



LA CHIARA

## History of a noble Piedmontese variety: **GAVI DOCG**

The Gavi district's vocation for winegrowing certainly has very ancient origins: the first document which bears witness to this phenomenon dates back to 3 June 1072, and is preserved in the State Archive in Genoa.

It contains a reference to the lease by the bishop of Genoa of vineyards and chestnut groves in the Meirana area to two citizens of Gavi.

*Receipts have been discovered dating from 1373 which refer to wine from the estates of the castles of Parodi and Tagliolo being destined for the Genoese market.*

This suggests that wine from Lower Piedmont already had a far from negligible market in the mediaeval period.

The first specific reference to the Cortese vine is found in the letters written by the factor of Montaldeo castle to the Marchese Doria in 1659 and 1688, in which he speaks of "vines that are all Cortese, some fermenting vats, and sweet nebbiolo (a black grape variety)".



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Later, in 1799, Count Nuvolone mentions Cortese in the dialect form *corteis*. In 1876 the Marchese Cambiaso, proprietor of the Centuriona and Toledana estates, created the first large-scale specialised plantings of Cortese, and his example was shortly followed by the Raggio, Serra, Sartorio and Spinola families.

*This was the beginning of the modern era for Gavi, which boasts its first appearance in a treatise on viticulture in 1870, when Demaria and Leardi gave an accurate description of Cortese.*

They described it, among other things, as being particularly suited to making sparkling wines, thanks especially to the work of the French oenologist Luigi Oudard (keeper of the Conte di Cavour's cellars at Grinzane), who was the first to use Cortese for his sparkling wines. In the same period, Cortese breached the limits of the national frontiers, reaching the markets of Germany, Switzerland and South America, while in nearby France it featured in the *Mille Variétés*



de Vigne published by Pulliat in 1888. The growing prestige of this variety in Italy and abroad brought about an increase in the production of the wine, and gave it an increasingly important place in the local economy.

In the early years of the twentieth century the threat of phylloxera (a terrible vine disease, now defeated) forced an almost total replanting of vines throughout Europe.

In doing so, it paradoxically caused a considerable increase in the production of Cortese.

In these circumstances, in fact, many growers in the Gavi district, forced to replant their vineyards, dedicated increasing amounts of space to Cortese.

*In 1974, "Gavi or Cortese di Gavi" achieved DOC status, and from 1998 onwards this was upgraded to DOCG.*

This recognition will allow Gavi to consolidate its international prestige, and especially to improve the quality of this noble Piedmontese wine - by

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means of lower yields, in other words a smaller production of grapes per hectare.

*The rulebook limits the production area to about 1100 hectares contained in 11 municipalities: there is a striking numerical similarity here with the towns which make up the district of Barolo, the great red wine of which Gavi is considered the counterpart among white wines.*

The commonly accepted view that Gavi is a wine which should only be drunk young, has by now been contradicted by the facts: tastings of Gavis five, ten and more years old demonstrate that it is perfectly preserved and indeed enriched by long ageing in terms of flavour and aroma.

Irrespective of this, there is a wide range of Gavis which claim freshness as their strong point, nor are they lacking either in structure or balance.

The Cortese vine, in fact, is at ease in a number of different types of wine: still or sparkling,

young or mature, aged in wood or steel.

The challenge which Gavi producers offer the world market is a focus on quality and at the same time on rootedness in a territory which is unique for beauty, tradition and culture.



