

POGGIO COSTA

PROSECCO BRUT DOC NV

Poggio Costa "the Hill by the Sea" celebrates the tradition of Prosecco as it once was. The varietal Glera was first planted on the Friulian coast in the town of Prosecco just 15km north of Trieste. This seaside climate created the freshness that Prosecco is now celebrated for.

We work directly with sustainably certified farmers who are all owners in the winery in the local village. Poggio Costa strives to maintain this coastal tradition in its winemaking while embracing a modern style of high acidity and vibrant minerality.

Enjoy!

ALCOHOL

11%

APPEARANCE

Light, bright and sparkling!

GRAPES

100% Glera

AROMATICS

Aromas of juicy melon, white flowers and hazelnut.

PALATE

Universally, Prosecco when done in a light, dry and vibrant style makes it the quintessential aperitivo. Green apple, honeydew melon and fresh cut flowers.

FOOD AND WINE PAIRING

This wine pairs with anything from a bag of potato chips to light appetizers. Also to be enjoyed on its own, while dreaming of relaxing in the Piazza San Marco in Venice.

AVAILABLE IN 187ML SPLITS AND 750ML

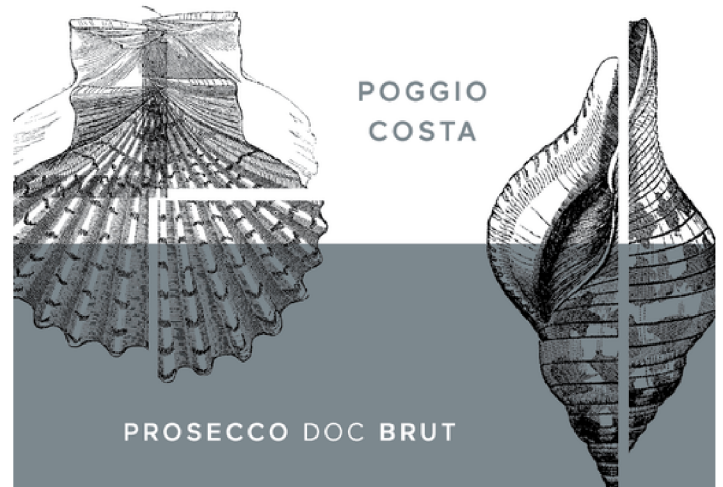


POGGIO COSTA

PROSECCO BRUT DOC NV

"THE HILL BY THE SEA"

Poggio Costa "the Hill by the Sea" is in reference to the hillside range running along the border of Slovenia on one side and the Gulf of Trieste on the other. This area is where the origin city of Prosecco is located, and around the hills are the primary source for our fruit. Poggio Costa is primarily Friuli specific fruit. Tends to have more minerality.



GLERA IS ROOTED IN FRIULI

Most people associate Prosecco to the Veneto due to Valdobbiadene, but actually it was Friuli where Glera was first planted. Of Slovenian origin, Glera was first brought to the village of Prosecco in the district of Trieste, just over the Slovenian border and on the coast of Northeast Italy. Fast forward to 2009 when the Italians decided to identify Prosecco as a D.O., the name of the Prosecco grape had to be changed. So Glera, a Friulian synonym for the Prosecco grape, was chosen as the new name because Glera was actually a name used in Friuli to refer to several distinct and indigenous varieties such as Prosecco Lungo.

SMALL BATCH - DIRECT TO GROWER & SUSTAINABLE CERTIFIED

We work directly with the grower/farmers who work together at one winemaking facility. All grower/farmers own the facility business together, so everyone shares in the economic impact of the finished product. Our vineyards are Sustainability Certified by the SQNPI, focusing on sustainable agriculture and responsible farming & fertilization. This clear vision of direct impact to our grower partners is something that is very important to us. It also allows us to work more hands on to select the fruit source and influence the winemaking style to be clean, fresh, and dry.

DRY CRISP MINERALITY WITH SUBTLE GREEN APPLE & MELON FLAVORS

Fruit is from hillside vineyards consisting of marl and sandstone, which contains tons of marine fossils originating at the bottom of what is now the Adriatic Sea. This is what gives our Prosecco the minerality, freshness and tertiary fruit notes of melon and green apple.

AVAILABLE IN 750ML & 187ML SPLITS AND ROSÉ



POGGIO COSTA

PROSECCO BRUT DOC NV 187 ML SPLITS

Sometimes in life when something is so good, you have to think, is this a good idea to bottle this up just for myself? 187ml Splits of Poggio Costa, the clean crisp minerality bottled up just for you.

Poggio Costa "the Hill by the Sea" celebrates the tradition of Prosecco as it once was. Poggio Costa strives to maintain this coastal tradition in its winemaking while embracing a modern tyle of high acidity and vibrant minerality.

