



PITARS

Vigneti di famiglia in Friuli



PITARS
GFOUR EXCLUSIVE
WORLDWIDE COLLECTION



GFOUR
INTERNATIONAL

punto 
icona contemporanea

ONCE UPON A TIME

FOR MANY GENERATIONS THE PITTARO FAMILY HAS BEEN CULTIVATING THE VITIS VINIFERA, THE VINE, IN ITS BELOVED LAND. A FRIULIAN FAMILY WITH AN AUTHENTIC HISTORY THAT FIRMLY BELIEVES IN THE PASSION FOR ITS LAND AND FOR THE CULTIVATION OF THE VINE. A PASSION MADE OF NOBLE GOODWILL, A VERITABLE RELIGION. JUST LIKE THE CHRISTIAN FAITH, TRADITIONALLY HANDED DOWN THROUGH MEDIEVAL LEGENDS EXPLAINING THE ORIGINS WHEREBY THE HAWTHORN WAS BORN, SIGN OF GREAT VALUE AND PURITY AND, PRINCELY BUT STRAIGHT AT THE SAME TIME, THE SYMBOL OF THE PITARS BRAND. JUST LIKE THE FORCEFUL FRIULIAN RURAL TRADITION, WITH THE REFINED SKILLS OF A VERY SPECIAL VOCATION, ALL CULTIVATED TOGETHER, DAY AFTER DAY.



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THE PITTARO FAMILY

THE PITARS ARE A DESCENT OF MASTER WINE MAKERS WHO HAD BEEN PRODUCING EXCELLENT WINES EVER SINCE 1510. AT THE BEGINNING WAS ROMANO, THE FIRST TO INTRODUCE QUALITY WINES IMPORTED FROM FRANCE BY SENATOR PECILE AND THE CONTE DI BRAZZA IN 1880.

THEN ANGELO, THE SON, A YOUNG WORLD TRAVELLER, FOR FIFTEEN YEARS IN VENEZUELA AND THEN BACK IN HIS BELOVED LAND OF FRIULI TO BRING TO AMBITIOUS GOALS THE FAMILY BUSINESS, WHICH WILL BE NAMED CANTINA SAN MARTINO. TODAY LORIS, BRUNO, MAURO AND PAOLO ARE THE WITNESSES OF THAT ARDOR THAT FILLED WITH DEEP MEANING THE STORY ENTIRE GENERATIONS.



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THE VINEYARDS

THE 120 HECTARES OF THE CANTINA SAN MARTINO VINEYARDS, CULTIVATED WITH CARE FOR A LOW-YIELD PER HECTARE, STRETCH OUT PERFECTLY BETWEEN THE PROVINCES OF UDINE AND PORDENONE, IN THE PRECIOUS "GRAVE" D.O.C. LAND. HERE YOU CAN SURPRISINGLY DISCOVER THE UNEXPECTED GENEROSITY OF NATURE, WITH THE RICHEST VINES BEING ALLOWED TO TAKE ROOT AND GROW FROM THE STONY SOIL. ALL HAPPENING IN THAT REGISTERED DESIGNATION OF ORIGIN AREA, WELL KNOWN FOR THE ORIGINALITY OF ITS COMPOSITION, RESULT OF A MILLENNARY DEPOSIT OF CALCAREOUS-DOLOMITIC LIMESTONE MATERIAL BROUGHT DOWNSTREAM FROM ALLUVIAL RIVER FLOODS. AN AREA SHELTERED BY MOUNTAINS FROM THE COLD WINDS INCOMING FROM THE NORTH AND CARESSED BY THE LIGHT SEA BREEZE FROM THE ADRIATIC, PROVIDING A MICROCLIMATE PARTICULARLY SUITED TO THE CULTIVATION OF GRAPEVINES, THANKS TO THE DAY/ NIGHT THERMAL EXCURSION, EXALTED BY THE WIDESPREAD STONY SURFACE OF THE GROUND.

A LAND WITH A STRONG PERSONALITY, WITH A VOCATION FOR GROWING GRAPEVINES OF THE HIGHEST QUALITY, WITH EXCEPTIONAL GRAPES CHARACTERISED BY THEIR ABSOLUTELY UNIQUE FRAGRANCE.



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THE WINERY

THE PITARS WINEMAKING TRADITION IS AN ART HANDED DOWN THROUGH GENERATIONS, RICH OF THE VALUES OF THE FRIULIAN HERITAGE AND OF THE PASSIONATE CARE THAT CHARACTERIZES EVERY STEP AND EVERY DETAIL OF THE COMPLEX WINEMAKING PROCESS.

THIS IS MADE IN A TECHNOLOGICALLY ADVANCED WINERY WITH HIGHLY SPECIALISED WINE-MAKING SYSTEM, WITH A CAPACITY OF OVER TWENTY THOUSAND HECTOLITRES, WITNESS TO AN AGRO-TECHNIQUE EVOLUTION OF EXCEPTIONAL STANDING.