**A7** (Milan-Genoa)  
SERRAVALLE EXIT for Gavi

**A26** Link road **A7-A26**  
(Genova Valtri - Gravellona Toce)  
NOVI LIGURE EXIT

**TRAVEL TIME**  
From Milan 100 km approx. 1h  
From Genoa 50 km approx. 40m  
From Turin 140 km approx. 90m

### NOVI LIGURE

- Oratory of the Maddalena
- Museo dei campionissimi
- De.co. farinata
- De.co. Merella chickpeas
- De.co. Baci di Dama biscuits
- De.co. focaccia
- De.co. canestrelli bolliti biscuits
- Chocolate



**THE GAVI DOCG:  
PRODUCTION AREA  
THE 11 MUNICIPALITIES**

### SERRAVALLE SCRIVIA

- Archaeological site of Libarna
- Serravalle Golf Club
- Torta di Catone cake
- Breadsticks
- Farinata
- Raisin focaccia
- McArthurGlen Outlet

### GAVI

- Neirone Waterfall
- Gavi Fortress
- Church of San Giacomo
- The Portino
- Rock Climbing
- Ravioli
- Amaretto biscuits
- Testa in Cassetta

### FRANCAVILLA BISIO

- Guasco Castle
- De.co. ravioli
- De.co. canestrelli biscuits

### PASTURANA

- Castle of Pasturana
- Ancient parish church
- Corzetti pasta

### TASSAROLO

- Spinola Castle
- Colline di Gavi Golf
- De.co. salami
- Goat cheese

### PARODI LIGURE

- Abbey of San Remigio
- Ruins of the old castle
- Parish church of Santi Rocco e Sebastiano
- Potato focaccia
- Sage focaccia
- Rosemary focaccia
- Torrone nougat

### CARROSO

- Geosite
- Pine grove
- Palazzo Migliorati Gavotti
- Honey

### CAPRIATA D'ORBA

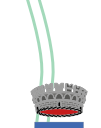
- The Old Castle
- Church of San Pietro
- Villa Carolina Golf
- Gnocchetti in broth,
- Lasagne with fagioli beans

### SAN CRISTOFORO

- Castle of San Cristoforo
- Sciancauni (shortcrust sweets)

### BOSIO

- Lakes of Gorzente and Lavagnina
- Gorzente gold mines
- Shrine of the Martyrs of the Benedicta Massacre
- Capanne di Marcarolo Park
- Rice cake



### BOSCO MARENGO

Monumental complex of Santa Croce

Museo dei Campionissimi

NOVI LIGURE

PASTURANA

Guasco Castle

FRANCAVILLA BISIO

TASSAROLO

Spinola Castle

SAN CRISTOFORO

Castle of San Cristoforo

GAVI

Gavi Fortress

PARODI LIGURE

Abbey of San Remigio

N.S. della Guardia Sanctuary

BOSIO

CARROSO

Geosite

VOLTAGGIO

Pinacoteca dei Cappuccini art gallery

Parco Capalline di Marcarolo

Pre-Appennine area not under vine



CONSORZIO TUTELA DEL GAVI

GAVI 972 DAL

Vico Bassani - Corte Zerbo 27 - GAVI - AL - Italy  
Tel +39 0143 645068 - info@consorzioigavi.com  
www.consorzioigavi.com www.gavi972.it

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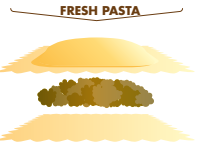


REGIONE PIEMONTE

Programma di Sviluppo Regionale per lo sviluppo rurale (L. Europa Investe nelle zone rurali)

- 500 g beef neck
- 100 g lean pork
- 150 g sausage
- 300 g borage
- 2 sprigs marjoram
- extra virgin olive oil
- 1/2 lbs butter
- 4 eggs
- 100g Parmigiano Reggiano
- Gavi

**GAVI Ravioli**  
recipe by G. Carletto Bergaglio



**HOW TO ENJOY THEM**

This local speciality is eaten everywhere and is mainly prepared in three ways: with **TOCCO**, the local meat sauce; with **WINE** in a bowl; **PLAIN** and simply drained, without any sauce



**THE OBERTENGO ORDER OF THE KNIGHTS OF RAVIOLI AND GAVI**

The aim of the Order, founded in 1973 by G. Carletto Bergaglio, is to safeguard and promote the dishes of the Gavi area and particularly the local **ravioli**, which were invented during the Marquisate of Gavi in the 12th century.

