

CLAPS

by

ALBINO
ARMANI

VITICOLTORI DAL 1607

1607




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INTRODUCTION

I was born in June 1959 in Chizzola, Trentino, in the family house just above the winery. I spent my childhood in the village, growing up surrounded by barrels, wine and peasant people, learning their language and sense of community.

In the early 60s my family moved to Dolcè, they started a new company and needed to take care of its development. I remained in Trentino at my aunt's house and I attended middle school in Rovereto. When I was fourteen, I moved to San Michele dell'Adige Oenological School, living in the campus and spending summers working in the vineyards along with my father.

The Oenological School was very important to me, it increased my curiosity for the wine world, the research and the experimentation and every aspect of winemaking. My interest in social topics led me to a conscientious objection path in the late 70s. I worked in the



social, union and volunteering sphere, at the Cottolengo Hospital in Turin, taking care of disabled and terminally ill patients, drawing an incredible experience.

I then attended the Agricultural Sciences Faculty at University of Bologna, where I graduated with full marks and laude. My degree thesis, written with the help of professor Intriери and professor Guerzoni, was focused on the very

first modifications to the vine's genome and the must's microflora. **We were at the dawn of genetic editing and today's metabolomics.** Right after my graduation I married my wife Egle, who is still by my side and works with me in the company, and we had a wonderful son, Federico, who is now 27. The development of the wineries and the vineyards was unstoppable. To this day I am still constantly looking for the best areas and soils.

I currently own more than 300 hectares of vineyards in the regions of Trentino, Veneto and Friuli where the five wineries are located. I grow my vines in Trentino, from the Val d'Adige hills to the peaks of Baldo, and the old family winery where I was born is still perfectly active.

In the Val d'Adige near Verona, and in the little Terra dei Forti, I cultivate more than 100 hectares of Pinot Grigio, Chardonnay and **ancient native grapes**, which I've

always loved and studied. The growth of my vineyard got me into studying the white wines from Friuli and their tradition, which is incredibly fascinating. Today I own 130 hectares of vineyards and a beautiful winery in this great land,

People have always been the added value of our cellar.

and we're still growing! Thanks to my passion for any enological aspect, **I started studying organic and bio-dynamic viticulture**, way before it became a trend. This allowed me not only to improve my work and to raise awareness, but also to certify all our grapes and the grapes of other wine growers. Valpolicella turned out to be the perfect land for our home, where my son was born and where we still

live. We couldn't miss the occasion of founding a new winery here in this traditional region and we did it in the best possible way, respecting the territory and the environment.

A few years later, on the southern side of Lake Garda, we created a new vineyard and a beautiful olive grove where I produce my olive oil. I think North-East of Italy is a very special land thanks to its incredible variety: the wines are so different from each other even if they come from the same small area, and the people who produce it are very dedicated to their work and to the marketing.

I strongly believe that every entrepreneur should give back to his people a part of what he received, that's the reason why I **dedicate a lot of my time to "Consorzio delle Venezie"**, in defense of the 30.000 hectares of Pinot Grigio in North-East of Italy. Also, I run the little "Consorzio Terra dei Forti", with the purpose of protecting the endangered indigenous grapes.

I love to travel very much. I've known many different lands and shared smiles with a lot of different

*In the countryside
and in the cellar,
they taught me, you
do what you have
to do: naturally
and without
compromise.*

people. **My wines are currently exported all over the world** and, along with it, the story of our people, our land and my journey. The future of our brand and estates will always have solid moral bases to count on, especially the collective sharing and the sense of community.



INTRODUCTION



THE HISTORY OF THE COMPANY AND ITS EVOLUTION

The history of our family and our values relate to a unique and beautiful territory, where the people and their commitment to their land are the most important values.

The company has an ancient enological tradition, starting from 1607 in the Val d'Adige, the land link between Trentino and Veneto. The historical estate is in Dolcè, in the Verona province. During the 90s we started a project called "Conservatoria" (preservation),

which is a little vineyard where we cultivate 13 endangered varieties.

An important part of our project is the preservation of the territory and its indigenous vines, like the ancient *Foja Tonda*.

Today the company has grown and is spread over three regions: Trentino, Veneto and Friuli. 300 hectares owned by the family, from the Dolomites to the Carnic Alps, through Valpolicella, Val d'Adige and Prosecco hills. The grapes

from these vineyards are all vinified in our five wineries.

It's very important for us to respect and to understand the land we inherited from our family and to communicate these values to the people we work with.





The wines we produce are strong and unique, just like the land they come from and just like the identity of our company.

Next to us and our vineyards, the vine growers are working following our lead and our passion.

Today, our company is working to develop new improving projects for social and environmental sustainability. We follow the SQNPI procedures, from organic to biodynamic viticulture, using preventive analysis on the grapes and removing all use of pesticides, which have a bad impact on the environment, the man and our ecosystem. Our four enologists and one

agronomist manage viticulture and vinification process. Taking care of the entire process, from the vineyard to the bottle, we can guarantee for every aspect of our products. We cooperate with the universities of Milan, Verona, Padua and Udine following ambitious research projects and we are the owners of some of the patents and brands of the experimental field.

We try to share our research goals with the people who visit us every day, giving an experience that merges tradition and innovation. Especially, in the last few years, we're trying to pay more attention to hospitality.



Our wineries, especially the ones in Val d'Adige and Valpolicella, are changing their offer in order to welcome a new type of customer, who is increasingly informed and aware. **We try to tell the story of our land by offering an organoleptic and sensorial experience.**

My wife Egle, who takes care of a part of the export market, is very active in communicating these subjects. She manages the

events during which we promote not only our wines, but also other local products, in order to create a strong web with the other excellences of our territory.