THE WINERY IS AN AVANT-GARDE ARCHITECTURE, MADE ACCORDING TO THE PRINCIPLES OF GREEN BUILDING, WITH NATURAL AND RECYCLABLE MATERIALS. A PERFECT SYNTHESIS OF FORM AND FUNCTION IN HARMONY WITH THE ENVIRONMENT AND THE WEALTHY NATURE THAT SURROUNDS IT. HERE HIDES THE UNDERGROUND CELLAR, THE HEARTH OF THE WINERY, WHERE THE MOST PRECIOUS WINES REST AND AGE SLOWLY REACHING THE BEST EQUILIBRIUM, EXPRESSING ALL THEIR EXCLUSIVE QUALITY. AT ITS SIDE THE ADVANCED DRYING ROOM, COFFER FOR THE BEST GRAPES PICKED AND SELECTED BY HAND, WHERE THEY LIE IN A CONTROLLED ATMOSPHERE, WAITING TO REVEAL BIG SURPRISES.



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MARKETING & SALES

THE WINE CASTLE IS A SMALL ANCIENT WORLD, WHERE SERENE PEACE REIGNS, IMMERSSED IN NATURE RESPECTED BY THE PERSON TAKING CARE OF IT.

THE WARMTH OF OLD TIMES AND THE REGAL STATELINESS OF AN AVANT-GARDE ARCHITECTURE, IMMERSSED IN A SUMPTUOUS GARDEN SURROUNDED BY VINEYARDS THAT STRETCH AS FAR AS THE EYE CAN SEE. IN THE LARGE AND OPEN LIVING AREAS THE VISITORS CAN ENJOY THE VIEW OF THE VINEYARDS IN THE COMPANY OF EXCELLENT WINES TO SHARE WITH TRUE PLEASURE. THIS IS HOW THE PITARS WELCOME ITS GUESTS VISITING THE WINERY: WITH THE REFINEMENT OF THE PAST AND THE WARMTH OF PROFESSIONAL PEOPLE, GIVING AN UNFORGETTABLE EXPERIENCE.

ALWAYS THE QUALITY PRODUCTION OF THIS LAND HAD BEEN APPRECIATED BY THE REIGNING ELITES OF EUROPE. TODAY PITARS WINERY EXPORT 70% OF ITS PRODUCTION TO 19 COUNTRIES WORLDWIDE. THE NEW GENERATION OF THE FAMILY HAS A SPECIFIC TASK: TO REVEAL TO THOSE WHO UNCORK A PITARS BOTTLE ALL THE CARE AND VALUES THAT CONTAINED.



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FACT SHEET

PROPERTY PITTARO FAMILY

YEAR OF FOUNDATION 1968

NUMBER OF EMPLOYEES 15

VINEYARDS OF PROPERTY 146 HA = 360 ACRES

MEDIUM YEALD PER HECTAR 10,7 TONS PER HECTAR

FY 2011 CONSOLIDATED NET SALES € 3.1 MILLION

NUMBER OF BOTTLES PRODUCED IN 2011 732.000

DAILY BOTTLES CAPACITY 14.000 BOTTLES

TOTAL CLEAN ENERGY PRODUCED IN 2011 94.000 KW

TOTAL ENERGY CONSUMED IN 2011 136.000 KW

CERTIFICATIONS IFS,BRC GLOBAL STANDARD(BEING CERTIFIED)






Gfour exclusive

THE GFOUR EXCLUSIVE LINE
LINEA ESCLUSIVA GFOUR

THE WINES

YOUNG WINES, IMPORTANT WINES AND 'MEDITATION' WINES, THE SWEET BLEND OF INDIGENOUS GRAPES. THE PITARS PRODUCT SELECTION CAN SATISFY THE MOST EXPERT AND DEMANDING PALATES, PROMISING THE SENSES AN INTENSE AND UNMISTAKABLE EXPERIENCE, ABLE TO SURPRISE EVEN THOSE WHO LOVE PROSECCO.

RESULT OF THE EXCLUSIVE SELECTION OF THE BEST GRAPES OF THE VINTAGE, THE WINES EXPRESS THE GENUINE PURITY OF INDIVIDUAL VINES IN A HARMONY OF FRESHNESS AND FRAGRANCE.

15 DIFFERENT VARIETALS ARE GROWN ON THE ESTATE: CHARDONNAY, CABERNET FRANC, CABERNET SAUVIGNON, FRIULANO, MERLOT, REFOSCO DAL PEDUNCOLO ROSSO, PICOLIT, PINOT BIANCO, PINOT GRIGIO, PINOT NOIR, PROSECCO, RIBOLLA GIALLA, SAUVIGNON, TRAMINER AROMATICO, VERDUZZO FRIULANO. EACH VINEYARD SIGNS THE LABEL AND RECALLS ITS ORIGIN.

THE RESULT OF THE MOST METICULOUS CARE, EXPRESSES THE BEST OF THE GRAPES OUR VINEYARDS CAN GIVE, IN AN UNMISTAKABLE AND UNFORGETTABLE EXPERIENCE.

VERVE AND ELEGANCE DISTINGUISH THE SPARKLING WINES PITARS, PROTAGONISTS OF THE MOST SPECIAL MOMENTS WITH A UNIQUE PERSONALITY AND STYLE.



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1. PROSECCO GOLD MILLESIMATO
2. PROSECCO BRUT MILLESIMATO
3. ROSÉ SPUMANTE DRY
4. CUVÉE PRESTIGE
5. GENESI PROSECCO EXTRA DRY
6. PROSECCO PERLA LIMITED MILLESIMATO

Four exclusive

PROSECCO GOLD MILLESIMATO

JAME SSUCKLING 90 PTS (MILLESIMATO 2018)

THE BOUQUET IS RICH AND ENORMOUSLY PLEASURABLE.

