



LA SCOLCA



WHY GAVI LA SCOLCA?

- La Scolca is the oldest company in the area, for continuity of Soldati Family management and, at the same time, it's the most modern. Tradition and future keeps living together.
- Gavi dei Gavi La Scolca can be considered like an “Italian Chablis”.
- Compared to the international and national successful white wines, Gavi La Scolca can be considered like an alternative to Pinot Grigio (entry level Gavi, fresh and light tasting), to sauvignon or Chablis (more complex taste like Gavi dei Gavi and Gavi D'Antan).
- La Scolca is a wine producer with its owned vineyards from 1919. Many cellars are not Gavi producers, they just bottle the wine from other zones of Piedmont (such as Barolo, Alba, Asti). It is very important to underline the difference between “wine producer” and “bottlers”. The origin of the territory is a great value and quality assurance we can guarantee to La Scolca lovers.



WHAT IS GAVI?

- Gavi is the name of a small town on the Apennines mountains, located in Piedmont and bordering Liguria, from which La Scolca took the inspiration to choose the name of the famous wine. La Scolca began his production of Gavi more than 100 years ago, Gavi wine obtained the DOC in 1974 and later the DOCG (Denomination of Origin Controlled and Guaranteed) in 1998.
- The small area surrounding the city of Gavi is the most suitable microclimate for Cortese vine and, inside Gavi, the area of Rovereto produces the best Cortese grapes. This is where La Scolca and its vineyards are located.



PRODUCTION
ZONE
**Commune
of Gavi**
Piedmont,
ITALY



LA SCOLCA: WINE, PASSION, EMOTION, DREAM

- Wine is passion: when a producer talks about its wine he also talks about himself, as a cook talks about its meals: they are proud of their products. Behind important wines there are great passions. A great passion that allowed La Scolca to celebrate more than 100 years of emotions.
- The global world now allows us to taste white wines from all over the world but Gavi La Scolca has a strong personality and a great charisma: it's gentle but firm and persistent. You can't forget Gavi La Scolca after you tasted it, "Gavi dei Gavi"™ "is a "timeless passion".
- La Scolca produces wine for special occasions also for famous people such as Tom Cruise, Colin Firth, Queen Elizabeth, Elton Jhon , Sting, ACDC , Danzel Washington , and many others.

LA SCOLCA, THE CLASS OF THE CLASSIC

- La Scolca has a special symbolic meaning: it comes from the name "Sfurca" (in English "Watch out"), the name of the historical farmhouse that was originally a lookout post on the Salt Route. This name reflects the personality of Soldati Family and of their wines: proud and tenacious.
- It's an international brand distributed all over the world in the most prestigious restaurants, resorts, hotels.



GAVI DEI GAVI: LA SCOLCA'S TRADEMARK SINCE 1969

La Scolca®:

Chiara Soldati, following her father Giorgio Soldati, is the 4th generation winemaker noted as a leading “woman in wine”.

La Scolca led the movement to establish an exciting, new quality level for dry Italian white wines when the Soldati family launched their trademarked ‘Gavi dei Gavi’ in 1969. It was La Scolca who first began to invest in white wines in a region traditionally known for its reds. They pioneered modern, controlled vinification in stainless-steel tanks to preserve the subtle fruit of the Cortese grape, allowing the creation of wines that retained crisp acidity and gained structure.

La Scolca has more than 100 years expertise in white wine making using very modern technologies, standing out as one of the main producers of white wine in Italy.



About Gavi DOCG:

The tiny zone surrounding the town of Gavi is the most ideally suited microclimate for the Cortese vine and within Gavi, the Rovereto area produces the best Cortese fruit. It is here that La Scolca and its vineyards are located.

Gavi:

A wine made from the Cortese grape. Gavi is renowned as producing the best Cortese grapes and Rovereto, an area within Gavi, is the best of the Gavi 's crus. Thanks to La Scolca that began his important production of GAVI 90 years ago.