She is also always in contact with the graphic studio and the communication agency which help us with our growth and the purpose to enhance the message of our company.



SQNPI – CERTIFICATION NATIONAL QUALITY SYSTEM OF INTEGRATED PRODUCTION



SISTEMA DI QUALITÀ NAZIONALE
PRODUZIONE INTEGRATA

The National Quality System of Integrated Production is an environmentally friendly production technique. SQNPI aims to obtain farming productions that are acceptable from an economic point of view and realized in order to reduce the risks for human health and environment.

In other terms, it's a strategy that reduces the damages done by the parasites using every possible technique that respects the environment and the human health.



Chemical defence



Integrated defence



BENEFITS

- Highly sustainable
- Long-lasting efficiency

Unlike the chemical defense, which aims to kill what causes the damage, the integrated pest management aims to reach the balance between the economic benefits for the farmer and the respect of the environment. The integrated defense brings a long-lasting balance, thanks to a progressive decrease of interventions, which slowly gives the farming the balance that it needs.

- The integrated pest management is cost-effective
- It respects the environment
- It reduces the risks for the workers' health
- The farmer can decide where, when and how to act

MAIN MEASURES OF PREVENTION

- Strong and resistant varieties
- Watering system and drainage
- Pruning
- Hygiene prophylaxis
- Borders and hedges

PEST OBSERVATION

The surveillance can be done in two ways:

- The farmer himself controls the vines and verifies the presence of the pest
- Using sexual pheromone trap, it's possible to identify every week the highest moments of eclosion, in order to act at the best possible moment



NON-CHEMICAL CONTROL METHODS

Organic methods:

- Insects' antagonists, especially ladybugs
- Mushrooms' antagonists
- Hardy plants

Agronomic methods:

- Pruning and crop residue
- Surface treatment, bringing spores and wintering species to the surface, exposing them to their antagonists and the sun

CHEMICAL CONTROL METHODS

If the preventive measures are not able to guarantee an appropriate protection, a different intervention is needed, in order to stop the spread of the harmful organism which would ruin the cultivation. In this case it will be allowed to use chemical products.

Biotechnical methods:

These methods involve molecules derived from organic organisms, that have a high specificity of action and a low environmental impact. Among them:

- Sexual pheromones in order to create sexual instability
- Insecticides and fungicides derived from living organisms such as bacterial and fungal toxins

Rules for applying:

- Alternate rows treatment
- Localized treatment

A constant presence in the field and an accurate evaluation of the evolution of the infestation will allow an efficient execution of the localized treatment.

Anti-resistance strategies:

- Do not use an immoderate quantity of these products, even when they are very efficient
- Against the fungal attacks it is always good to use mixtures derived by different mechanisms
- Reduce quantities of a single substance in a production cycle



CONCLUSIONS

Integrated pest management is a strategy that protects our farming and combines efficiency and convenience, environmental respect and quality of the product and it's also practicable on a large scale.

When you work with integrated defense, you're not only a mere spectator or executor of a strategy, but you have a leading role in taking decisions and implementing them. Thanks to you there will be positive effects on the environment in general and on human health, especially on the quality of the wines that are produced.



THE GDO PROJECT



“Claps” by Albino Armani is a project we created to place high-quality products on the national large distribution.

The wine shops in the supermarkets are constantly evolving and improving, the wines that a consumer can find

on the shelf are more and more various. This gives the client the opportunity to choose from a large number of wines and, more importantly, to choose high-quality wines.

Moreover, the consumer himself is becoming more aware and careful

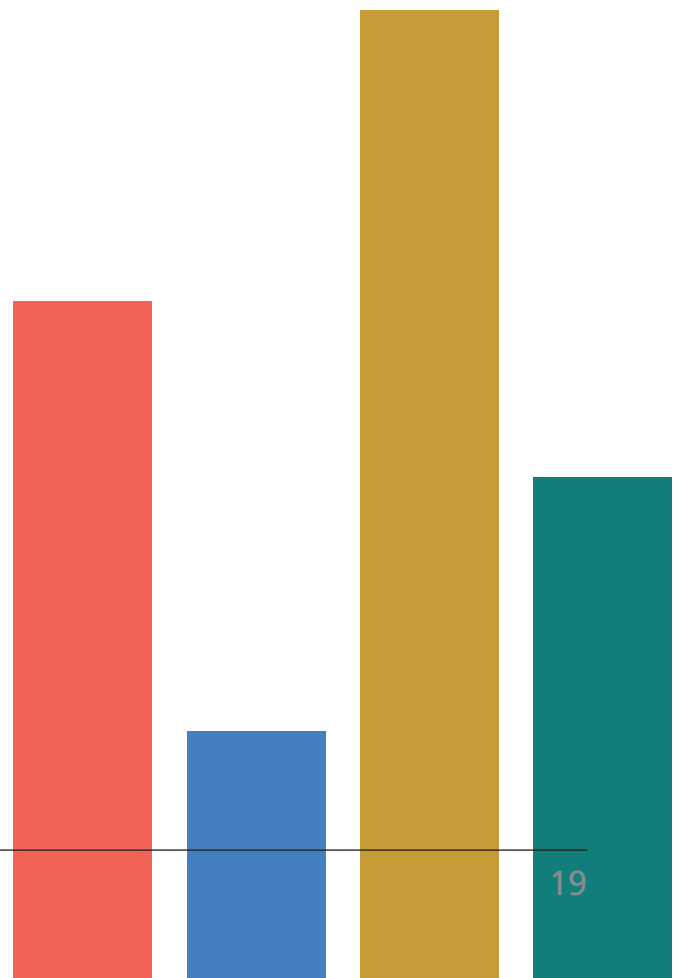
of what he purchases, and he is more likely to spend money for the quality rather than for the quantity.

