Winemaker: Gianfranco Pizzo
Generation: 1st

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Pinot Noir

Grown in vast, green hills that were once prehistoric underwater volcanoes, this Pinot from northern Italy is brimming with layers of soft, juicy fruit accompanied by light, integrated tannins and hints of dark earth. In addition, the wine is incredibly smooth, making it perfect on its own or with cozy, bistro fare. It's rare to find such high-quality Pinot at this price from anywhere in the world - a stunning value.

WINEMAKER BIOGRAPHY

With vines spanning the Adriatic coast of Italy. Luchi was created to offer well-made, sustainable, affordable wines for virtually any everyday occasion. From Primitivo grown on the heel of the boot to Prosecco crafted near Venice, Luchi represents classic Italian wines born to elevate the day and celebrate community!

ENOLOGIST

Gianfranco Pizzo

TASTING NOTES

Color	Cherry skin
Nose	Subtle forest fruits and dark earth
Palate	Smooth, with layers of red cassis, blackberry, and wild cherry
Finish	Balanced and delicious, with some light, integrated tannins

VINEYARD & VINIFICATION

Vineyard Location	Veneto
Vineyard Size	20 ha
Varietals List	100% Pinot Noir
Farming Practices	Sustainably farmed, including dry-farmed; vegan
Elevation	200-250 m
Soils	Calcareous clay, volcanic mix
Maturation Summary	Bottled for months
Alcohol	12.5 %

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LUCHI

REGION

VENETO

Home to the iconic cities of Venice and Verona, Veneto is also Italy's second most prolific region in terms of wine production. Whites like Pinot Grigio and Prosecco, in particular, are made en masse in the lowlands proximate to the Adriatic. Beyond this, however, Veneto is also home to world-class estates and wines that couldn't be made anywhere else (not least of all the renowned Amarone della Valpolicella). From coastal flatlands to subalpine hills, a vast diversity of microclimates gives this wine region a unique edge. There are an impressive 28 DOCs and 14 DOCGs, with Prosecco, Pinot Grigio, Soave, and the red wines of Valpolicella all calling the Veneto home.

Beginning on the edge of Lake Garda, this NE region has 7 provinces: Belluno, Treviso, Venezia, Verona, Vicenze, Padova and Rovigo. Its northern boundary is protected from harsh weather conditions by the Dolomites, and cooler conditions in the north are well-suited to white varietals like Garganega (the main grape in Soave). In contrast, the warmer Adriatic coastal plains and river valleys near Lake Garda are where the renowned Valpolicella, Amarone, and Bardolino reds are produced.

It is believed that Veneto is one of the oldest wine-producing regions in the world, dating back to the bronze age. Its main port, Venice, has long served as a point of entry for new varietals, and departure for its products. Italy's very first school for oenology was founded in Conegliano in 1885, and today Europe's most important wine fair, VinItaly - with a draw of some 200,000 people - takes place each spring in Verona.