THE FRAGRANCE IS OF A VARIETY OF MATURE FRUIT: AN AROMA OF RIPE APPLE AND PEAR STANDS OUT, WHILE THERE ARE ALSO GENTLE SHADES OF CITRUS SWEET, FINE FLOWERY HINTS. THE CREAMILY SPARKLING TEXTURE FULFILLS THE EXPECTATIONS AS IT IS WELL MOULDED INTO THE SUGAR RESIDUE.

WONDERFUL AS AN APERITIF, THIS WINE IS INTRIGUING AND EXTREMELY VERSATILE MAKING BRIGHTER THE MOST MEMORABLE MOMENTS.

SERVICE TEMPERATURE SERVE AT 8°C IN A FLÛTE

AREA OF ORIGIN FRIULI GRAVE

APPELLATION D.O.C PROSECCO

VINEYARD BRAIDA SANTA CECILIA, RIVOLTO (UD)

GRAPE VARIETIES 100% GLERA (FORMERLY KNOWN AS PROSECCO)

TRAINING SYSTEM GUYOT, DOUBLE ARCHED CANE

HARVEST PERIOD FIRST WEEK OF SEPTEMBER

SPARKLING WINEMAKING METHOD MARTINOTTI/CHARMAT

ALCOHOL LEVEL 11,5%

RESIDUAL SUGAR 16 G/L

TOTAL ACIDITY 5,6 G/L.



PITARS
Vigneti di famiglia in Friuli

JAMESSUCKLING 90



Four exclusive

ROSÉ DRY

JAME SUCKLING 90 PTS

ELEGANT AND CREAMY PERLAGE, VERY PERSISTENT. BRILLIANT PALE PINK COLOR. DELICATE AND FRAGRANT, FRUITY, WITH HINTS OF STRAWBERRY, RASPBERRY AND ROSE. FRESH AND LIGHTLY AROMATIC.

RECOMMENDED WITH EXTREMELY PLEASANT TO THE TASTE, IT IS IDEAL AS AN APERITIF, AS WELL AS A COMMENDABLE CHOICE FOR ANY OCCASION.

SERVICE TEMPERATURE 45-50 °F, 8-10 °C IN A FLÛTE

SOIL GRAVELY OF ALLUVIAL FOOTHILL ORIGIN

GRAPE VARIETIES GLERA AND PINOT NOIR

TRAINING SYSTEM GUYOT

HARVEST PERIOD FIRST WEEK OF SEPTEMBER, MANUAL HARVEST

VINIFICATION WHITE VINIFICATION. FIRST FERMENTATION OCCURS IN STEEL VATS AT CONTROLLED TEMPERATURE, WHERE SELECTED YEASTS ARE ADDED. THE WINE BECOMES BUBBLY INSIDE LOW-TEMPERATURE PRESSURE TANKS (CHARMAT METHOD).

AGEING SIX MONTHS IN BOTTLE

ALCOHOL LEVEL 11,5% BY VOL. PRESSURE: 4,5BAR

RESIDUAL SUGAR 18,5 G/L

TOTAL ACIDITY 5,6 G/L



PITARS
Vigneti di famiglia in Friuli

JAME SUCKLING **90**

Four exclusive

PROSECCO BRUT MILLESIMATO

JAMES SUCKLING 90PTS (MILLESIMATO 2018)

RIGHTLY EVANESCENT, WITH A FINE AND PERSISTENT PERLAGE. PALE STRAW YELLOW COLOUR WITH GREENISH SHADES. THE AROMA HAS A RICH RANGE OF FRUITY NOTES, ESPECIALLY OF UNRIPE APPLES, LEMONS AND GRAPEFRUITS. IT HAS A PRONOUNCED AROMA OF WISTERIA IN BLOOM AND ACACIA FLOWERS. IT HAS A PLEASANT ACIDITY, FRESH AND DRY FLAVOR. FULL-BODIED, IT HAS A PLEASANT AND HARMONIOUS CHARACTERISTIC TASTE. RECOMMENDED WITH HORS D'OEUVRES, AS WELL AS A COMMENDABLE CHOICE FOR ANY OCCASION.

SERVICE TEMPERATURE 45-50 °F, 8-10 °C IN A FLÛTE

AREA OF ORIGIN FRIULI GRAVE

APPELLATION D.O.C PROSECCO

SOIL GRAVELY OF ALLUVIAL FOOTHILL ORIGIN

GRAPE VARIETIES 100% GLERA

TRAINING SYSTEM GUYOT

HARVEST PERIOD FIRST WEEK OF SEPTEMBER

VINIFICATION WHITE VINIFICATION. FIRST FERMENTATION OCCURS IN STEEL VATS AT CONTROLLED TEMPERATURE, WHERE SELECTED YEASTS ARE ADDED. THE WINE BECOMES BUBBLY INSIDE LOW-TEMPERATURE PRESSURE TANKS (CHARMAT METHOD).

AGEING SIX MONTHS IN BOTTLE

ALCOHOL LEVEL 11,5% BY VOL. PRESSURE: 4,5BAR

RESIDUAL SUGAR 8,2 G/L

TOTAL ACIDITY 5,6 G/L.



