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Inside on Page 4
1995: A Great
New Yquem

Inside on Page 6
Top 1999 Bordeaux
in Imperiale

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TUSCANY

Tenuta di Trinoro

"An Up and Coming Superstar." Robert Parker

"I pruned long, 9 buds average. The budding started at the beginning of April, the flowering the first of June and in warm, moist weather a great yield showed on the 10th. Then suddenly the temperature fell by 15 degrees and the days were brilliant again, with sun, and the sea of berries which had already been visible on the 25th showed scarcity on the bunches. From there on an African heat that often reached 120 degrees settled in through the 20th of August.

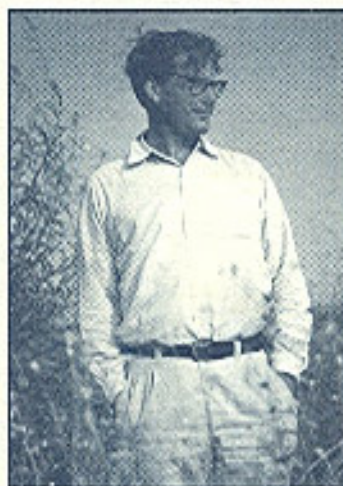
"The heat was unbearable and a friend who lives in Africa taught us how to move cautiously — like in a tent. Watering each plant and ridding 90% of the

green berries took us to work at night through the whole of July and August, and we managed to save the vines. By the 28th of August the remaining hanging fruit had gone from a month behind schedule to maturity. Thanks to a suddenly cool September with a bit of rain, the fruit rushed even faster. We picked the Merlot on October 6th and 7th. The rushing continued, and by the 11th-14th we picked all the Cabernet Franc ripe by parcels. Cabernet Sauvignon and Petit Verdot came two weeks later, all like blackberries cracking."

*Andrea Franchetti on the 1998 vintage
at Tenuta di Trinoro*

He has the eye of an artist and the pen of a poet. And in less than a decade Andrea Franchetti has taught himself to be one of the best winemakers in Tuscany. He comes from one of the great families of Italy, and he could have chosen to do anything. But like so many other Italian aristocrats he was drawn to wine.

Andrea's choice was to create Tenuta di Trinoro, arguably the most ambitious new project in the past thirty years of Tuscan wine. Just two limited-production wines are made: Tenuta di Trinoro—80% Cabernet Franc, 10%



Andrea Franchetti

Merlot and 10% Petit Verdot—and Palazzi, a blend of 50% Cabernet Franc and 50% Merlot. With its models of Cheval Blanc, Pétrus, Le Pin and Valandraud, Trinoro in just two vintages has many predicting that this is the Tuscan cult wine of the future.

A Perfect Setting

The Trinoro story began a decade ago when Andrea discovered an abandoned estate on the border of Tuscany and Lazio. The spot was magical: located high on a ridge overlooking the Orcia

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"There are men who choose to make wine following a new idea and vision. Andrea Franchetti is one such visionary, if one can categorize a talent as unique as his." Gambero Rosso

"No expense has been spared in the replanting of this ancient vineyard (dating from 1892) or on the lavish attention given to the wine. Made from extremely low yields of 20 hectoliters per hectare, aged 14 months in 100% new French oak, and bottled without fining or filtration ... To date, these have been spectacular efforts with fabulous potential." Robert Parker

River. It is a virtual Eden, nestled between two towering mountains, with oak trees that keep their foliage a full month longer than anywhere else in Italy.

While vineyards had been planted there more than a century before, they were long gone, leaving Andrea only the *terroir* and the promise of great wines. Even today, his are the only vineyards as far as the eye can see.

The Road Back

In 1992, Andrea began the long restoration. A lover of Right-Bank Bordeaux, he took advantage of the limestone-rich clay and gravel soil—similar to that of St. Emilion—to plant vineyards of Cabernet Franc, Merlot, Cabernet Sauvignon and Petit Verdot at densities approaching 10,000 plants per hectare. His reference points were the great wines of St. Emilion and Pomerol, and in his revolutionary work he was inspired by his friend Jean-Luc Thunevin, proprietor

of Ch. de Valandraud and father of the *vin de garage* movement.

The vines are pruned to yield a tiny 20 hectoliters per hectare. During July and August, Andrea makes several passes through the vineyards, removing under-ripe bunches and even individual grapes. Ferment-



One of the ancient buildings at Trinoro restored by Andrea Franchetti.

The Making of An Icon, 2000

*While still relatively unknown in the U.S., Trinoro has enjoyed a cult status in Europe since 1998, when Andrea offered his first vintage, 1997, as futures to the European wine trade. Within weeks of opening, the '97's were selling on the Bordeaux market (*en primeur* to the trade) for 600 French Francs a bottle—at that time the equivalent of \$100.*

When the '98 went on the market *en primeur* last year, London's most prestigious wine broker—a firm much better known for selling L.e Pin than

Masseto—wrote: "We expect these wines to be 'the next big thing' and if they take off like Pingus and Valandraud these opening prices will look like a giveaway." And with the opening of the '99's this spring, a top Bordeaux negociant wrote: "Those of you who missed the boat when Pingus sailed better get on board now!"

In Italy these days, the name "Trinoro" is increasingly spoken with reverence, particularly among other winemakers—many of whom believe that Trinoro could some day be Italy's greatest wine. □

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The vineyards in winter at Trinoro.

tation is in squat, open-top fermenters and the wines are raised in 100% new French oak barrels. Rackings and reduction are minimized through use of state-of-the-art "micro-oxidizers." There is no fining or filtration.

This Offering

We first heard of Trinoro two years ago from friends in Europe. And then last year we had the good fortune to meet Andrea. One thing lead to another, and

earlier this year Andrea honored us by appointing us his importer for the U.S. Like so many others, we believe that Andrea's two cuvées—Tenuta di Trinoro and Palazzi—are on their way to becoming two of the most coveted wines not only of Italy, but the world.

Every once in a while you have the chance to get in on the ground floor of an emerging *great* new wine. This is one of those opportunities. Don't let it pass you by. ☐

1998 Tenuta di Trinoro 92 Parker

\$75.00 *bt.* \$850.00 *cs.*



Parker: "Tenuta di Trinoro is a blend of 80% Cabernet Franc, 10% Merlot, and 10% Petit Verdot ... remarkably complex, the 1998 Tenuta di Trinoro reveals notes of coconut, Asian spices, and generous quantities of black cherry, blackberry, and smoke-infused fruit flavors. The wine is jammy, full-bodied, viscous, and voluptuously-textured with extraordinary purity and overall balance. In both wines, the tannin is obscured by the luxurious fruit and high glycerin. The 1998 Tenuta di Trinoro will also drink well for 10-15 years."

1998 Palazzi 93 Parker

\$75.00 *bt.* \$850.00 *cs.*



Parker: "Palazzi is a blend of 50% Cabernet Franc and 50% Merlot (reminiscent of St.-Emilion's famed Cheval Blanc). The 1998 Palazzi (1,000 cases) exhibits an exotic, sweet nose of blackberries and spices, an opulently-textured, jammy, ripe style with wonderful sweetness on the attack, copious quantities of glycerin, supple tannin, and a blockbuster, rich finish with tremendous complexity. It should age effortlessly for 10-15 years."