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N° 18 May 2018 edited by **Mauro Maccario**

PRO.VI.MA AND THE MATELICA'S VERDICCHIO

The 'Verdicchio' wine from Matelica, a protected origin area in Italy's Marche region, is one of the most interesting Italian white wines and PRO.VI.MA. (Wine producers of Matelica) provides several examples, all of excellent workmanship.

The winery has a long history dating back to 1932, when it was created in order to allow the collective harvesting of grapes by the Matelicean producers. A strategic position was chosen for the winery, close to the railway station to facilitate transport of collected grapes by rail.

MATELICA, THE OTHER FACE OF VERDICCHIO

Matelica is definitely **the other side of Verdicchio**. The white wine par excellence of the Marche Region, of the most famous and celebrated Verdicchio, that of the Castelli di Jesi.



It has played a central role in the viticulture panorama of the region, so much as that it is the oldest in the upper part of the Vallesina area and is known as the enopoly or the Matelica Wine Plant.

The current cooperative was established in 1978, and since then there has been an increase in the social base, with the conferment of new vineyards. Today there are 180 vinegrowers who represent a total area of about 100 hectares with an average production of 10,000 hectoliters of wine.

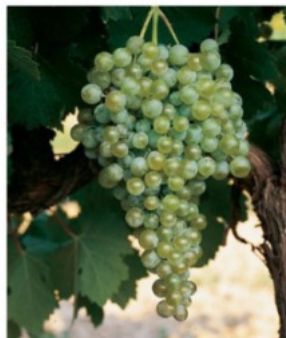


The business reality has changed a lot. No longer a great enopoly, but a medium-sized structure, where quality is increasingly sought after, while quantity remain a sign of the past.

In fact the cooperative winer for decades has focused its activity on the sale of bulk wine, while since the last ten years it has started the production of a large range of bottled wines, the result of the best harvest selections. Today, the production ranges around 100,000 bottles of wine, mostly Verdicchio di Matelica DOC and Verdicchio di Matelica Riserva DOCG, Marche IGT Rosso and Colli Maceratesi DOC.

The wines of PRO.VI.MA. are distributed and available locally, in medium-sized shops, food stores and wine shops, in the province of Macerata and Ancona.

The Verdicchio vine is one of the best Italian native white grapes; in the language of 'ampelography', the classification of the grapes according to color, it is noted as "green" grapes together with Verduzzo, Verdello, Verdesca, etc; while a close relationship between Verdicchio and Trebbiano from Soave (Verona) it has been highlighted.



Variedad verdejo



Variedad verdicchio

It was probably introduced in the Esino valley in 1470 by Longobards, when they settled in these areas following the "Invitation of the Municipality of Jesi", in order to repopulate the territory.



Over the centuries that vine has adapted to the territory becoming a native variety, which meets the ideal conditions to express themselves, at such a high level, only in the heart of the Marche, between Jesi and Matelica (and in no other area).

Enopress has met the pleasure of tasting the three souls of the company's verdicchio, three different expressions of the territory of Matelica.



VERDICCHIO OF MATELICA RISERVA DOCG "MATÉRGA" 2015

This wine comes from a selection of Verdicchio vineyards and is produced only in the best vintages. One part (about 30%) ages in French oak barrels, the other 70% in cement tanks. Two different ways that allow this wine to acquire an elegant and powerful structure. The long permanence in the bottle enriches its elegant and persistent aromatic vein. It is a very long-life wine if properly stored.

It is intense straw yellow with greenish hues, very transparent. Nose particularly powerful, clean, pleasing and refined, starts with hints of apple, plum and peach followed by aromas of almond and floral puffs of hawthorn and broom, with sweet clink of vanilla.

Fresh and balanced attack, good body, pleasant softness. On the palate the acidity, the spices and the citrus notes are appreciated, the sip is fluent and the finish is persistent with flavors of almond.

The Verdicchio, moreover, owes its uniqueness, compared to all other white wines, thanks to the very high presence of ethyl achatic acid (scientifically proven) one of the main natural phenolic antioxidants, with beneficial effects on cardiovascular diseases and, above all, able to lower the amount of free radicals in the liver contributing to the prevention of liver fibroma.



Viticulture in Matelica has very ancient roots dating back to the Piceno era. The attitude of Matelica to produce excellent wines is rooted in history and testified by eminent scholars such as Andrea Bacci and Francesco Scacchi.

In 1579 the first historical reference between Verdicchio and Matelica dates back to a notarial deed, drawn up by the Niccolò Attucci from Matelica, which defines the greatest value of those lands in with the vineyards of "Verdichio".



From the end of the nineteenth century until the end of the Second World War,



VERDICCHIO OF MATELICA DOC "TERRAMONTE" 2016

It is a CRU, that is produced every year in the same Terramonte vineyards, grown exclusively for the production of this wine. This selection represents the stereotype of the Matelica's Verdicchio: power and elegance, flavor and softness, maturity and freshness. It has great capacity for evolution in the bottle.

The Terramonte is a wine well above average at the level of drinking pleasantness and intensity of those flavors that it unravels once tasted. The color is an intense golden yellow and on the nose you may perceive aromas of lemon, grapefruit, elder flowers and broom, then fresh banana and yellow peach. The mouth is fluid, elegant, rich in different notes before fruity with a tendency to citrus that then turns towards sweet flavors of almond and honey. It reveals a masterly balance that holds it on the palate for a long time, with an ending that gradually turns into a bitter memory of almond.

with the development of ampelography and the improvement of viticultural and enological knowledge, Verdicchio has established itself as one of the best white grape varieties of the Marche Region.



A path of increasing quality that has brought the Matelica's Verdicchio to obtain an important record: it is the first white wine of the Marche to have obtained the DOC (Denomination of Controlled Origin - Verdicchio di Matelica DOC in 1967) and then the DOCG (Denomination of Controlled and Guaranteed Origin - Verdicchio di Matelica Riserva DOCG in 2011).



VERDICCHIO OF MATELICA DOC 2017

It is the classic Matelica's Verdicchio DOC. Traditional aromas of exotic fruits and citrus fruits, acacia flowers and mineral notes that wink to the hydrocarbon. In the mouth the fruit flavors are accompanied by a marked freshness; preserves a sweet, almondy note, broad on the palate, but dry; the closure of the sip is long, pleasant and elegant.

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