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JAMES SUCKLING **90**

Four exclusive

CUVÉE PRESTIGE

CUVÉE PRESTIGE FLAVOUR FLOATS IN THE AIR LIKE A SCENT, AROMAS TICKLE YOUR TASTEBUDS, AND PERFUME SURROUNDS YOU IN A MAGICAL ATMOSPHERE, WHERE EVERYTHING COMBINES TO CREATE NEW EMOTIONS. THE WINE POURS A PARTICULARLY PALE STRAW YELLOW COLOUR, WITH A FINE AND PERSISTENT PERLAGE. THE FLAVOURS ARE PLEASANTLY FRESH WITH FRUITY AND DISCREET AROMATIC HINTS.

TO THE PALATE ITS STYLE IS ASSOCIATED WITH A PARTICULARLY VELVETY AND PLEASANTLY ACIDULOUS FLAVOURS.

SERVING SUGGESTIONS A PERFECT APERITIF OR DESSERT WINE, GOOD FOR ALL OCCASIONS.

SERVICE TEMPERATURE SERVE AT 8°C IN A FLÛTE

AREA OF ORIGIN FRIULI GRAVE

VINEYARD BRAIDA SANTA CECILIA, RIVOLTO (UD)

GRAPE VARIETIES GLERA, RIBOLLA GIALLA, VERDUZZO

TRAINING SYSTEM GUYOT, DOUBLE ARCHED CANE

HARVEST PERIOD FIRST WEEK OF SEPTEMBER

SPARKLING WINEMAKING METHOD MARTINOTTI/CHARMAT

ALCOHOL LEVEL 11%

RESIDUAL SUGAR 16 G/L

TOTAL ACIDITY 5,8 G/L



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Vigneti di famiglia in Friuli

Four exclusive

GENESI PROSECCO EXTRA DRY

JAMES SUCKLING 91PTS

THE COLOUR IS STRAW YELLOW WITH GREENISH SHADES AND HAS A FINE AND PERSISTENT PERLAGE.

THE FRAGRANCE SHOWS A RICH RANGE OF FRUITY NOTES, ESPECIALLY OF UNRIPE APPLES, LEMONS AND GRAPEFRUITS. IT HAS A PRONOUNCED AROMA OF WISTERIA IN BLOOM AND ACACIA FLOWERS. THE TASTE IS PLEASANTLY ACID, WITH A FRESH FLAVOUR. FULL-BODIED, WITH A PLEASANT AND HARMONIOUS TASTE.

SERVING SUGGESTIONS IT IS AN EXCELLENT COMPANION TO HORS D'OEUVRES, AS WELL AS A COMMENDABLE CHOICE FOR ANY OCCASION.

SERVICE TEMPERATURE 8-10 °C

AREA OF ORIGIN FRIULI GRAVE

APPELLATION D.O.C. PROSECCO

VINEYARD BRAIDA SANTA CECILIA, CODROIPO, (UD)

SOIL GRAVELY OF ALLUVIAL FOOTHILL ORIGIN

GRAPE VARIETIES 100 % GLERA

HARVEST FIRST WEEK OF SEPTEMBER

VINICATION WHITE VINICATION. FIRST FERMENTATION OCCURS IN STEEL VATS AT CONTROLLED TEMPERATURE, WHERE SELECTED YEASTS ARE ADDED. THE WINE BECOMES BUBBLY INSIDE LOW-TEMPERATURE PRESSURE TANKS (CHARMAT METHOD).

TRAINING SYSTEM GUYOT **AGEING** SIX MONTHS IN BOTTLE

TOTAL ACIDITY 5,6 G/L **SUGAR** 14,5 G/L

ALCOHOL 11,5% **PRESSURE** 4,5 BAR



BACK



FRONT

PITARS
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JAMES SUCKLING 91

Four exclusive

PROSECCO PERLA LIMITED MILLESIMATO

JAMES SUCKLING 90 PTS (MILLESIMATO 2016)

NICELY EPHEMERAL WITH A TENACIOUS PERLAGE. LIGHT YELLOW COLOUR WITH GREEN NUANCES. THE FRAGRANCE A RICH VARIETY OF FRUITY NOTES, PARTICULARLY OF YOUNG APPLES, LEMONS AND GRAPEFRUITS. IT HAS A PROMINENT PERFUME OF BLOOMING ACACIA AND WISTERIA FLOWERS. IT HAS A PLEASURABLE ACIDITY, REVEALS A REFRESHING AND CRISPY PALATE. FULL-BODIED, IT HAS A AGREABLE AND HARMONIC TYPICAL FLAVOUR. RECOMMENDED WITH HORS D'OEUVRES, AS WELL AS FOR ANY OCCASION.

SERVICE TEMPERATURE SERVE AT 8°C IN A FLÛTE

AREA OF ORIGIN FRIULI GRAVE

APPELLATION D.O.C PROSECCO

SOIL GRAVELY OF ALLUVIAL FOOTHILL ORIGIN

VARIETALS 100% GLERA

GROWING SYSTEM GUYOT

HARVEST FIRST WEEK OF SEPTEMBER

VINIFICATION WHITE VINIFICATION. FIRST FERMENTATION OCCURS IN STEEL VATS AT CONTROLLED TEMPERATURE, WHERE SELECTED YEASTS ARE ADDED. THE WINE BECOMES BUBBLY INSIDE LOW-TEMPERATURE PRESSURE TANKS (CHARMAT METHOD).