Small batch, dry, fresh crisp minerality with subtle green apple & melon fruit notes.

We work directly with sustainably certified growers sourcing from the hillside vineyards of the Friulian coast, terroir influenced by the marine fossils and salinity from the Adriatic Sea. Poggio Costa is an old school style small batch prosecco for the modern world.



"THE HILL BY THE SEA"
SMALL BATCH - FRESH ON DEMAND BOTTLING
SUSTAINABLE CERTIFIED - GROWER OWNED WINERY
DRY CRISP MINERALITY WITH SUBTLE GREEN APPLE & MELON FLAVORS

AVAILABLE IN 750ML & 187ML SPLITS AND ROSÉ



POGGIO COSTA

PROSECCO DOC ROSÉ

Poggio Costa "the Hill by the Sea" celebrates the tradition of Prosecco as it once was, yet tradition is meant to be broken, the region has emerged a new category of "Prosecco Rosé"

Poggio Costa strives to maintain this coastal tradition in its winemaking while embracing a modern style of high acidity and vibrant minerality.

We work directly with farmers who are all owners in the winery in the local village. Creating a dry light burst of crisp raspberry bubbles that are meant to be enjoyed.

ALCOHOL

11%

GRAPES

Glera and Pinot Nero

AROMATICS

Refreshing crisp white peach, and subtle wild berries and bright fresh raspberries.

PALATE

Light pink floral notes of Pinot Nero creates a perfect union with Glera contributing to vibrant red fruit complexity.

FOOD & WINE PAIRING

Charcuterie boards of cured meat, grilled shrimp and veggies on a skewer, and an afternoon on the patio enjoying the sunset.

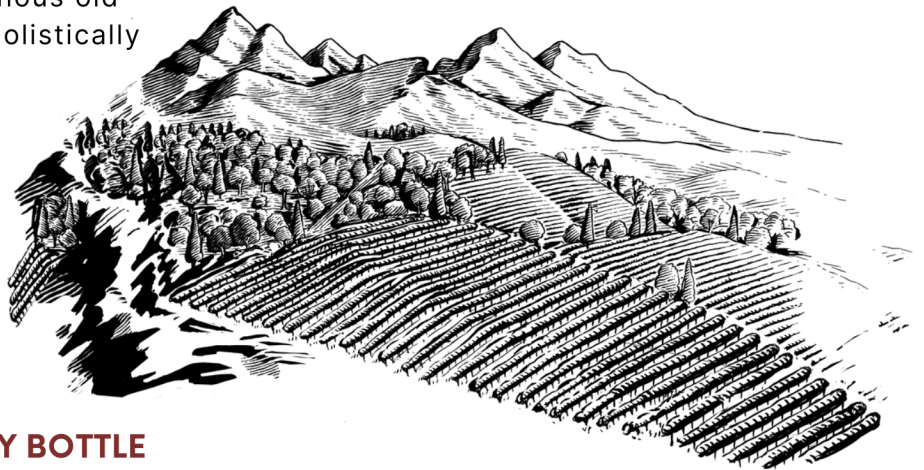


POGGIO TERRA

PIEDMONT DOC BARBERA

Poggio Terra "the Hill of the Land" celebrates the land and the legend of "Old Man Barbera" Ariotti and his son Ricardo farming and winemaking for generations in Monferrato, Piedmont.

Monferrato is the birthplace of Barbera rolling hillside vineyards of indigenous old vine Barbera made naturally and holistically inline with classic old school style farming practices. Wine is meant to be shared and bring joy, that's the point of it all.



CHILLABLE RED - 1 LITER PARTY BOTTLE

ALCOHOL

13.5%

AROMATICS

Bright raspberries, dried strawberry, crunchy black pepper herbal notes

PALATE

Medium bodied and juicy with high tones of bing cherry reveal a balance of verve and silky richness

FARMING

Ricardo & "Old Man Barbera" Ariotti farm naturally with transparency and sustainable organic farming practices

ELEVATION

Hillside 1000 FT. Southeast facing vineyard.

SOIL

Calcareous marine fossil, limestone, sand, & clay

VINIFICATION

Natural fermentation in cement to preserve juicy acidity & vibrant fruit character

LITER BOTTLE

Liter bottles give you the opportunity to share one extra glass inside every bottle! Serve slightly chilled 55°F/13°C