**THE NUMBERS FOR PIEDMONT'S GREAT WHITE WINE**

VARIETY 100% CORTESE GRAPES

SOIL CALCAREOUS CLAYEY MARLY

AREA 1500 HECTARES OF VINEYARDS

PRODUCTION OVER 13.000.000

OVER 80% EXPORT

**GAVI DOCG**

STILL SEMI-SPARKLING RESERVE SPARKLING

**PAIRINGS**

aperitifs and appetizers, first courses of pasta and vegetables, soups, white meat, fish, sushi, cheese, savoury focaccia

**WHY A WHITE WINE IN PIEDMONT**

Because of the strong ties that have always linked the Gavi area with the Republic of Genoa, from which it inherited its tastes and cuisine.

**COLOUR**  
From straw yellow to golden when aged

**NOSE**  
Floral, orange blossoms and hawthorn; fruity, white peaches, Golden Delicious apples and a note of almonds; mineral

**PALATE**  
Fresh, round, harmonious, with great elegance and finesse

**THE TEROIR**

The Gavi terroir is divided into **white** tufaceous and calcareous **land** and **red** clayey **land** rich in minerals. The former yields a fine and delicate wine; the latter a well-structured wine.



**THE GAVI FORTRESS**

The Gavi Fortress boasts over a thousand years of history, and today it guards a territory and a historic grape variety that is the symbol of the ancient winegrowing tradition of the land of Cortese.

tel. +39 0143 643554

Expo Milano: the institutional label celebrates Gavi's international status and twinning with Japan **2015**

The DOC appellation celebrates its 40th anniversary with a special label **2014**

Gavi is awarded DOCG status **1998**

Gavi is awarded DOC status **1974**

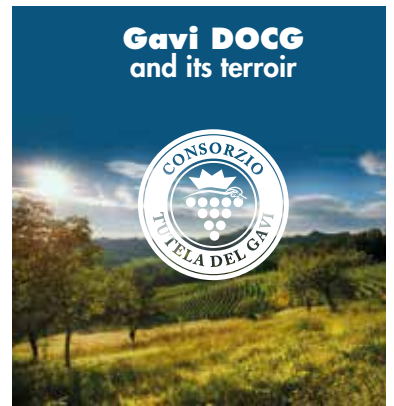
In the Vini tipici d'Italia" guidebook Cortese wines are referred to as "Gavi-type whites" **1924**

First monovarietal vineyards planted **1876**

First Cortese sparkling wine in Cavour's cellars at the Castle of Grinzane **1854**

Andrea Doria exports Cortese to South America **1782**

The first document attesting to viticulture in Gavi **972**



over 40 years of passion, commitment and quality

The **Consorzio Tutela del Gavi** is responsible for preserving and promoting **GAVI DOCG** and for the qualification of the appellation it represents, covering 11 municipalities: **Bosio, Capriata d'Orba, Carrosio, Francavilla Bisio, Gavi, Novi Ligure, Parodi Ligure, Pasturana, San Cristoforo, Serravalle Scrivia, Tassarolo.**

The ongoing efforts of the Consortium and all Gavi producers help reinforce the territory, which today is a healthy and economically active area that invests in quality and research.

**AMICI DEL FORTE di GAVI**

**INFO AND VISITS**

Via al Forte, 14 - Gavi  
info@fortedigavi.it  
www.fortedigavi.it

BASTION OF SANTA CATERINA, CURTAIN OF SANTA CATERINA, BASTION OF SAN BERNARDO, CURTAIN OF SANTA BARBARA, CITADEL OR LOWER FORT, BASTION OF SANTA MARIA, BASTION OF SAN GIOVANNI BATTISTA, BASTION OF THE MEZZALUNA, MANICA LUNGA, BASTION OF SAN TOMMASO OR PASSAPAROLA, BASTION OF SAINT ANTONIO OR OF THE STENDARDO, KEEP OR UPPER FORT

Our winery:  
**LA CHIARA**

Our family has always lived and worked in the country.