AGEING SIX MONTHS IN BOTTLE



PITARS
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JAMES SUCKLING 90

Four exclusive

THE WINE IN ARTS PROJECT

GFOUR WAS FOUNDED IN 2001 THROUGH A MEETING OF MINDS INSPIRED BY THE WORK OF MARIO GALVAGNI: ITALIAN ARTIST AND FOUNDER OF THE CENTRE FOR RESEARCH ON ARCHITECTURE, PICTURES AND PHYSICS (CRAPF) IN MILAN, ITALY. CRAPF IS AN INTERDISCIPLINARY LABORATORY PROMOTING AESTHETICS AND THE MORPHOLOGY OF HABITAT - FROM WHICH GFOUR CONTINUES TO DRAW INSPIRATION TODAY.

GFOUR IS ALSO GUIDED BY GESTALT ECOLOGY - THE TRUE 'GLUE' BINDING THE IDEAS AND ACTIVITIES THAT ARE AT THE HEART OF GFOUR.



THE WINE IN ARTS PROJECT.

THROUGH THE CONCEPT OF 'WINE IN ART', GFOUR PROMOTES TALENTED ARTISTS AND OUTSTANDING GALLERIES THROUGH WINE EVENTS AND BESPOKE PRIVATE WINE LABELS.



THE WINE IN ARTS PROJECT.

Gfour Fine Wines & Spirits has developed the concept of WINE IN ART by promoting artists through wine events, exhibitions, happenings and limited wine labels designs.



PINOT GRIGIO

WINE OF GREAT CHARACTER FERMENTED STRICTLY "IN WHITE", REFINED AND MARKED BOUQUET REMINDS OF ACACIA'S FLOWERS. DRY, SUAVE, FULL BODIED WITH A STRONG SCENT OF ARTEMISIA, LEMON AND PEAR.

SERVING SUGGESTIONS HORS D'OEUVRES, IN PARTICULAR WITH HAM, SOUPS, SEAFOOD AND WHITE MEATS. PLEASANT EVEN BEFORE MEALS.

SERVICE TEMPERATURE 10 °C; 50 °F.

AREA OF ORIGIN: FRIULI GRAVE

APPELLATION D.O.C. FRIULI GRAVE

VINEYARD BRAIDA SANTA CECILIA, CODROIPO, (UD)

SOIL GRAVELY OF ALLUVIAL FOOTHILL ORIGIN, TYPICAL OF THE LAND NAMED "GRAVE DEL FRIULI"

GRAPE VARIETIES 100% PINOT GRIGIO

HARVEST FIRST WEEK OF SEPTEMBER

VINICATION THE MUST EXTRACTED FROM THE PULP, BY SOFT SQUEEZING, IS SEPARATED FROM THE SKINS BEFORE FERMENTATION BEGINS. THE FERMENTATION IS DONE UNDER CONTROLLED TEMPERATURE TO FAVOUR THE EXTRACTION OF COLORS, OF TASTE AND THE GROWTH AND THE PRESERVATION OF THE ORIGINAL AROMAS OF THE GRAPES.

FINING IN BOTTLE

GROWING SYSTEM GUYOT. **AGEING** SIX MONTHS IN BOTTLE **TOTAL ACIDITY** 5,5 G/L

SUGAR 2,6 G/L **ALCOHOL** 12,5% **CLEAN DRY EXTRACT:** 19,0 G/L

AWARDS

YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI / BEST PINOT GRIGIO OF THE YEAR, IL MIO VINO MAGAZINE



PITARS
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THE WINE IN ARTS PROJECT.

Gfour Fine Wines & Spirits has developed the concept of WINE & ART by promoting artists through wine events, exhibitions, happenings and limited wine labels designs.

Italian Artist Sergio Voci has been involved in the creation of labels inspired by his artworks. Here is a label design in process from the a detail of the artwork 'Barking Dog'.

BARKING DOG
31 x 47,5 cm
Pencil, coloured adhesive film on cut paper.
SERGIO VOCI.
2016

Gfour exclusive

MERLOT

RUBY RED IN COLOUR WITH PURPLISH OVERTONES WHEN IT AGES, PRESENTS A FULL FRAGRANT BOUQUET WITH HINTS OF RASPBERRY, BLACKBERRY, AND BLUEBERRY. A DRY, FULL BODIED WINE WITH HERBAL OVERTONES THAT AGES WELL.

SERVING SUGGESTIONS RED MEAT DISHES, STEW, POULTRY, RABBIT AND AGED CHEESES.

SERVICE TEMPERATURE 16 – 18 °C; 60 – 62 °F.

AREA OF ORIGIN FRIULI GRAVE

APPELLATION D.O.C. FRIULI GRAVE

VINEYARD BRAIDA SANTA CECILIA, CODROIPO, (UD)

SOIL GRAVELY OF ALLUVIAL FOOTHILL ORIGIN, TYPICAL OF THE LAND NAMED “GRAVE DEL FRIULI”.

GRAPE VARIETIES 100% MERLOT

HARVEST THIRD WEEK OF OCTOBER.

VINICATION THE JUICE IS LEFT ON THE SKINS DURING THE FERMENTATION WHICH IS DONE UNDER CONTROLLED TEMPERATURE TO FAVOUR THE EXTRACTION OF COLORS, OF TANNIS AND THE GROWTH AND THE PRESERVATION OF THE ORIGINAL AROMAS.

