

WINE TRAVEL FOOD

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SPECIAL

San Gimignano



Masters of Innovation

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We continue our travels among the most interesting vineyards and wineries in Italy. Our goal – to meet face to face those who are shaping new Italian wines, finding fresh approaches to a traditional grape or a region. Some are young, but many are well along in years. The majority inherited family firms and did not attend university courses in the field, but are not the sort who rest on their laurels. Instead, they spend month after uninterrupted month in their vineyards and cellars, taking vacations that consist of grueling promotional tours in Italy and abroad. Powerful personalities, tenacious, sometimes visionaries and incurably romantic, they have managed to change the world around them and create new, fascinating wines. They resemble each other in their love of wine and their devotion to their work. And all are convinced that they have not finished exploring the potential of their land.



Ca' del Bosco
via Case Sparse, 20
Erbusco
(Brescia)
tel. 0307760600



Maurizio Zanella

The Italian Bubble King

When he started, he was just another Daddy's little darling, a rich young man who loved wine and vineyards, but today he is one of the most respected professionals on the Italian scene. Franciacorta enjoys the prestigious image that it does largely thanks to Maurizio Zanella. There were very few people of any nationality that had heard this zone's name fifteen years ago, but today Franciacorta, the Champagne of Italy, is on every wine-lover's map. Maurizio Zanella has become the Remy Krug, the Antoine Billecart, the Jean-Claude Rouzaud of bubbles Italian-style. Perhaps he has accomplished even more than these renowned men, because they all took over already-established firms. Maurizio built Ca' del Bosco on his own, brick by brick, vineyard by vineyard, one shaking table at a time. Most of all, he had to construct the zone's image by himself, with the drive, sensitivity and savvy that only a true wine enthusiast can summon up, above and beyond any financial incentives that come into play. This achievement required years of devoted work and massive injections of cash. Zanella, only twentyish at the end of the seventies, had both energy

and money to invest in his pet project. The results were encouraging right from the start. The first Pinot di Franciacorta, as it was called at the time, quickly became a cult wine. With the 1981 vintage came the wine labeled Maurizio Zanella, a red made from Cabernet Sauvignon and Merlot that was as innovative and revolutionary as Sassicaia. It was followed by a monumental barrique-aged Chardonnay that has always been considered one of the very best in the world outside of Burgundy. One of his latest ventures is Pinèro, made from Pinot Nero grapes grown on very difficult terrain. It is the only one that has not yet hit a bull's eye. Meantime, the firm has grown considerably and in recent years new capital and new manpower have proved necessary. The youthful individualist of the seventies has become a true entrepreneur, with an important Italian financier, Count Paolo Marzotto, as his partner. Today, twenty years after its founding, Maurizio Zanella's Ca' del Bosco is the most prestigious winery in the Franciacorta zone, and one of the most interesting in the entire country.