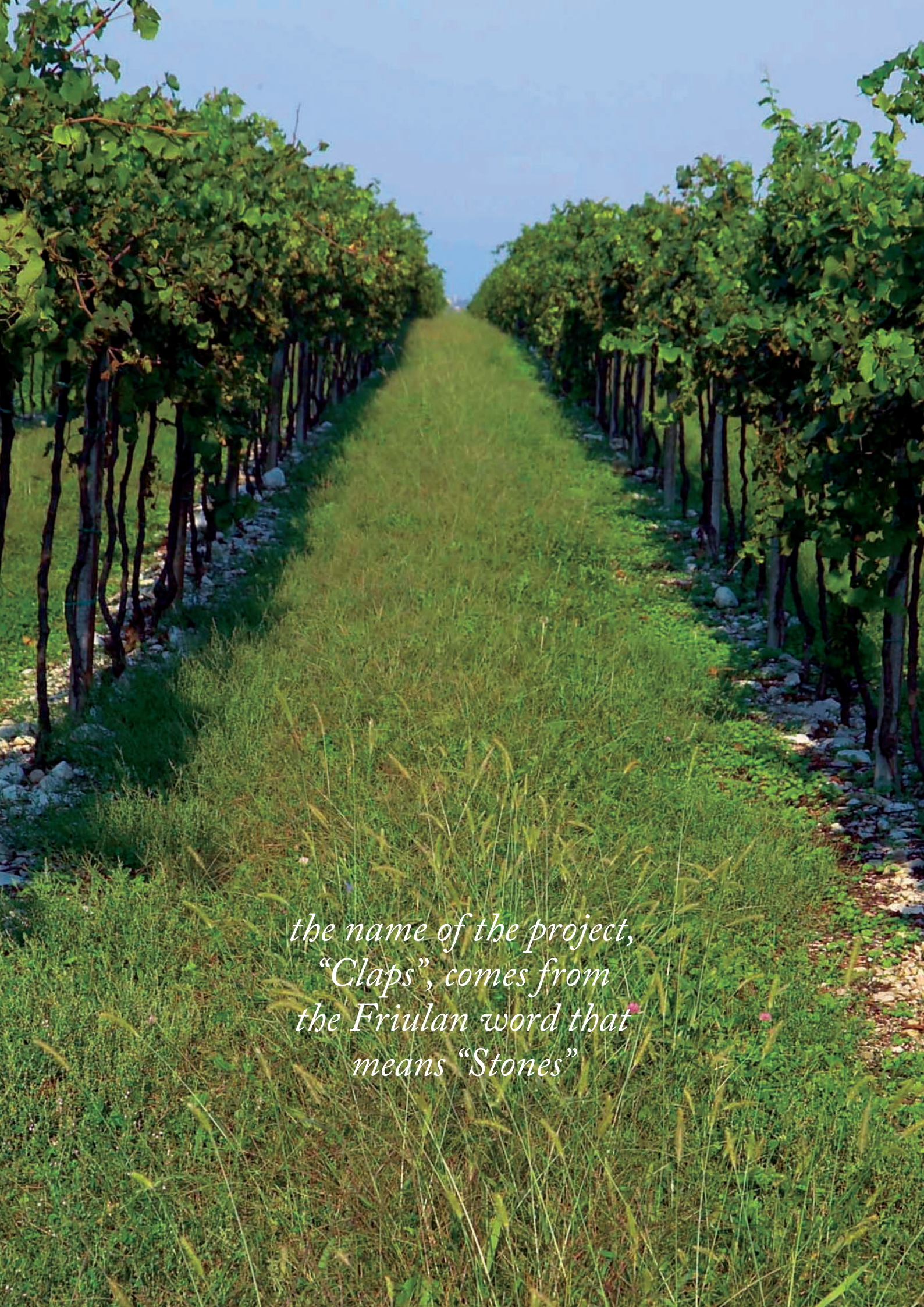
Sustainability and ethic of production are two values that are becoming more and more important for the customer and in the future this will only increase.

Albino Armani company, starting from the experience of one bio-dynamic estate, has expanded the sustainable management to a larger territory (1000 hectares). The company has evolved to a new smart agriculture system: SQNPI (NATIONAL QUALITY SYSTEM OF INTEGRATED PRODUCTION).

This important distinction from other products on the market is mentioned on the back label, in order to inform the consumer about the added value of Claps wines.

With the purpose of approaching the mass distribution in the best possible way, we chose an image that would be simple and direct, but that also wouldn't miss the identity of the company. The graphic designs on the labels are easy to remember and associated to the territory.



A perspective view of a vineyard. Two long, parallel rows of grapevines stretch from the foreground into the distance, creating a central path. The vines are lush green and supported by wooden stakes. The ground between the rows is covered with tall, green grass. The sky is a clear, pale blue. The overall scene is bright and sunny.

*the name of the project,
“Claps”, comes from
the Friulan word that
means “Stones”*

THE GDO PROJECT



We decided to work with an alternative packaging, using an exclusive type of bottle, customized by the decorative Claps logo embossed on the bottle's shoulder.



Regarding the type of paper for the labels, we decided to remind the sustainable production of these wines, by choosing a recycled effect paper.



The name of this project comes from the Friulan word "Claps" which means "stones". It was chosen to recall a peculiarity of the soil of the four company estates. Except for the Valpolicella, which is anyway produced with local grapes, every wine of the Claps line takes the name from a typical variety of the territory.

