



## Pelassa “Mario’s” Vino Rosso PIEDMONT (ITALY)

Located in Montà d’ Alba, in the Roero area of Piemonte, the Pelassa family has owned 12 hectares of land used for vine cultivation and wine production. The Pelassa family crafts quality wines that reflect the terrior focusing on the grapes best suited for the land. Mario Pelassa first came into the wine industry in his youth travelling around on his bicycle selling various wines to the locals. At 18 he entered the army where he continued to sell wine to his comrades. After the army, Mario bought his first 5 acres of vineyards. His two sons, Davide & Daniele now head up the family winery bringing with them an air of modernization to their family tradition.

**Grapes:** 50% Barbera, 25% Merlot,  
25% Cabernet Sauvignon

**Alcohol:** 14% vol.

**Appearance:** Ruby red with violet shades.

**Nose:** Fruity, fragrant bouquet persistent bouquet with suggestions of cherry, red currant and apricot.

**Palate:** Soft, lingering taste, full-bodied, well-balanced & round palate, this is a classy wine.

**Pairings:** Excellent with pizza, grilled & roasted meats, game, stews and antipasti.

## Piedmont Wine Region of Italy

Piedmont is made up of a variety of climates as it is surrounded on three sides by mountains. In fact, Piedmont translates to at the foot of the mountains. The Alpine zone is very cold, while the lowlands tend to have continental climates with very cold winters and dry, hot summers.

Piedmont is the second largest producer of DOC and DOCG wines behind Veneto. Piedmont’s wine region is a cluster of several villages whose names label the wine and not the varietal. For example, world-renowned Barolo and Barbaresco are made up of Nebbiolo. Many wines will say ‘Asti or ‘Alba, which are the villages that produce the grapes.

Mario’s Vino Rosso is a blend using Barbera, Merlot and Cabernet Sauvignon grapes. This unique and easy drinking wine is a glowing example of the versatility of wines coming from the Piedmont region.

Regional info credit: GuildSomm, [Society of Wine Educators](#), Wikipedia