POGGIO TERRA



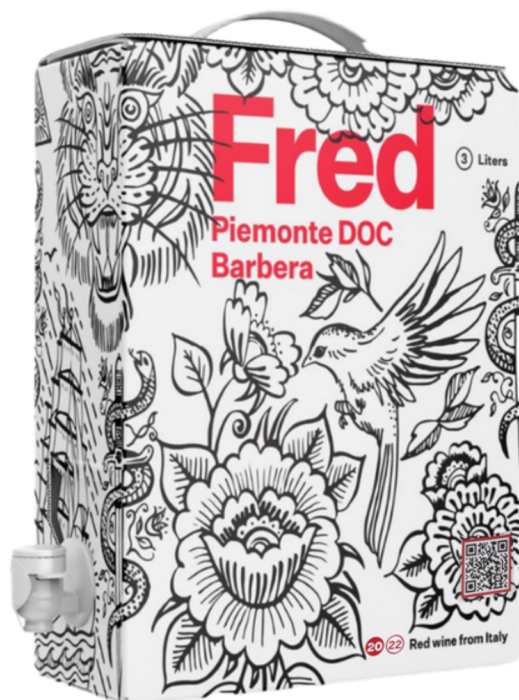
PIEDMONT DOC BARBERA

Poggio Terra "Hill of the Land" is the first liter bottling of the hillside estate vineyards in Monferrato that Ricardo Ariotti and his father "Old man Barbera," have been farming 11 hectares organically for generations.

Organic estate grown Barbera, from the subregions of Mombello and Serralunga di Crea in Monferrato, Piemonte where Barbera is King. In contrast to the Lange region where Nebbiolo is king and all the premium vineyard locations are planted to Nebbiolo, in Monferrato all of the premium vineyard locations are all planted to Barbera. This is because it's the perfect place for Barbera; the elevation, the marine origin clay, sand and limestone, everything is perfect for Barbera.

Monferrato Barbera fruit without wood influence is bright red, high acid, and super fresh. We choose not to oak our Barbera to maintain this freshness which ultimately allows it to blossom when chilled and can be enjoyed year round. The purity of fruit takes center stage when it's naturally made in old cement casks. Minimal intervention wine made from healthy grapes farmed without the use of chemicals. Making honest wines without manipulation and bottling in fun Liter size. Perfect for sharing; the value is always better in a bigger bottle.





Fred

**Piemonte DOC
Barbera**

ALCOHOL

13.5%.

DENOMINATION

Piemonte DOC Barbera 2020.

VINE SITES

Transitioning organic vineyards located in Mombello and Serralunga di Crea

VINIFICATION

The grapes are fermented and aged in Cement vessels. Aged for 11 months. The result is a wine that shows fruit, earth and has a sense of place, without being marked by wood. Minimal intervention winemaking.

APPEARANCE

Bright plum red.

AROMATICS

Aromas of crushed berries and plums intermix with aromas of earth and porcini mushrooms.

PALATE

On the palate, the wine is medium bodied with bright acidity and low tannins with exceptional mouthfeel. The use of cement over stainless allows for the ideal combination of verve and richness.

FOOD AND WINE PAIRINGS

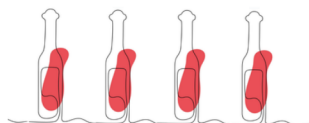
The high acidity and low tannins let this wine work with everything from a pizza or homemade pasta to a piece of beef or pork.

SERVED CHILLED - KEEP IN REFRIGERATOR GOOD FOR 3 MONTHS OR UNTIL YOU DRINK IT ALL

Inspired by the diversity of global wine lovers, **Fred** represents the gathering of all cultures under the common passion of fermented grape juice. Nowadays, the global wine scene is as internationally woven as ever, and we're seeing the passion especially in younger generations. You'll often find yourself in a restaurant in Paris, Rome or Sydney and learn that the young sommelier is from London, New York, or L.A. The scene is curious, open-minded, and value-conscious. The vibe is energetic, artistic and tolerant. Whether your name is Frederica or Fredrick, to us, it's just Fred.

**ONE BOX OF FRED IS
EQUIVALENT TO....**

4 BOTTLES OF WINE...



20 GLASSES OF WINE IN EVERY BOX



THE MANY EFFICIENCIES OF BAG IN BOX WINE

Despite being around for many years, box wine has always been looked down upon by high-end winemakers and wine drinkers alike. But, as with so many aspects of modern culture, what was once old and tacky is now cool and trendy. The hipsters are bringing box wine into the limelight and giving it a chance to flourish. Not only is 'Premium' box wine gaining popularity, but it also aligns with many younger wine drinker's passions for environmental conservation and sustainability. Fred is made completely natural, in cement tanks, directly from the vineyards. No additives, clean, simple, authentic wine, handmade and hand-boxed directly from generational farming family in Monferrato, Italy.

1. LOWER ENERGY COSTS FOR BOXES VS BOTTLES

One of the core efficiencies is the environmental and cost benefits of producing, transporting, storing and consuming wine from a bag in a box. Although glass is recyclable, glass is hard to recycle and often ends up in landfill even when it should've been recycled. It's also energy-intensive to produce; switching to plastic and cardboard is much less energy intensive to produce and the cardboard (and in some cases the plastic) can also be recycled.