ESTATES

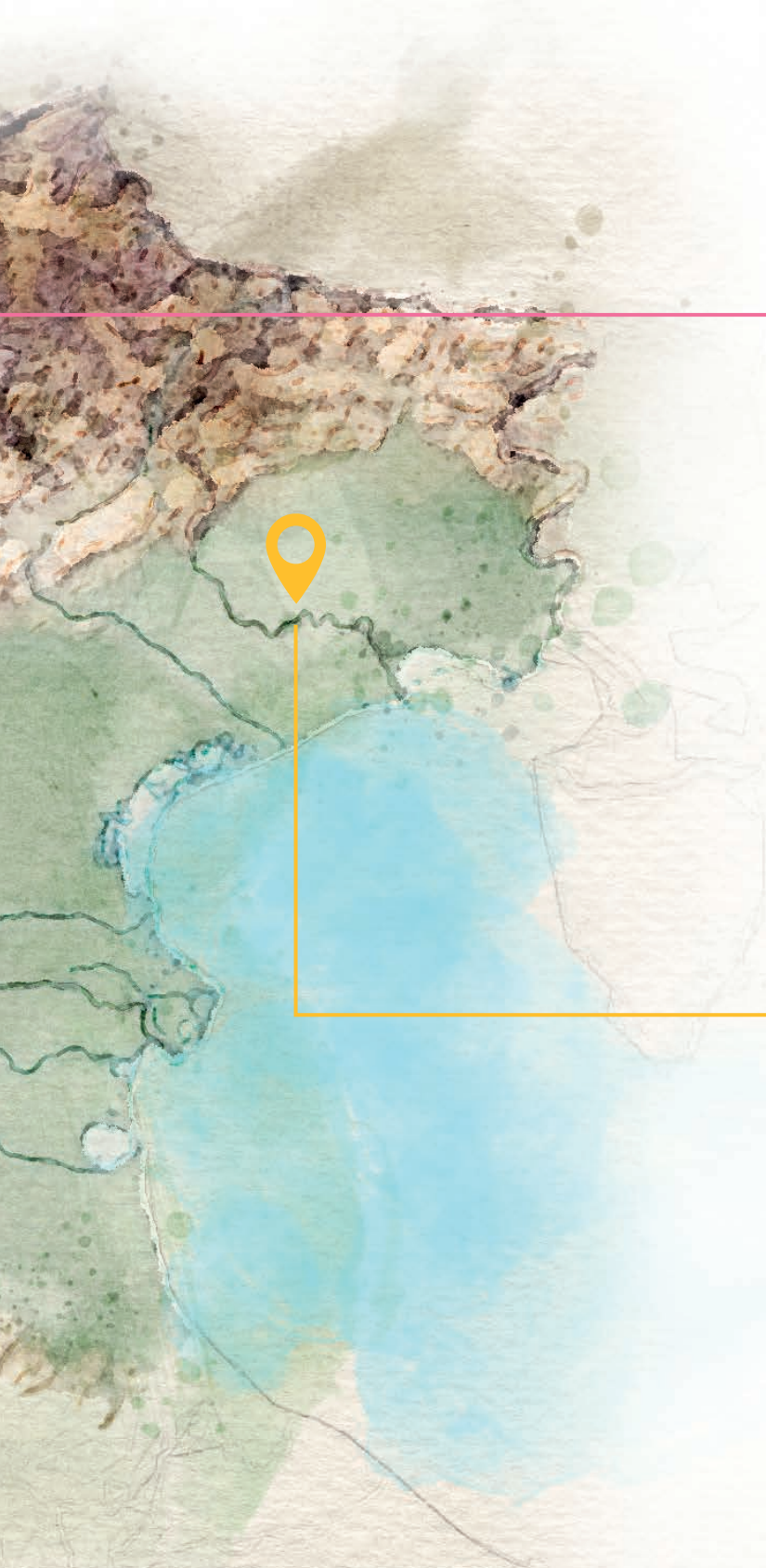
TRENTINO

“The soil is fertile, although contrasted by the formidable mountains and the rushing Adige River, here you can experience an atmosphere which is both dramatic and gentle at the same time”

VENETO

“A land characterized by a constant wind which magically combines with the mild, Mediterranean climate of Lake Garda”





VALPOLICELLA

“This environmental contest offers ideal conditions for a very rich varietal composition of indigenous and distinctive grapes, not to mention perfect exposure to the sun”

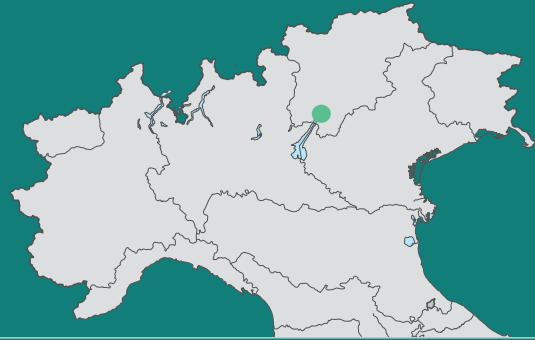
FRIULI

“Here, among the sea of stones and gravel, against the scenic backdrop of the Carnic Alps, there is the synthesis between allusions to ancient realities and avant-garde technology”

Pinot nero Doc

Gewurztraminer Doc

TRENTINO



Travelling up the Adige River, into the Region of Trentino, one reaches the Lagarina Valley, better known as Vallagarina. Between the towns of Ala and Avio, the grapevines thrive in the gorge between Monte Baldo and the Lessinia Mountains: the soil is fertile, although contrasted by the formidable mountains and the rushing Adige River, and you experience an atmosphere which is both dramatic and gentle at the same time. The fields, which are cultivated with grapevines, still

using the ancient Pergola Trentina method, slope down from the hills towards the river, and the soil composition varies from morenic to alluvial.