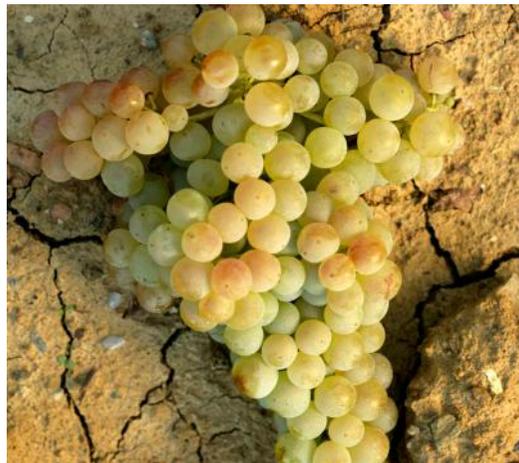
Gavi di Gavi:

The incorrect abbreviation “Gavi di Gavi” means nothing if we don't use the entire definition for “Gavi DOCG del Comune di Gavi”, that find its meaning in “grapes that create Gavi DOCG wine and that must come from vineyards located in the Municipality area of Gavi”.

Gavi dei Gavi™ trademarked since 1969 by La Scolca for its “Black Label” Gavi, a testament to the unique quality of this wine and its heritage.

LA SCOLCA'S VINEYARDS & WINERY

- Steeply inclined upper slopes, difficult to cultivate.
- Argilo-calcerous and volcanic soils with noticeable iron content, shot with veins of chalky limestone similar to that found in Champagne and Chablis.
- Manual harvest with small baskets.
- In 30 minutes grapes are taken to winery where they are immediately cooled, if needed.
- Grapes are lightly pressed with modern pneumatic presses.
- La Scolca can preserve aromas and characteristics of the grapes with cryo-maceration and cold fermentation (13-14C) in stainless steel tanks with controlled temperature.
- Located 50 km close top the sea, the zone is warmed by Mediterranean breezes but it is reached by cool mountain air, creating a perfect variation in temperature for the maturation of grapes.
- No use of pesticides – La Scolca vineyards are located on hillsides near forests where birds nest and feed on pests found in the nearby vineyards.
- Minimal use of chemicals in the cellar.
- Internal analysis lab.



THE HARVEST

- Our winemaking system allows us to respect the origin of grapes, vineyards by vineyards, cause we produce wine separately with a computerized control system that prevents “mixing” of musts and separates “fractions” of pressure and different origins. All our Gavi (including white and black labels) are produced with Cortese grapes from different vineyards of different ages. In the cellar, during the harvest, a software stores the details of each batch of grapes to create an “history” of every single bottle. Almost twenty years old plants for the white label and up to sixty years old plants for black label. The wine-making plant is equipped with a washing system using water about 80°C which ensure hygiene and cleanliness after every single use. This is essential in winemaking plants and that’s how we can guarantee a suitable environment cleaned up from germs and bacteria.
- Harvest in La Scolca is done manually, each person has a small basket to be discharged into small trailers. Than the grapes arrive in no more than 20 minutes to the cellar where are registered in the data system, discharged and pressed. This process preserves the integrity of every single fruit.
- The fermentation takes place with natural yeasts in steel tanks, La Scolca wines stay “sur lie” even for ten years like the Gavi dei Gavi “D’Antan”®. This process reduces so much the percentage of sulphur that it’s below law limit, giving a fresh and natural wine. Wine, decanting, becomes clear without the use of any sort of clarifying process and/or chemicals products.



QUICK SELLING TIPS

Pioneer:

La Scolca is the first winery who produced and bottled the Gavi del Comune di Gavi.

Brand Recognition:

Gavi dei Gavi™ “Black Label” is highly recognized and found on top wine lists worldwide.

Benchmark:

Gavi dei Gavi™ established a new level of quality in Italian white wines. The name was trademarked in 1969.

Piedmont’s Oldest Cortese Vines:

up to 60 years for Gavi dei Gavi™.

Family run since 1919

4th generation winemaker, Chiara Soldati is now CEO a respected “woman in wine”: Business Woman of the Year 2009 (Italian Ministry of Agriculture).

100% Estate-Grown Fruit:

owned and managed app.50 HA of Cortese vineyards in Rovereto and 3HA of Pinot Nero vineyards in Gavi Monferrato.