FINING IN BOTTLE

GROWING SYSTEM GUYOT CASARSA AND CORDONE SPERONATO

TOTAL ALCOHOL 12,50 % VOL

TOTAL ACIDITY 5.4 G/L

REDUCING SUGARS 2.2 G/L

CLEAN DRY EXTRACT 29,0 G/L

AWARDS

YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI.



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THE WINE IN ARTS PROJECT.

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BARKING DOG
31 x 47,5 cm
Pencil, coloured adhesive film on cut paper.
SERGIO VOCI.
2016

Gfour exclusive

CUVÉE PRESTIGE

CUVÉE PRESTIGE FLAVOUR FLOATS IN THE AIR LIKE A SCENT, AROMAS TICKLE YOUR TASTEBUDS, AND PERFUME SURROUNDS YOU IN A MAGICAL ATMOSPHERE, WHERE EVERYTHING COMBINES TO CREATE NEW EMOTIONS. THE WINE POURS A PARTICULARLY PALE STRAW YELLOW COLOUR, WITH A FINE AND PERSISTENT PERLAGE. THE FLAVOURS ARE PLEASANTLY FRESH WITH FRUITY AND DISCREET AROMATIC HINTS.

TO THE PALATE ITS STYLE IS ASSOCIATED WITH A PARTICULARLY VELVETY AND PLEASANTLY ACIDULOUS FLAVOURS.

SERVING SUGGESTIONS A PERFECT APERITIF OR DESSERT WINE, GOOD FOR ALL OCCASIONS.

SERVICE TEMPERATURE SERVE AT 8°C IN A FLÛTE

AREA OF ORIGIN FRIULI GRAVE

VINEYARD BRAIDA SANTA CECILIA, RIVOLTO (UD)

GRAPE VARIETIES GLERA, RIBOLLA GIALLA, VERDUZZO

TRAINING SYSTEM GUYOT, DOUBLE ARCHED CANE

HARVEST PERIOD FIRST WEEK OF SEPTEMBER

SPARKLING WINEMAKING METHOD MARTINOTTI/CHARMAT

ALCOHOL LEVEL 11%

RESIDUAL SUGAR 16 G/L

TOTAL ACIDITY 5,8 G/L



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W

THE WINE IN ARTS PROJECT.

Gfour Fine Wines & Spirits has developed the concept of WINE & ART by promoting artists through wine events, exhibitions, happenings and limited wine labels designs.

< Italian Artist Sergio Voci has been involved in the creation of labels inspired by his artworks. Here is a label design in process from the a detail of the artwork 'Chandelier'.

CHANDELIER

Enamel on 12 sheets of transparency film folded and hanging, electric device.

180 x 140 cm

SERGIO VOCI.

2009

Gfour exclusive

TUREIS

FULL-BODIED WHITE WINE, WITH GREAT INTENSITY. THE COLOUR IS SHINY, GOLDEN YELLOW. INVOLVING AND POWERFUL AT THE NOSE, IT RECALLS VANILLA, EXOTIC FRUITS, ORANGE BLOSSOM AND APRICOT. INTENSE AND SOFT THE TASTE, FRESH WITH TROPICAL AND AROMATIC NOTES, WITH LONG PERSISTENCE AND GREAT MINERALITY.

SERVING SUGGESTIONS FIRST COURSES LIKE TRUFFLE RISOTTO OR TORTELLI AL CASTELMAGNO.

GOOD FOR GRILLED FISH AND WHITE MEAT PLATES

AREA OF ORIGIN FRIULI GRAVE

APPELLATION I.G.T. VENEZIA GIULIA

GRAPE SAUVIGNON, CHARDONNAY, FRIULANO

SOIL GRAVELY OF ALLUVIAL FOOTHILL ORIGIN, TYPICAL OF THE GRAVE DEL FRIULI

GROWING SYSTEM GUYOT DOUBLE

HARVEST 2013, MANUAL HARVEST

VINIFICATION IN WHITE, BY SEPARATING THE MUST FROM THE SKINS WITH SOFT PRESSING. TEMPERATURE CONTROLLED FERMENTATION AT 18 °C TO FACILITATE THE DEVELOPMENT AND THE PRESERVATION OF ORIGINAL AROMAS.

FINING BATTONAGE FOR EACH WINE: SUSPENSION OF LEES FOR THE 20% OF THE TOTAL FOR 10 MONTHS.

PRODUCTION 1063 NUMBERED BOTTLES

TECHNICAL DETAILS

TOTAL ACIDITY 5,50 G/L **REDUCING SUGAR** 3,0 G/L

TOTAL ALCOHOL 12,5% VOL. **CLEAN DRY EXTRACT** 24,40 G/L



'BABEL' (detail) - 2012 - 50 cm x 70 cm - Blue Highlighter, Pencil, Gold Spray paint on paper-board.
LIMITED EDITION LABEL / ARTWORK BY ITALIAN ARTIST SERGIO VOCI /
PART OF THE WINE IN ART PROJECT / INITIATED BY GFOUR FINE WINES & SPIRITS / IN COLLABORATION WITH PITARS.
www.sergiovoci.com
www.gfour.co.uk



THE WINE IN ARTS PROJECT.

Gfour Fine Wines & Spirits has developed the concept of WINE & ART by promoting artists through wine events, exhibitions, happenings and limited wine labels designs.

Italian Artist Sergio Voci has been involved in the creation of labels inspired by his artworks. Here is a label design in process from the a detail of the artwork 'Babel'.

