

LAGERLA®

The La Gerla property is situated at 320 metres above sea level, on the gentle slopes below Montalcino. This small wine estate has established itself as one of the great crùs in this territory in the heart of Tuscany, delineated by the Orcia and Ombrone valleys.

The owner, Sergio Rossi, was formerly involved in advertising. He was the director of three European offices of a famous agency and was used to travelling for work and to losing sleep over lay-outs and jingles. These days he is almost an “ilcinese,” and he loves his vineyards as if they were children. This gentleman, with his vivacious character, has succeeded in his goal of creating a small crù in Montalcino where the most modern technology is combined with the know-how of local men and one winemaker. At La Gerla, human intervention plays an important role in extracting excellent Tuscan products from the land.

The farmhouse, with the characteristic name “Colombaia” was once the property of the Biondi Santi family. They used it to make one of the best Brunellos in the area. Sergio Rossi purchased the property in 1976 and restructured it with care and attention to detail. In 1978, he created the trademark La Gerla.

Today the estate has 11,5 hectares (28,41 acres) under vine and large modern cellars complete with the latest technology. Sergio Rossi is flanked by a united team of people that have helped him to achieve his goal; the winemaker, Vittorio Fiore, who has been with the estate from the start and is both a friend and a trusted professional, Alberto Passeri, agronomist and director of the estate, Marisa the cellar boss, Luca the vineyard overseer and Sonia who deals with the estate administration. Last but not least, Seriano, the first “contadino” to work on the estate, has returned to the property. At La Gerla, as well as the development and continual evolution of our technology, we still give great importance to the people and the sentiments that are behind our wines and, for this reason, we couldn't give up on a local man, a real “ilcinese” with land and wine in his blood!

Perhaps this is one of the reasons why, in recent years, La Gerla has received consensus and high points in the best guides and trade publications, as well as appreciation in wine stores and restaurants. Could it be that our clients, when they taste a glass of Brunello La Gerla or Birba, perceive in the bouquet, along with the notes of berries and vanilla, some of the love of those that made the wine?

- Founded : 1976
- Production : Wine – Extra Virgin Olive Oil - Grappa
- Owner : Sergio Rossi
- Winemaker : Vittorio Fiore
- Location : Montalcino - (Siena) - ITALY
- Surface area :11,5 Ha (28,41 acres) vineyards, 2 Ha (4,94 acres) olive groves
- Products : 4 wines, 1 Extra Virgin Olive Oil, 1 Grappa di Brunello
- Red wines : Brunello di Montalcino docg, Brunello di Montalcino riserva docg “Gli Angeli”, Rosso di Montalcino doc, Birba IGT
- Annual production : 70.000 bottles
- Vineyard names and the year in which they were planted :La Gerla (Montalcino, 1976), Gli Angeli (Montalcino, 1985) Mercatale (Montalcino 1982/2001), Oliveto (Castelnuovo dell'Abate, 1997), Piano (Castelnuovo dell'Abate, 1992), La Pieve (Castelnuovo dell'Abate, 1998).
- Varietals: Only the Sangiovese Grosso (Brunello) grape is cultivated on the property. In the new vineyards, we have a mix of the following authorised and certified clones : R24, VCR5, VCR6, VCR30
- Olive trees: Frantoio, Moraiolo, Olivastra, Leccino; four local varieties.
- Annual production : 2.000 0,50 lt. and 0,75 lt. bottles
- Markets : Sold in Italy and in 18 other countries :USA (28 states), Switzerland, Germany, Austria, Belgium, Denmark, Norway, Liechtenstein, Great Britain, Japan, Singapore, Mexico, Bermuda, Canada (Ontario, Alberta, British Columbia).

La Gerla “Birba”

Rosso Toscano 2003

This wine was created in 1988 by Sergio Rossi who decided to experiment with ageing Brunello in barriques. The result is a wine that is fascinating, pleasant and robust with an excellent price:quality ratio.

Vineyards position	Hillside, 270-320 meters
Grape variety	Sangiovese Grosso 100%
Training system	Cordone speronato
Average age of vines in production	25 years
Cultivation methods	Deep pruning, restriction of production to a few grape bunches for each vine, grape selection and harvest by hand
Vinification methods	Loose grape pressing; temperature controlled (30°C) during fermentation; 2 rackings every year; slow continuous flow bottling in sterilized conditions
Alcohol content	14,0% Vol
Total acidity	5,56
Total dry extract	33,90
Poliphenols	3008
Ageing (maturing)	13 months in barriques, 1/3 new, Allier and Vosges medium toasted.
Average yearly production	6.600 bottles of 0,75 lt,
Ageability	10 years
Bottle type	Bordolese 600 gr. (15.8 oz)



La Gerla

Brunello di Montalcino 2003

Wine Type	Red wine D.O.C.G. vintage 2005
Vineyard position	Hillside: 270-320 metres a.s.l.
Grape varietal	Sangiovese Grosso – Brunello
Growth system	Cordone speronato
Average age of vines	25 years
Cultivation methods	Deep pruning, restriction of production to a few grape bunches from each vine, grape selection and harvest by hand
Vinification methods	Loose grape pressing; temperature controlled during (30°C), fermentation with 15 days maceration; 2 every year rackings, slow continuous flow bottling in sterilized conditions
Alcohol content	14,00 %%
Total acidity	6,30
Total dry extract	33,00
Polyphenols	2900
Ageing (maturing):	4 years, 3 of which are in Slavonian wood casks of 50-100 Hl
Average yearly production:	35.000 bottles of 0,75 lt; 250 bt Magnum 1,5lt; 4.000 bt 0,375lt
Ageability	10 years
Bottle type	Bordolese 600 gr. (21.1 oz)

ORGANOLEPTIC PROFILE

Colour Intense ruby verging on garnet

Taste Dry, warm, harmonious, velvety, steady in body and heart

Bouquet Ethereal, melting into scents of sweet violet and iris, recalling the berries growing in the woods

FOOD PAIRINGS

Red meat, preferably game. Keep the bottle upright at room temperature for at least 24 hours, uncork it 2 hours before and serve it decanted in a carafe.

91 points Wine Spectator: "Loads of strawberry, blackberry and mineral aromas follow through to a full body, with silky tannins and a long, caressing finish. Tight and well-structured. Fresh. Best after 2010." (05/08) 90 points Robert Parker's Wine Advocate: "La Gerla's 2003 Brunello di Montalcino exhibits plenty of Sangiovese character in its ripe fruit, smoke, earthiness and tobacco. Made in a taut style, it comes across as linear and focused, with notable length and a surprisingly fresh finish to round out the close. Another 6-12 months in bottle should help smooth the tannins. Anticipated maturity: 2009-2016." (04/08)