The area boasts a microclimate, on the one hand influenced by the warmth of nearby Lake Garda, and on the other hand characterized by intense temperature fluctuations: within this context of unique factors, we have now discovered the perfect exposure to the sun, and consequently the secret of Vallagarina winegrowing.





GRAPHIC DESIGN

The graphic symbol we chose is the apple tree. This is a fruit tree which is widespread and popular in the region, it reminds us of the hills and the lush landscape where the Albino Armani grapes grow. The shades of green are inspired by the original shades of the apple tree itself.



COLOURS



 Pantone 382

 Pantone 363

 Pantone 348

 Pantone 346

GEWÜRZTRAMINER DOC TRENINO

Among the mountains, where the atmosphere is fresh and windy, this vine finds its natural habitat. This grape results in a bright wine with aromatic complexity, given by fruity, flowery and spicy aromas.



Production area: Trentino

Growing system: guyot and “pergola trentina” with rigorous pruning and intervention on the vegetation to keep production under control. Integrated pest and soil management respecting the environment and the man health.

Variety grape: Gewurztraminer

Vinification: brief cold maceration of the grape. Controlled temperature fermentation in stainless steel. Maturation on the lees to enrich the taste and the structure.

Sensory profile: bright straw yellow in color, elegant on the nose with scents of tropical fruit, roses, spices and honey. Smooth and velvety in the mouth.

Food pairings: ideal as an aperitif, excellent wine to accompany oriental and spicy dishes and meat with dried fruits. It pairs well with crustaceans and with tasty cheese.

Service temperature: 8-10 °C



PINOT NERO DOC TRENINO

Trentino mountains are the perfect place for this elegant variety to grow. Pinot Nero requires great professional attention not only in the vineyard but also in the winery to discover how to bring out its excellence and its typical garnet transparencies.



Production area: Vallagarina, Trentino

Growing system: “pergola trentina”, with specific intervention during the vegetation period for production control. Integrated pest and soil management respecting the environment and the man health.

Variety grape: Pinot Nero

Vinification: maceration in stainless steel tanks in contact with the skins for 7-10 days. The maturation occurs in stainless steel and wooden barrels.

Sensory profile: garnet red in color, this Pinot Nero releases a complexity of sensations. The warm and silky texture offers aromas of strawberry, blueberry and black cherry. It evolves with hints of truffles and licorice. Elegant and well balanced in the mouth.

Food pairings: it pairs well with red and white roasted meat, medium-aged cheeses. To taste with tuna.