BABEL
50x 70 cm
Pencil, Gold spray paint on paper board.
SERGIO VOCI.
2012





THE PROJECT
IL PROGETTO

WITH THE NEW SPARKLING COLLECTION, PITARS'DESIRE IS TO AFFIRM AND SHARE THE VALUES THAT HAVE ALWAYS DEFINED THE PHILOSOPHY AND IDENTITY OF OUR BRAND :

ITALIAN IDENTITY
HISTORY & TRADITION
RESEARCH
TERROIR
CRAFTMANSHIP
PRECISION
MODERNITY
CONTINUITY
DESIGN
EVOLUTION

THE SPARKLING LINE BOTTLES

THE TYPICAL DESIGN OF THE PITARS SPARKLING BOTTLES SHAPE CONFERS AN ORIGINAL IMAGE AMONGST THE NUMEROUS BOTTLES ON THE MARKET.

IT IS THE QUEST FOR THIS IMPORTANT DISTINCTIVE TRAIT THAT HAS PUSHED OUR WINERY TO SEARCH FOR THE PERFECT 'PITARS SPARKLING WINE BOTTLE'.



THE SPARKLING LINE LABELS

THE ROUND LABELS, INSPIRED BY THE SHAPE OF A BUBBLE, WITH ITS VINTAGE FLORAL THEMED FRAME, IS COMPLETED BY A MODERN SHINY TEXTURE TO EXPRESS VIVACITY AND THE CELEBRATION OF LIFE, WHICH IS WHAT WE BELIEVE SPARKLING WINES ARE ABOUT.

THE PITARS CONCEPTUAL SYNTHESIS : WINE AS A CREATIVE PRINCIPLE

THE LABELS' VISUAL IMPACT, IS SUBTLE, ELEGANT AND PLEASANT TO THE EYE AND TOUCH.

A REFINED ATTENTION TO DETAILS OPENS UP ON A REFRESHING AND CONTEMPORARY IMAGE.



PROSECCO MILLESIMATO

THE GOLD LABEL

PRINTED ON A METAL WATERPROOF SUPPORT, THE LABELS SHOW NUMEROUS QUALITY TRAITS.

THE GOLD HOT STAMP FOIL AND LAMINATED DETAILS IN DUOTONE, PUSHES UP THE CHROMATIC CHARACTERISTICS OF THE PROSECCO MILLESIMATO: THE GOLD.

CUVÉE PRESTIGE

THE BLUE LABEL

HAVING THE SAME TEXTURE QUALITIES AS THE GOLD LABEL, THE CUVÉE PRESTIGE LABEL, CONTRASTING ON THE DARK GLASS BOTTLE, CONFERS, WITH ITS SHINE QUALITY AND LIGHT SILVER BLUE COLOUR, THE FEELING OF FRESHNESS WE WERE LOOKING FOR.



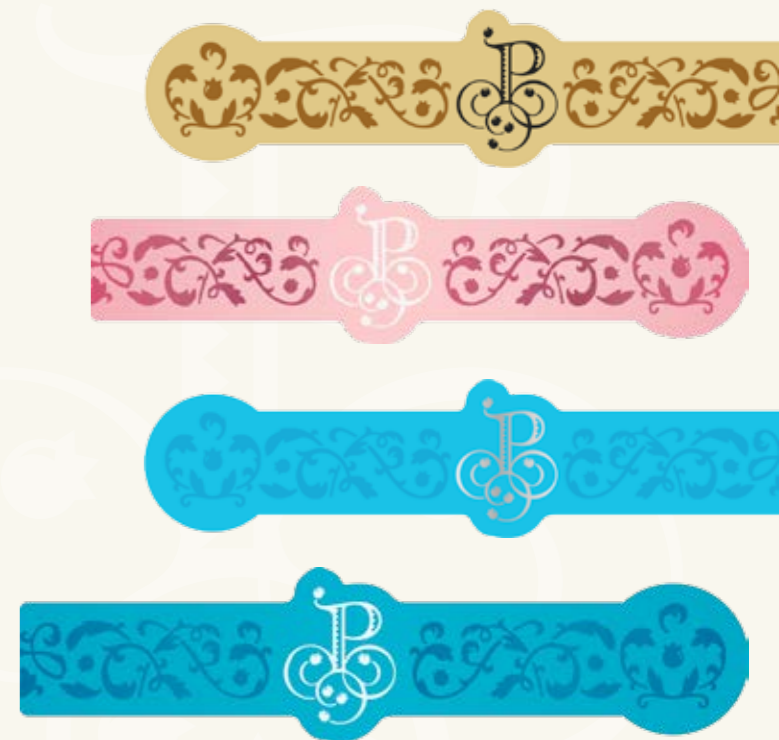
THE CAPSULE

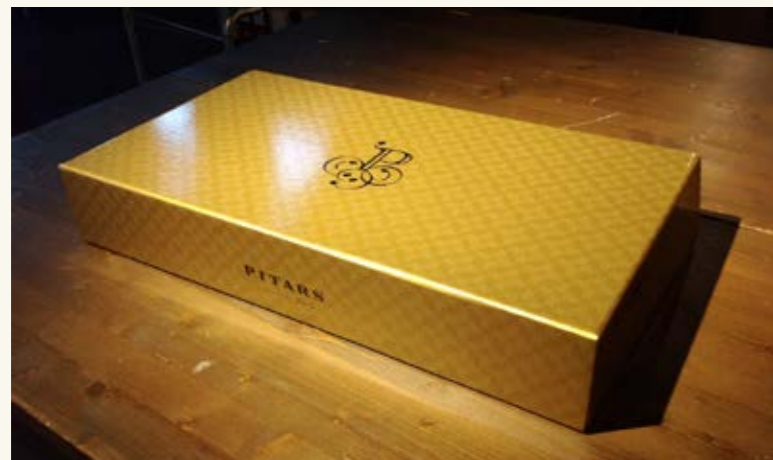
THE CAPSULES, SHINY, ECHOE THE GLOSSY QUALITY FOUND ON THE LABELS.

