



WHERE
ITALY

WHAT
PET-NAT

WHEN
WHEN YOU ARE REALLY
FEELING YOURSELF.

VANITA

"Vanity is my favorite sin." -Al Pacino

WINEMAKER Maria Pia Leone & Massimiliano Bartolomei

REGION Abruzzo

GRAPE VARIETY 100% Trebbiano d'Abruzzo

SOIL Sand & clay, medium textured with a lot of silt.

AGE OF VINES 30 years

PRODUCTION 500 cases

VITI/VINI

Certified organic and biodynamic farming. Harvest is completely by hand, in early September. The grapes are destemmed and cold macerated for 8.5 hours. This is followed by a soft, gentle pressing and then a small selection of the must is separated from the juice and held in temperature control at 0 °C. Fermented at 18°C with only indigenous yeast. After blending the bottles are filled and the wine is allowed to finish fermenting in the bottle with no additions creating the pettulance naturally... get it? Pet-Nat! There is no sulfur added at any point in the process.



CONCEPTUAL DOPPELGÄNGER

"Magic mirror, on the wall - who is the fairest one of all?" Ahh when vanity goes too far and drives us mad... many in the new social media age would be wise to review the message of the Evil Queen's plight in Snow White. Vanity is ok in moderation, we all deserve those moments where we really "feel ourselves." Love yourself, believe in yourself, but don't go on a murderous rampage if the mirror suddenly changes it's story and says someone else is more attractive. Revel in your self love! As Margaret Atwood says in Cat's Eye "Vanity is becoming a nuisance, I can see why women give it up, eventually. But I'm not ready for that yet."

PRODUCER

Pietramore is a relatively new project that demonstrates Abruzzo's potential for quality wine with a high level of expressiveness. The name reflects Maria's love and respect for the soil. Maria Pia Leone commenced with her partner Massimiliano in 2011, first renting the vineyards and in 2014 purchasing the entire 70 hectare estate, and certifying organically and biodynamically in that same year. Maria connected with Massimiliano because of his knowledge and experience farming organically in the area. The vineyards are nestled in a gorgeous area between the Maiella mountains and the Adriatic sea.

The result is a unique microclimate very diverse soil. Maria works with indigenous varieties but adds personality to the wines through her creative side. Fermenting Pinot Grigio on the skins and producing a sparkling Trebbiano are examples. Producing this brand new petnat for us has brought her creativity to a new plateau.

