

Press release

## **WINE, AGEING AND A SENSE OF PLACE AMONG WOODS, CERAMIC AND STONES**

### **GABRIELE GORELLI WM: TELLING THE STORY OF AGEING TO STRENGTHEN POSITIONING**

(Milan, 14 November 2024). "A technique at the service of storytelling and identity". This is how the Master of Wine Gabriele Gorelli summarised the objective of "New ageing methods with wood, ceramics and the footprint of the territory", which is today the subject of a focus with three particularly interesting case studies at the Unione italiana vini's Simeì (Fiera Milano Rho, 12-15 November). "We talked about exalting the territory through different types of ageing" Gorelli explained. Ceramics were discussed, in two hybrid situations: in tanks for Timorasso thanks to Vietti and in barriques for Côteaux Champenois by Henri Giraud. We then drew a line from the vineyard to ageing in barriques with Maison Moussié that toasts its barriques by placing stones from the vineyards inside the actual barriques the wine will come from. These choices are the result of valid and provable technical research, capable of producing and creating rarities, character and distinctiveness that – concluded the Master of Wine – represent an opportunity to talk about and position their wine and can therefore be transferred to the consumer".

Fabio Rapalino, winemaker of the historic company of Langhe Vietti, talked in fact about the phases of research and study that have led to the identification of ceramics as the ideal material for the oxygenation of Timorasso, a very interesting and structured Piedmontese variety that requires a constant supply of oxygen, now aged by Vietti in specially made hybrid steel-ceramic tanks.

With a 400-year company history behind him, Sébastien Le Golvet, Henri Giraud Champagne's Cellar Master, focused instead not only on the use of ceramic for the bottom of the barrique, but also on the character and distinctiveness of the wood used. The Maison de Champagne has in fact identified 10 different terroirs in the Argonne forest, whose wood has a traceability that makes it possible to trace back to the individual plant.

Finally, Maison Moussié Tonnellerie, represented by the CEO Thomas Moussié and researcher Enrico Nicolis, has developed a barrique toasting system inspired by saunas, which involves the insertion and heating – a sort of slow steaming – of stones inside the barriques. Michele Scammacca del Murgo (Etna Doc) has shown how the use of stones from the same vineyard where the grapes are harvested represents an extraordinary tool to confer the sense of place of the wine to be aged.

The presentation was accompanied by the tasting (also comparative) of the wines told through the ageing techniques.