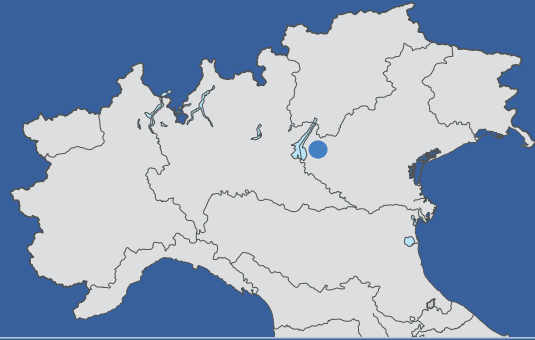
Service temperature: 16°C



Pinot grigio Doc

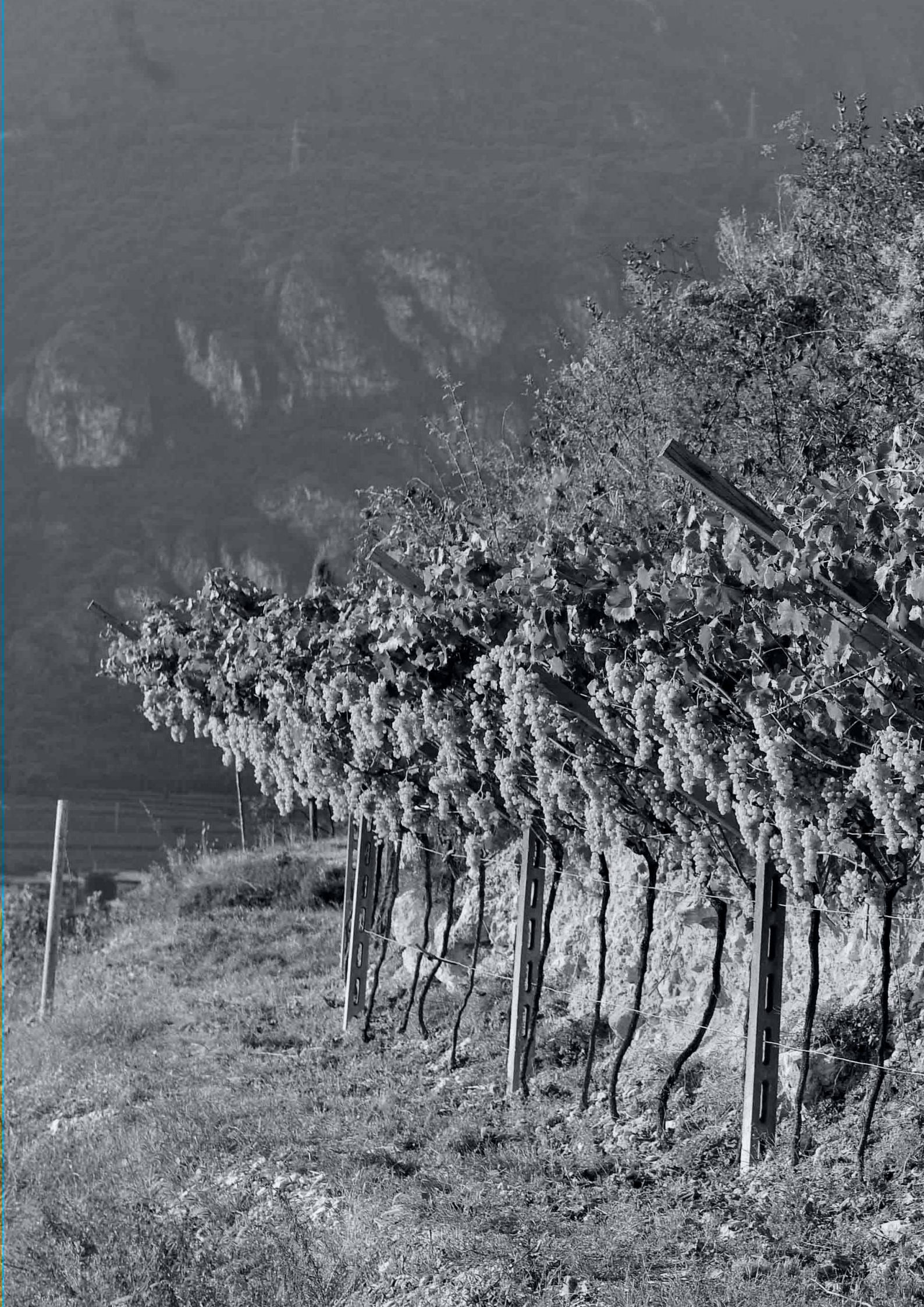
Lugana Doc

VENETO



The land in the Adige Valley is characterized by constant wind which magically combines with the mild, Mediterranean climate of Lake Garda. Here the grapevines grow in soil which is of porphyry/limestone origin, which exalts the typical characteristics of many varietals.

From the year 1962 onwards, the center-point of the company has been Dolcè, where grapevines decorate an enchanted strip of land that connects the Regions of Veneto and Trentino. This area offers the best conditions for a marriage between tradition and innovation. Dolcè is the town where the wines are bottled.





SEGNO GRAFICO

The design we chose to represent Claps wines from Val d'Adige is the dandelion, emblem of nature and freedom. This flower reminds us about the wind, the simplicity and the sustainability. The shades of blue recall Lake Garda, which, thanks to its shape of a funnel, creates air flow, wind and breeze that are sometimes unpredictable.





COLOURS



-  Pantone 286
-  Pantone 284



-  Pantone 3135
-  Pantone 3105

DELLE VENEZIE PINOT GRIGIO DOC

"Delle Venezie" is a wide territory where the viticulture has created fascinating and evocative agricultural and rural landscapes. This geographic area extends North-East of Italy, through the regions of Friuli Venezia Giulia, Veneto and Trentino. It is protected from the north by the Alps and Dolomites and it is bordered to the south by the Adriatic Sea and the River Po.



Production area: Veneto, Friuli and Trentino (DOC Delle Venezie area)

Growing system: “pergola trentina” and guyot, intervention on the vegetation for leaf control apparatus and production. Integrated pest and soil management respecting the environment and human health.

Variety grape: Pinot Grigio

Vinification: whole grape pressing at low pressure. Long fermentation at 20 °C in stainless steel tanks. Maturation in contact with its own yeasts.

Sensory profile: straw yellow in colour. Delicate bouquet with intense scents of pear, lemon and mint and sage. Savory and intense in the mouth, and pleasantly persistent.

Food pairings: perfect for an aperitif, appetizers and fish and vegetarian dishes.

Service temperature: 8-10°C



LUGANA DOC

In the Lugana area, between Brescia and Verona, the microclimate, made milder by the gentle breeze from Lake Garda and the fertile soil of clay origin, enhances the great freshness and minerality in this wine.



Production area: the townships of Desenzano, Pozzolengo, Lonato and Peschiera, in the south part of Lake Garda.

Growing system: guyot with double arch pruning

Variety grape: Turbiana

Vinification: cold maceration of the grapes in controlled atmosphere in order to avoid oxidation. Fermentation in stainless steel tanks and later long rest on the yeasts.

Sensory profile: straw yellow color. On the nose it offers floral sensations with almond hues. On the palate it is tasty and well structured, sustained by a lively acidity and intriguing sapidity.

Food pairings: appetizers, soups, white meat. Perfect with both lake and sea fish dishes.

