

# TORLASCO

## ITALIA



"I have two infallible friends who always tell when wine is done: my moustache!"

At the end of the 17th century, **Augusto Canelli** held the keys and the secrets of the most noble and ancient wine cellars in the castles in the province of Asti. The most important wine producers always consulted with Augusto because he was well-known for his knowledge and insight of wine and his advice always guaranteed outstanding results.

Augusto always knew of the best grapes to be harvested, he carefully supervised the whole wine-making process and was an expert in the ideal conditions for aging wine. It was said, that when a wine was aged and was ready for drinking, that he had two infallible friends right in front of the bottle - his long moustache which would begin to vibrate and bend upwards. **Augusto Canelli**, a great connoisseur of all **Piedmontese wines**, was a master in understanding the qualities of his beloved **Barbera d'Asti** and always knew which bottle to choose from the cellar.

Whoever was lucky enough to meet him at a reception in a castle in the hills of Asti would taste one of his memorable bottles and could not forget him.

Everything about the experience was amazing. From the history to the garnet red hue and the intense and fruity aroma with hints of plum, ripe cherry, blackberry and raspberry. And most extraordinary, was the taste of Augusto's Barbera which was always unforgettable!

Thus Augusto Canelli became known as "**Monsù Gust**", the lord of barbera, known throughout the Kingdom of Piedmont as "Monsù Gust" which in Piedmontese dialect means "**Mr. Taste**".

Today, the Torlasco Barbera d'Asti label celebrates the figure of the extravagant and elegant wine maker, showing the caricature of Augusto Canelli "**Monsù Gust**" made by an artist during his visit to the Castle of Frinco, near Asti.

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*Monsù Gust*



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### BARBERA D'ASTI DOCG

**GRAPE VARIETY:** Barbera.

**HARVESTING METHOD:** Third week of September.

**VINIFICATION:** Red traditional, destemming and crushing, maceration on the skins up to the end of primary fermentation. Delestage, to increase the maximum extraction of color and tannins. Following malolactic fermentation. Refinement in oak barrels.

#### TECHNICAL INFORMATION

**ALCOHOL:** 13,5% vol

**TOTAL ACIDITY:** 5 g/l in as tartarico

#### SENSORIAL PROFILE

**COLOUR:** Intense ruby red.

**BOUQUET:** Rich and fruity with hints of raspberry and cherry.

**PALATE:** Great texture, soft and velvety. The aftertaste is slightly long with notes of vanilla.

**SERVING TEMPERATURE:** 16-18°C