

La Quercia

MONTEPULCIANO

New Label Enhancements Will Continue Accelerating Growth

Depletion Growth

2019	+13.2%
2018	+11.7%
2017	+ 9.1%

Montepulciano	
Aroma	Layers of dark fruit and spice
Palate	Lush mid palate with a classic old world finish
Blend	100% Montepulciano
Winery	
Unique Sales Proposition	Organically grown with yields reduced to one bottle per plant.
Location	Abruzzo
Climate	Mediterranean
Soil	Mixed Clay



Antonio Lamona
Winemaker

New Label



New, elegant font creates greater readability for the brand name

Embossed red Q gives the brand name a more dynamic look while adding visual interest

More prominence given to DOC designation

Larger, single piece label provides greater white space allowing both the brand name and geographic image greater prominence.

Current Label



History - Antonio Lamona is the winemaker for La Quercia. His family had been growing grapes in province of Chieti in the southern region of Abruzzo for many years. Antonio was the first in his family to make the bold decision to leverage their expertise in the vineyards and with wine-growing and expand that to bottling and selling their own wines. Antonio has a great vision of the future and in a sense has been ahead of his time. Back when there was no environmental wine growing movement Antonio was firmly committed to sustainable farming and organic wine as early as the late sixties.

Today - The winery today is entirely self-sustaining: besides the outstanding wine they produce their own salami, bread, vegetables, olive oil and cheese. The region is small and remote and the area continues to be sparsely populated with classic salt of the earth farmers and their families. The key to producing quality wine for Antonio is the commitment to constantly scaling back. He works in the vineyards daily paying enormous attention to not only every row but every vine.

Estate - The estate in Southern Abruzzo is stunning in its beauty. It is wedged on hillsides in a corridor between 9,000 foot mountains on one side and the blue Adriatic Sea on the other side. The area is remote and rugged with ideal terroir for growing excellent varietals especially Montepulciano.

Vineyards - 12 hectares of hillside vineyards. The vineyards are all organic and receive 300 days of sun a year with constant breezes from the Adriatic. The vineyards are precisely farmed and each vine is scaled back to a point where they only yield on bottle per plant.