Cortese:

a “noble” variety with aging capacity.

Rovereto di Gavi:

located in the “Grand Cru” of Gavi production.

Quality-Driven Viticulture and Winemaking:

high-density plantings, low yields, green harvests, hand-harvested fruit, modern temperature-controlled facilities, natural yeasts, no sulfites.



GAVI LA SCOLCA WHITE LABEL GAVI DOCG

15-20 year-old plants

6 clusters per vine.

Bottled in January following harvest.

The perfect balance of maturation gives the wine its typical fresh and dry taste. It's a point of reference in the Italian enological scene, this wine is produced in the full respect of a secular tradition, represents the real essence of Gavi.

HOW TO SELL IT:

- » *The most typical Gavi in La Scolca's selection*
- » *Very interesting value for money*
- » *Indicate for mid level Restaurants*
- » *Indicate "by glass"*
- » *Fresh and dry*



LA SCOLCA® BLACK LABEL “GAVI DEI GAVI”®

Low yields of 50 quintals/hectare, to encourage concentration, depth and complexity in the wine.

7 months aging on the lees, normally bottled in the April following the harvest. While enjoyable now, the wine will improve with one to three years of bottle age and will evolve beautifully for 10 years.

This prestigious “Gavi dei Gavi® – La Scolca” is obtained with the utmost respect for nature, from pruning to harvesting. With a strict and rigorous selection conducted with the utmost care, cluster by cluster, in vineyards over sixty years of age, we get “unique” grapes, with 5-4 clusters per vine.

Then in the winery, under watchful guidance of a master expert, applying the ancient rules of vinification, refined over eighty years of family tradition, an unsurpassed style of Gavi is born, a paragon of reference.

The maximum procurable in quality as manifested by fragrance and flavour of live, intense character, harmonious and balanced, offers a surprising freshness and integrity, Notes of flint, almond and hazelnut will develop in the course of time, which does wonders.



HOW TO SELL IT:

- » *Label: the most iconic Gavi in La Scolca's selection.*
- » *“Gavi dei Gavi “ cannot be missing in a wine list*
- » *“Gavi dei Gavi” means special and unique moments*
- » *“Gavi dei Gavi” was selected by Tom Cruise for his wedding, by Loro Piana for regatta in Porto Cervo, by the Olympic Team at Sochi 2014, by Versace, Maserati, Tod's, Giorgetti Design and many others*
- » *Celebrities favourite wine*
- » *Bruce Sanderson in his articles on Wine Spectator says :” Most Gavis are best drunk young and paired with seafood. But la Scolca's D'Antan, wich is aged for 10 years in stainless steel before bottling, develops toast, wax, iodine and mineral aromas and flavors not unlike a mature Champagne.”*
- » *Cortese ages beautifully, though to age this way it does need to have a degree of acidity at the outset.*
- » *Cortese is capable of terrific finesse when properly treated.*
- » *Only in the best years, only from our best grapes, is made this prestigious Gavi DOCG “Gavi dei Gavi – La Scolca D'Antan®” that, after having aged up to 10 years in tank on its yeasts, in our cellar, arrive at the bottle in a unmistakable intensity and nobility.*

SUGGESTION TO WHICH CUSTOMERS PROPOSE LA SCOLCA'S SELECTION

- » RETAILER
- » TOP LEVEL RESTAURANT
- » MEDIUM LEVEL RESTAURANT
- » MODERN AND TRENDY
BARS/BISTROT/RESTAURANTS
- » HOTELS
- » CATERING



AWARDS



91 90

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Gavi dei Gavi® Black Label® 2019
Gavi D.O.C.G. White Label 2019



America Awards 2020

Gavi dei Gavi® Black Label® 2019



Singapore Competition 2020

Gavi dei Gavi® Black Label® 2019



GOLD MEDAL

China Wine & Spirits Awards 2020

Gavi dei Gavi® Black Label® 2019



Sommelier Wine Awards 2019

Gavi dei Gavi® Black Label® 2017



Japan Wine Awards 2019

Gavi dei Gavi® Black Label®



LA SCOLCA

Wine and sparkling wine



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