2. LOWER CARBON DIOXIDE EMISSIONS IN TRANSPORTATION

An article in the NY Times outlines the benefit of switching from glass to cardboard from a carbon emissions point of view:

"A standard wine bottle holds 750 milliliters of wine and generates about 5.2 pounds of carbon-dioxide emissions when it travels from a vineyard in California to a store in New York. A 3-liter box generates about half the emissions per 750 milliliters. Switching to wine in a box for the 97 percent of wines that are made to be consumed within a year would reduce greenhouse gas emissions by about two million tons, or the equivalent of retiring 400,000 cars."

3. LESS OXIDATION MEANS LONGER LIFE

The air-tight seal between the tap and bag means that wine in a box can be stored for weeks once opened without the taste being affected. The idea of being able to keep a 3L box of wine in the fridge and pouring the occasional glass as needed is ideal for many people. Estimated three months longevity of shelf time if refrigerated or until you drink it all!

4. BAG IN BOX WINE IS MORE ECONOMICAL

If the environmental benefits don't have you convinced, then perhaps the economic benefits will. As packaging goes, glass is significantly more expensive to use than a box. If winemakers don't have to pay for glass, they can reduce the cost of their product and pass on the savings to consumers. Even if producers keep a higher margin, the consumer can still benefit if winemakers invest in better equipment and improve the quality of their wine. Using cardboard rather than glass, quality wine in a bag-in-box can be sold at a more cost-effective price. The truth is sustainable and alternative packaging is the way of the future for natural winemaking!

Fred

RED WINE FROM ITALY

“Medium-bodied, with tart cherry fruit and an appealing floral aspect we don't normally expect at this price. Bravo!

DAVE MCINTYRE — WASHINGTON POST

FARMED ORGANICALLY
NATURALLY MADE
3 LITERS = 4 BOTTLES



FRED IS COOL, A CHILLABLE RED KEEP IN REFRIGERATOR - SERVED CHILLED GOOD FOR A MONTH OR UNTIL YOU DRINK IT ALL

WHO IS FRED?

No additives, clean, simple, authentic wine. Handmade and hand-boxed directly from a generational farming family.

WHY BOXED?

Environmental impact, lower energy cost, lower CO2 emissions, and less oxidation means longer shelf life, if you don't drink it too fast!

DOC?

DOC defines the sense of place, Barbera is the king of Monferrato, Piedmont. The OG indigenous grape of the region, the best vineyards are all planted to Barbera.

HOW FRED'S GROWN

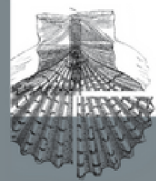
Farm naturally with transparency and sustainable organic farming practices on hillside vineyards.

HOW FRED'S MADE

Naturally made in old school cement vessels, no wood, minimal intervention, purity of fruit and fresh vibrant acidity.

FRED THE PARTY BOY

Fred brings the party! Fred is ready to join in on any occasion. Wine is meant to be shared and bring joy, that's the point of it all.



POGGIO COSTA
BRUT NV



UPC 8000942012149
SCC 18000942012146
COLA 20168001000799

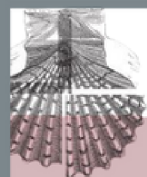
12/750ML
11% ALC
NV
MSRP \$15.99
12.5 IN HEIGHT
X 3.25 IN DEPTH



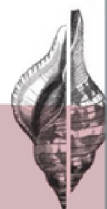
POGGIO COSTA
BRUT NV
187 ML
SPLITS

UPC 196842149196
SCC 10196842149193
COLA 20168001000799

24/187ML
11% ALC
NV
MSRP \$6.99
8 IN HEIGHT
X 2 IN DEPTH

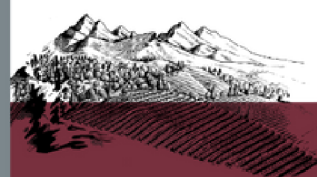


POGGIO COSTA
ROSÉ NV



UPC 8000942012156
SCC 28008863068225
COLA 21189001000391

12/750ML
11.5% ALC
NV
MSRP \$16.99
12.5 IN HEIGHT
X 3.25 IN DEPTH



POGGIO TERRA
BARBERA
PIEMONTE DOC
ONE LITER

UPC 8057457390019
SCC 196852684373
COLA 22132001000003

12/1L
13.5% ALC
2021
MSRP \$18.99
12.75 IN HEIGHT
X 3.25 IN DEPTH



UPC 8057457397988
SCC 68057457397984
COLA 20175001000042

6/3L
13.5% ALC
2022
MSRP \$29.99
7.25IN WIDE X 8.5IN
HEIGHT X 4IN DEEP