Service temperature: 10-12°C



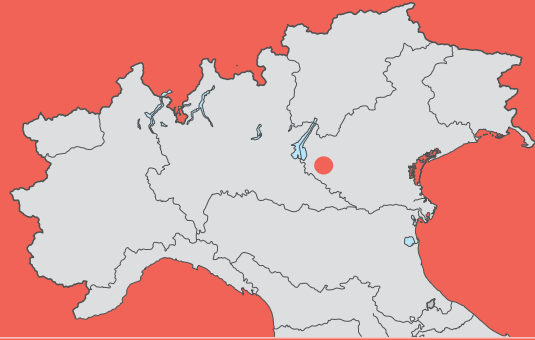
Valpolicella Doc Classico

VALPOLICELLA



Valpolicella Ripasso Doc Classico

VALPOLICELLA



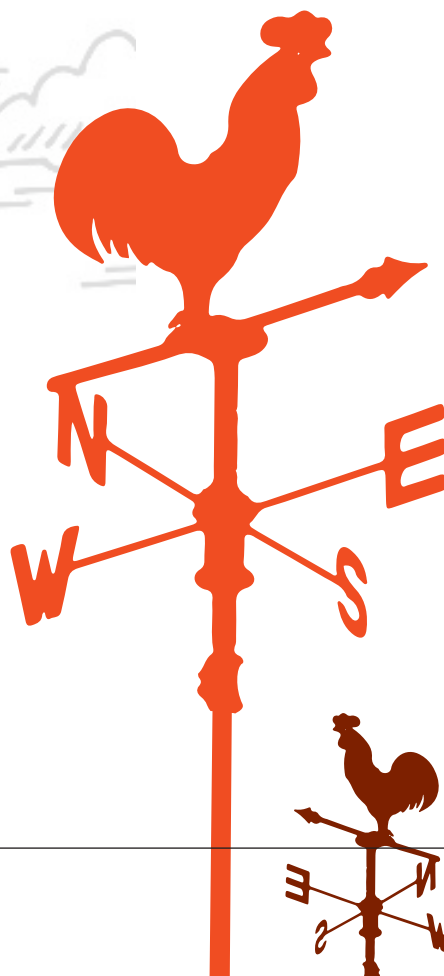
On the highest hills of Valpolicella, our grapevines occupy the last belt of arable lands before the limit of the mountain region. This environmental context offers the conditions for a very rich varietal composition of autochthonous and distinctive grapes, not to mention perfect exposure to the sun. The

only role left for mankind to play is that of respecting the slow and challenging job of practicing the arcane methods for growing and processing, according to the rules of tradition. The drying of the grapes takes place in a natural way, in the specific ventilated barns of Camporal.



SEGNO GRAFICO

To illustrate Valpolicella Claps wines we chose the weathercock, a symbol of authenticity and rusticity of the Venetian countryside. This image recalls not only the country and its handiness, but also its complexity, and this is a combination that we can find in the wines of this territory. The warm shades remind the indigenous grapes and the metal of the weathercock.



COLOURS



 Pantone 485

 Pantone 487

 Pantone 2607

 Pantone 2567

VALPOLICELLA DOC CLASSICO

This wine comes from vines cultivated on terraces in the high hills in the heart of "classico area". The elegant balance between body and freshness defines the character of this wine, which is long lasting and reflects its territory of origin.



VALPOLICELLA

Production area: In the high hills of Marano di Valpolicella between 300 and 500 m. a.s.l.

Growing systems: Pergola veronese on traditional walled stone terraces, called "marogne" in local dialect

Grape varieties: Corvina, Corvinone, Rondinella

Vinification: Fermentation on the skins in small stainless-steel tanks with "delestage" (the complete remixing through emptying and refilling of the tanks). The wine ages in big barrels.

Sensory profile: Lively ruby red color. On the nose you can clearly distinguish wild cherry and prune. On the palate the high hillside grapes give elegance and great body. The result is a wine that is sapid, dry and fresh at the same time.

Food pairings: Perfect companion for everyday cuisine, it goes well with local traditional dishes.

Service temperature: 14 – 16 °C.



VALPOLICELLA RIPASSO DOC CLASSICO

In the Ripasso version, Valpolicella is enriched by structure and concentration, which improves the pairing with meat dishes and tasty cheeses.



VALPOLICELLA

Production area: in the high hills of Marano in Valpolicella between 360 and 450 m. a.s.l. and the high hills of Val d'Illasi.

Grape varieties: Corvina, Corvinone, Rondinella

Growing system: old "pergole" on walled stone terraces, called "marogne".

Vinification: the fresh Valpolicella wine is decanted onto the fresh pomace of our Amarone which is still generous in structure and aroma. Then treading without reassembly and some 'delestage' is done until the complete depletion of the sugar content, making it rich in volume and sweet tannins. The refining occurs in oak barrels for about one year.

Sensory profile: intense ruby red color, elegant bouquet of matured cherry, blackberry and spices (ginger in particular). Persistent and warm taste, with a light and pleasant savoury note.

Food pairings: first courses, roasted or boiled red meats and aged cheeses.

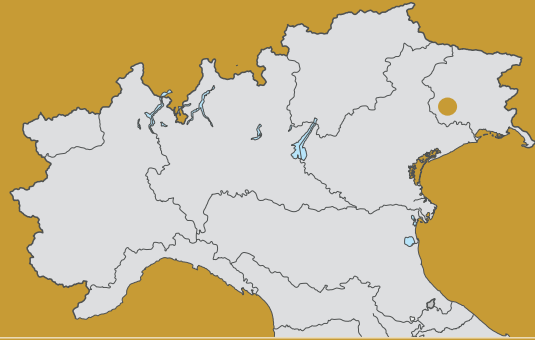
Service temperature: 18°-20°C.



