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Devoted to Champagne & Sparkling Wine

BUBBLY

JAN / FEB 2017
#16

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Finding the perfect
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Plus

**10 Great Rosés for
VALENTINE'S DAY**



TRAVELS TO
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EXCLUSIVE INTERVIEW
FERRARI'S MATTEO LUNELLI

WIN 6 BOTTLES OF
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A man with dark hair, wearing a white button-down shirt and a dark jacket, is holding a glass of sparkling wine. He is looking slightly to the right with a thoughtful expression. The background is a blurred outdoor setting with green foliage.

Lorenzo, what's new at Zonin1821?

We've just introduced three new traditionally produced Prosecco wines: the Black Edition, made with Glera and Pinot Noir, the White Edition, produced with Glera and Pinot Blanc and the Grey edition, using Glera and Pinot Grigio. What's cool is that each wine has a distinctive tasting profile and is 'dressed' in newly designed packaging to communicate different 'feelings'.

Tell us why you feel that Sommeliers are the brand's best ambassadors?

Wine and its specific territory should always go together, as well as the right dish for it. These three elements complete the tasting experience of a wine. When we are at a restaurant Sommeliers are reading our tasting preferences with a few questions and attitudes so they can suggest the right wine. This is apparently the only task of a Sommelier. However the best Sommeliers are doing much more, they are making us feel comfortable and telling us the story behind a wine. That's why they are the best brand ambassadors, because they are telling us about a wine producer, its territory, the characteristic of a specific wine together with the food, so that our experience with the wine and its brand is complete and probably unforgettable.

How did you get the inspiration for the gastronomic program?

The Gastronomy Experience was created with the aim of showing our wine estates in a different way. It is a three-day gastronomic trip in which journalists and Sommeliers from top quality venues are travelling through an itinerant menu from antipasto to dolce, visiting the finest producers in Tuscany, Sicily and Puglia.

What was the turning point that made you focus on the quality level of food?

Today's consumers are increasingly aware of the personal, social, environmental and health consequence of the food that they consume. Quality foods are fundamental not only for consumers' health, but also for a higher quality of life, that's why we always recommend to toast with a glass of bubbly!

Sipping Bubbly with **LORENZO ZONIN**

The man in charge of Zonin1821 Prosecco, located in the stunning vineyards of Puglia, Italy.

What better advertisement for a sparkling wine can there be than a handsome man beckoning you with a glass of bubbly in a perfectly manicured vineyard? Recently, I've had the pleasure of joining Lorenzo Zonin of his family's Zonin1821 winery, in Puglia, where the family's gorgeous estate Masseria Altemura is located. The vineyards set against the sunset from the terrace could blaze the cover of many a romance novel, but alas... Lorenzo and I were not alone!

Several vibrant young Sommeliers from Michelin-rated restaurants in exotic cities were to be part of this fantastic 'Gastronomic Experience'. Lorenzo created the program to underscore his philosophy that wine and its specific territory should always go together.

The Zonin family has been making wine since 1821 and since that time, have purchased some of the best terroir in the best – and

most diverse classic areas of Italy. Though our 'home base' was Puglia, Lorenzo and his team planned the Gastronomic Experience so that we could virtually experience the most important Zonin1821 wineries via a specific wine themed activity with cuisine characteristic of that region, or well suited for a specific type of cuisine. For example, to highlight the Zonin1821 Prosecco property in the Veneto, we enjoyed this refreshing bubbly with shellfish by the bustling port city of Brindisi.

Lorenzo clearly enjoys these experiences – he was the first to leap off the boat to swim with the fish on our 'Il Pesce' day where our whole fish luncheon paired with 4 spectacular Zonin1821 dry wines from various regions. Beyond the swim, other gastronomic experiences involved, visits to a dairy farm, boutique cheese making facility and a chocolate factory.