My grandfather, my father lived and worked like wine maker for historic local company.

It was this winery that first begun to bottle the Gavi in the first years of 50' and start to sell it all around the world.

*After a lifetime spent working at this historic local company, in 1976, my grandfather together with my father decided to undertake a new adventure, by starting a family business, La Chiara.*

With the strong work of all family, the farm is grown through the years both in sale volume and in hectares of vineyards; actually the vineyards cover a surface of 27 hectares.

The most important winery product is the dry white wine, the Gavi di Gavi, but we produce also a sparkling Gavi, another Gavi that ferments and refines in small barrels for twelve months, a Gavi Black label sur lies, a brut method champenoise, and a brandy produced with the dregs of pressed



Our winery:  
**LA CHIARA**



grapes. There are then some red wines produce in small quantity (dolcetto, barbera, cabernet sauvignon and a wine made mixing up the previous three wines that ferments and refines for six months in barrels).

*The system of cultivation is called “traditional Guyot”, the sizes for the vineyards are 2,40 m. between rows and 1 m. between one vine and the next (4000 vines per hectares).*

The vines are supported by canes, with main pales in wood or cement and normally three wires the first of which is stretched at a height of 50-80 cm from the ground and other two proceeding upwards, spaced by 30 cm each.

In the second or third week of July, for several years, we practise the green harvest, in which the production is reduced at 7-8 clusters each vine. It's a hard work because it's necessary to avoid the clusters more hidden, the furthest from the main buds and the clusters with the highest

grape stone density, being always careful to not damage the remaining clusters.

At the same time we thin out the leafy apparatus, to allow a good circulation of air and that the clusters don't be hidden from the sunshine. Another fundamental work is the land working, nowadays almost completely mechanized.

*The objective is to avoid the harmful grasses without using chemical weeding of the grounds and keeping soft the land reduce the evaporation of the dampness.*

Harvest, depending on the seasonal weather conditions, begins in the second or third week in September, the complete maturation of the grapes is not more checked only in an empiric way, but with periodic analysis of vineyards representative samples and a successive building of a “maturation curve”.

The parameters checked are the sugary grade and the total acidity.



Our winery:

## LA CHIARA

*The harvest is completely handmade, that allows a wine pressing of grape stone upright avoiding in this way premature fermentation and oxidation.*

The winery owns an innovative Inertys Bucher press that allows a soft and uniform wine pressing and avoid any oxidation of the must.

The grapes once arrived in the cellar are immediately pressed and must separated from the dregs of pressed grapes.

The second step is to cool the must that retards the beginning of the fermentation, in this way we can filter the must and avoid all the impurities. After the filtration, the fermentation can start with the inoculation in the must of autochthonous selected yeasts.

The farm boasts a modern cellar with steel thermo-conditioned, the alcoholic fermentation produces in fact, heat that if it isn't fairly checked reaches grades that could damage the quality of the wine, the fermentation at low temperature

(18°-19° degrees) in fact is a fundamental condition to produce white wine with a high quality.

This fermentation lasts 20-30 days, once ended the biggest impurities are eliminated by pouring off (no ageing sur lies), the next filtrations then, are always closer until the first bottling that usually takes place at the beginning of the next spring.

The winery owns a bottling-line that guarantee 1500-200 bottles each hour.

*Nowadays technology is indispensable, above all in the cellar but it's important don't forget that great wines born first of all in the vineyard.*

Good lands with the right exposition and a favourable micro climate with careful and scrupulous treatments of vineyards are fundamental to obtain a great wine.





LA CHIARA

**Società Semplice Agricola La Chiara**  
Gavi, Italy - [www.lachiara.it](http://www.lachiara.it)



CAMPAGNA FINANZIATA  
AI SENSI DEL  
REG. UE N. 1308/2013  
CAMPAIGN FINANCED  
ACCORDING  
TO EU REGULATION  
N. 1308/2013



CONSORZIO  
BARBERA D'ASTI  
E VINI DEL MONFERRATO