

Giulia Negri, La Morra (Piedmont)

Barbera d'Alba DOC

Vintage	2023
Winemaker	Giulia Negri
Region	Piedmont
Alcohol	14% vol.
Grapes	100% Barbera

Winemaking

The grapes come from vineyards growing 400 m above sea level. The soil is sandy and clayey. Following a strictly selective hand harvest, the grapes are destemmed and lightly crushed as soon as they arrive in the winery. They are then spontaneously fermented in steel tanks. Once the fermentation process is complete, the wine rests for 16 months in 500 litre tonneau oak barrels.

Our tasting note

Lively ruby red. The glass gives off a balsamic bouquet followed by raspberries, sour cherries, pomegranate seeds and plums. The tannins are perfectly integrated with the fresh fruit notes on the palate. Notes of dark chocolate and a hint of freshly ground coffee powder provide the necessary spice. The wine delivers a clear, fresh finish.

Giulia Negri



The winery in La Morra encompasses 6.5 hectares of vineyards and 12 hectares of woodland, where the famous white Alba white truffles thrive. The organically cultivated vineyards are situated at an altitude of between 350 and 540 metres. At the top lies the Serradenari single vineyard, the highest vineyard in the entire Barolo area. The location provides optimum conditions for the Nebbiolo, which is responsible for the unusually long-lived growths. It is a variety with great personality, Giulia Negri enthuses. It cannot be reproduced, is unique and majestic. Giulia Negri is an impressive young woman. Before turning 20 she had tasted her first own wine selections in her parents' winery, which she took over completely at the age of 23 after studying to become a bio-technologist and undertaking internships in Burgundy. Her first own Barolo was the 2007 vintage and it immediately made it into Wine Enthusiast's Top 100. At that time, she was still referred to as a «garage winegrower». A lot has happened since then. She always wanted to make her own wines, in her own way, fully detached from other schools of thought. Traditional and modern at the same time in their own cheeky style. Today, the «Barolo Girl» - as Giulia is also known - is one of the most watched young winemakers of her generation, although she has only been running the winery on her own since 2014.

Suitable with

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