Sauvignon Doc Friuli

Ribolla gialla

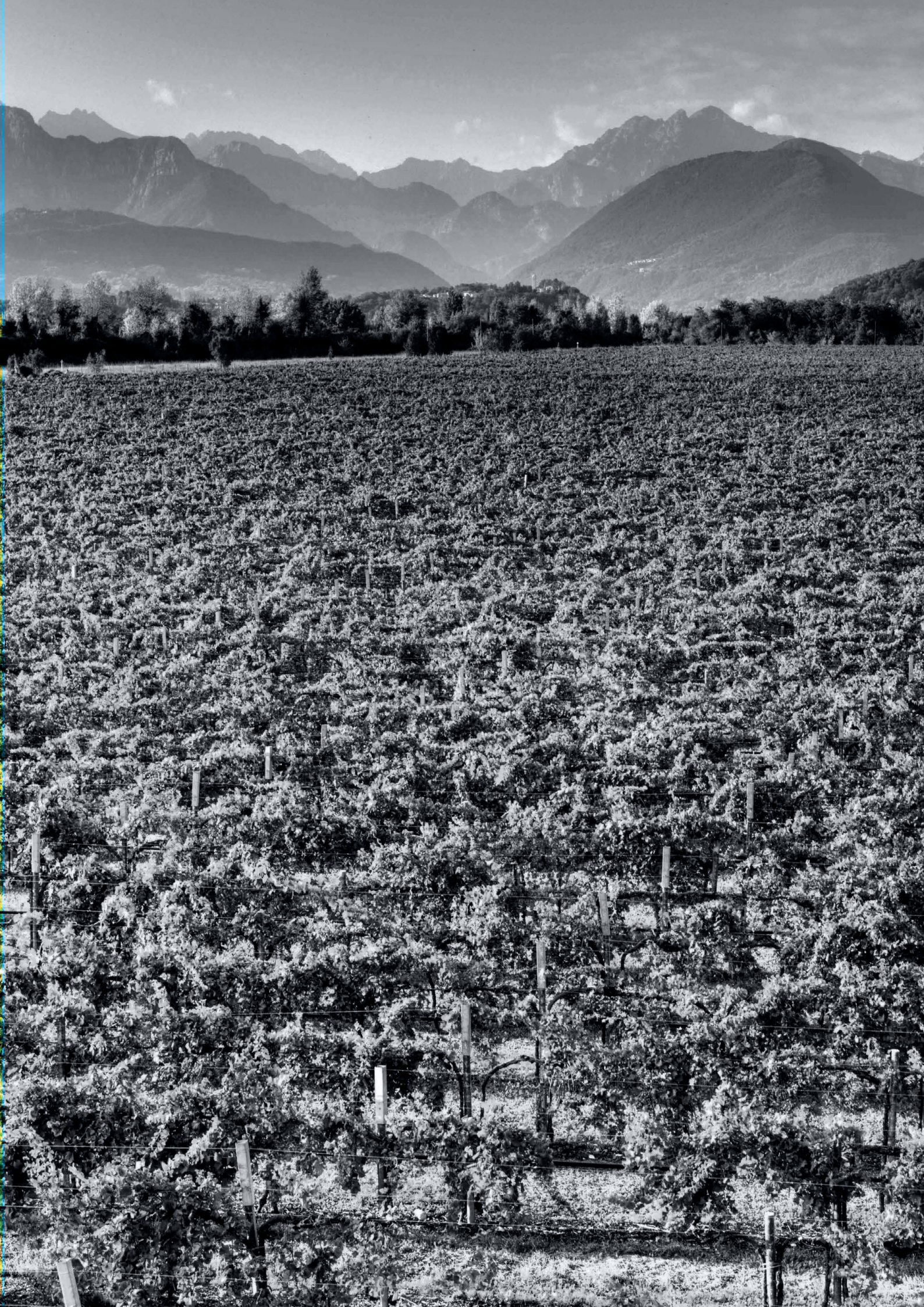
FRIULI



In Sequals, in the heart of Friuli, the grapevines grow on loose soil, composed of 80% of gravel and stones, whereby the local dialect term for stones is "claps". Winegrowing in this area implies accepting the austere, and sometimes harsh, profile of nature. However, it is among the stones of Sequals that grapes are born with characteristic and intense aromas. The rigorous architecture of the wine cellar, which walls are sheathed in copper, makes the building blend

in with the surrounding landscape. Here, among the sea of stones and gravel, against the scenic backdrop of the Carnic Alps, there is a synthesis between allusions to ancient realities and avant-garde technology.

This combination of factors produces wines of unmistakable typicality: it is here, in this lean soil, that both pureblood autochthonous and international varieties are transformed into delight for your palate, bending to the profile of nature.



SEGNO GRAFICO

The symbol we used for Claps wines of the Friuli region is the golden eagle, which is a typical raptor of this area. The warm colors have been borrowed from the eagle's plumage.



COLOURS



 Pantone 137

 Pantone 135

 Pantone 109

 Pantone 110

SAUVIGNON FRIULI DOC

Areas which are adequate for the cultivation of Sauvignon are truly rare and the foothills area of the Carnic Alps is one of them. The few bunches of grape that grow among the white calcareous stones, called "claps", attain here a wide panorama of aromas.



Production area: piedmont of Alpi Carniche

Growing systems: Guyot with intervention on the vegetation to keep production under control. Integrated pest and soil management respecting the environment

Grape Variety: Sauvignon

Vinification: cold maceration of the grapes in a controlled environment with minimum oxygen contact. Fermentation at a controlled temperature in stainless steel.

Sensory profile: straw yellow in color. The scents reveal sage, pink grapefruit and tropical fruit. Fresh, tasty and elegant on the palate.

Food pairings: Pleasant as an aperitif, it is an ideal accompaniment for vegetarian quiches, sauced or smoked fish or any dish with asparagus.

Service temperature: 8-10 °C.



RIBOLLA GIALLA

Quintessence of the indigenous Friulan grapes, our Ribolla Gialla express its territory's qualities. It's a typical and strong wine, with a unique nature that comes from the soil rich in calcareous stones and the high temperature changes.



Production area: piedmont of Carnic Alps

Growing system: Guyot with intervention on the vegetation to keep production under control. Integrated pest and soil management respecting the environment

Grape variety: Ribolla Gialla

Vinification: cold maceration of the grapes in a controlled environment with minimum oxygen contact. Fermentation at a controlled temperature in stainless steel.

Sensory profile: bright straw yellow in color. Flowery and citrusy scents, structure and balance on the palate. Slightly bitter and toasted, it ends fresh and sapid.

Food pairings: perfect as an aperitif, it pairs pleasantly with vegetarian kitchen and with fish dishes.

Service temperature: 8-10°C



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