THE DESIGN AND FINISH OF THE CAPSULE IS ELEGANTLY COVERED BY THE PATTERNED SHINY FLANGE WHICH WRAPS NICELY AROUND THE BOTTLE NECK.



REMOVING THE CAPSULE WILL UNCOVER A COLOURED CORK CAGE COVERING THE PITARS LOGO-PRINTED CORK; A VISUAL IMPACT WHICH WILL MAKE THE OPENING OF EVERY BOTTLE A UNIQUE MOMENT.





GOLD GIFT BOX

THE COMPLETE RANGE OF THE NEW PITARS SPARKLING PACKAGING WAS REALISED WITH DETAILS AND MATERIALS THAT WAS RESEARCHED SO TO REACH A STRONG VISUAL IMPACT.



BLUE GIFT BOX

BOX WITH 2 BOTTLES 2 GLASSES



BOX WITH 1 BOTTLE 2 GLASSES



ROSÉ GIFT BOX

BOX WITH 1 BOTTLE 2 GLASSES



PERLA GIFT BOX

BOX WITH 1 BOTTLE 2 GLASSES

RED GIFT BOX

BOX WITH 2 BOTTLES 2 GLASSES



BOX WITH 1 BOTTLE 2 GLASSES

BOXES SINGLE BOTTLE



GOLD



ROSÉ

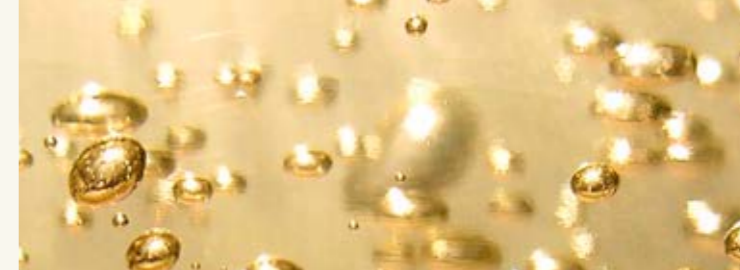


BLUE

MERCHANDISING

THE WHOLE PACKAGING RANGE SUPPORTS THE PROMOTIONAL AND COMMUNICATION OPERATION OF THE NEW PITARS SPARKLING WINES, CARRYING THE PHILOSOPHY AND IDENTITY OF OUR BRAND :

- ITALIAN IDENTITY
- HISTORY & TRADITION
- RESEARCH
- TERROIR
- CRAFTMANSHIP
- PRECISION
- MODERNITY
- CONTINUITY
- DESIGN
- EVOLUTION



AWARDS PREMI

PROSECCO MILLESIMATO 90PTS JAMES SUCKLING • CABERNET FRANC YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI • CABERNET SAUVIGNON YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI • CHARDONNAY YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI / 82PTS SELECTED BY WINE ENTHUSIAST MAGAZINE / GUIDE OF THE BEST FRIULIAN WINES • FRIULANO YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI / GUIDE OF THE BEST FRIULIAN WINES • MERLOT YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI / SELECTED BY WINE ENTHUSIAST MAGAZINE • PINOT GRIGIO YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI / 'VERY GOOD', NEW YORK TIMES / SELECTED BY WINE ENTHUSIAST MAGAZINE 86 PTS / BEST PINOT GRIGIO OF THE YEAR, IL MIO VINO MAGAZINE • REFOSCO DAL PEDUNCOLO ROSSO YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI, 82PTS / SELECTED BY WINE ENTHUSIAST MAGAZINE • SAUVIGNON GOLD MEDAL AT THE NATIONAL WINE COMPETITION OF PRAMAGGIORE / GRAN MENZIONE AT THE VINI DA PESCE NATIONAL WINE SELECTION / GUIDE OF THE BEST WINES OF FRIULI VENEZIA GIULIA REGION / YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI / SELECTED BY WINE ENTHUSIAST MAGAZINE • TRAMINER AROMATICO GOLD MEDAL AT THE NATIONAL WINE COMPETITION OF PRAMAGGIORE / GRAN MENZIONE AT THE VINI DA PESCE NATIONAL WINE SELECTION / GUIDE OF THE BEST WINES OF FRIULI VENEZIA GIULIA REGION / YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI • VERDUZZOFRIULANO GUIDE OF THE BEST WINES OF FRIULI VENEZIA GIULIA REGION / YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI / PROSECCO GOLD MILLESIMATO 2014 - 2015 90 POINT JAMES SUCKLING / PROSECCO ROSE 89 POINT JAMES SUCKLING / PROSECCO BRUT 91 POINT JAMES SUCKLING / GENESI PROSECCO EXTRA DRY 88 POINT JAMES SUCKLING...



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