed, crushed and fermented in stainless steel at cool temperatures to retain freshness. Tannin extraction was minimized, with skin maceration limited to about 5-10 days during fermentation only. About 40% matured in

older 225L barrique to oak to integrate the tannins prior to bottling.

PRODUCER Another outstanding example of top quality, varietal and regional typicity from the David Gleave, MW, and Alana McGettigan. La Masseria, featured on the label, is a large, rustic farmhouse typically found in the south of Italy. Historically, la masseria was a working farm and vines were often part of the landscape. The team produces the wine at a modern winery on the Salento peninsula. The aim is always to produce a clean, fresh, vibrant Primitivo that is both modern and typical of the variety.

