



Speri
VALPOLICELLA CLASSICA

**Seven generations of history.
Seven generations of passion for wine and vine growing.
Seven generations in Valpolicella Classica, our land.**

Famiglia Speri



COMPANY PROFILE

Speri Viticoltori was founded in 1874 in the heart of the Valpolicella Classica zone: deeply rooted in their terroir, with centuries-old experience in cultivating indigenous grape varieties, the Speri are today a point of reference locally, nationally and internationally.



From the left: Giampaolo - 6th generation (accounting); Luca - 6th generation (sales); Carlo - 5th generation (supervisor); Chiara - 6th generation (marketing & incoming); Alberto - 6th generation (winemaking & quality control); Giampietro - 6th generation (vineyard management); Giuseppe - 7th generation (winemaking & certifications).

The company, now in its seventh generation as a wine producer, is currently run by Carlo, the last representative of the 5th generation, together with Giampaolo, Luca, Chiara, Alberto, Giampietro (6th generation) and Giuseppe, the first of the 7th: a great team that controls every phase of production from the vine to the bottle.

Their dedication and competence deriving from experience combine with receptiveness to new technology and winemaking techniques, giving rise to unique products.

The Speri wines, authentic expressions of their terroir of origin and of the local grape varieties, stand out thanks to their elegant and classic, fresh and natural style. In 2015, after practicing years of sustainable farming, the Winery achieved organic certification for all of its production becoming the most important organic winery in the Valpolicella Classica area.

The Speri family, respecting its territorial heritage, has always cultivated exclusively the native grape varieties of the Valpolicella zone (Corvina, Corvinone, Rondinella, Molinara and other indigenous varieties), making wine only from grapes coming from its own vineyards and overseeing the entire production process.

THE STORY

The Speri family's winemaking tradition has a long history. In early 1908, the company with Benedetto Speri received an award for quality from the Italian Association for the Development and Trade of Rome and Verona.

The birth dates back to 1874, as attested by the old barrel still in the cellar next to the Speri family home in Pedemonte and the surrounding vineyards.

Over the years, the company has gradually enlarged its business, resources and production.

The year 1933 was an important date for the Speri family, who with 'Speri Sante' bought the company's iconic property: the Sant'Urbano estate, which consisted of about 12 hectares (today it has reached 22) and a farmhouse with a cellar and drying loft on the hills of Fumane between 280 and 350 meters above sea level. This was a privileged position for growing vines and olives, but particularly difficult to cultivate and manage, especially for that time.

In fact, it was only after the Second World War that the winery accelerated its development thanks to a general economic recovery and the new forces in the company, with the four Speri brothers (fifth generation) - Giuseppe, Eliseo, Benedetto and Carlo, again led by their father Sante.



In the 1950s, the terracing of the Sant'Urbano vineyard began, to facilitate cultivation and increase the quality level of production.

In those years, in 1958 to be precise, the first Speri Amarone was released, making Speri one of the first producers and the iconic wine of Valpolicella.

Also between the 1940s and 1950s, with Speri Sante, the first bottles of Recioto Speri were on the most prestigious tables in Verona, and in the 1960s Speri wines were already appreciated not only in local restaurants and those in northern Italy but also in those beyond the Alps, in Switzerland for example.

With the Speri brothers led by Carlo, a farmer-entrepreneur of great charisma and farsightedness, the first overseas exports began in 1971, to the United States, kicking off a prosperous expansion for the company which, relying on privileged partners for distribution, began to make its products known throughout Italy and beyond, so much so that today Speri wines are distributed in over 60 countries.

At the same time as the development of the markets, the Speri family, always attentive to production with an eye to the agricultural aspect continued to expand its estates, purchasing prestigious vineyards exclusively in Valpolicella Classica until it reached the 60 hectares of today.

From the mid-1970s until the early 2000s, the 6th generation gradually began to enter, first with Alberto, the oenologist who is now responsible for production and quality, then Giampaolo (administrative manager) and Giampietro (agronomist), and finally Luca (sales manager) and Chiara (marketing and hospitality manager) until the 7th generation with Giuseppe, a young oenologist who, as well as following the company's certifications, also assists his father Alberto in production.

Two more representatives of the 7th generation are arriving, namely Pier Francesco and Sara, who, although still engaged in their university studies, are already operative in the company, working alongside the family in all production tasks.

Great teamwork, therefore, and great family history and rootedness in the territory that we can find recounted, always the same and always different, in each of the 5 Speri wines, Valpolicella Classico, Valpolicella Ripasso Classico Superiore, Valpolicella Classico Superiore Sant'Urbano, Amarone Classico Sant'Urbano and Recioto Classico La Roggia, authentic interpreters of Valpolicella Classica.



IDENTITY

Speri is regarded worldwide as one of the strongest examples of a Classic-Style Producer in Valpolicella.

The family has maintained the same identity from the beginning until today: a distinctive territorial identity and an elegance that is reflected in the wines and vintages.



THE KEY NUMBERS OF SPERI

FAMILY: 9 people from the Speri family are involved in the company.

HISTORY: 150 years and 7 generations of wine production in Valpolicella Classica.

VINEYARDS: 60 hectares of proprietary vineyards in the heart of Valpolicella Classica at altitudes ranging from 120 to 350 meters above sea level.

PRODUCTION: Speri produces wines only from its own grapes – it does not buy any grapes and wines from others, in order to guarantee 100% quality control.

ORGANIC PRODUCTION: 100% certified organic production.

SUSTAINABILITY & BIODIVERSITY: the company achieved the Sustainability Certification in compliance with the Equalitas standard and the Biodiversity Friend Certification.

BOTTLES PRODUCED: 450.000 per year – only DOC e DOCG of Valpolicella.

DISTRIBUTION: Speri wines are present in over 60 worldwide countries, mainly in Ho.re.ca. sector.

VINEYARDS AND VITICULTURE

VINEYARDS:

The Speri family owns 60 hectares of vineyards in the most select areas of Valpolicella Classica, at altitudes ranging from 120 to 350 meters above sea level.

The wines come 100% from grapes owned by the Speri family, which cultivates only native varieties (Corvina, Corvinone, Rondinella, Molinara and other indigenous varieties).

Speri does not buy grapes nor wines from others and follows directly every single phase of production and this is its strength.



SINGLE VINEYARD WINES:

As early as the 1970s, in order to enhance the uniqueness of each plot of land, the Speri family began vinifying the grapes from the individual plots separately, producing the first single-vineyard wines: “Amarone Classico Sant'Urbano”, “Valpolicella Classico Superiore Sant'Urbano” and “Recioto Classico La Roggia” are the superb wines produced, each of which bears the name of the vineyard of origin.

SANT'URBANO ESTATE:

“This is a place of exceptional beauty where the vines, olive trees and cherry trees seem to have found their natural position among the winding curves of the hills of the municipality of Fumane.”

Italian Wines Gambero Rosso ed.

The estate covers 22 hectares of vineyards between 280 and 350 meters above sea level. Here are some of the main characteristics of this estate: hill position, good sun exposure (southwest exposure), soil of volcanic origin with a mixture of chalk and clay, presence of old vines (40 years old on average, with older vines up to 70-80 years old).



ONLY NATIVE GRAPES:

The Speri Winery vinifies only Valpolicella native grapes. In addition to the three traditional grape varieties, Corvina, Rondinella and Molinara, small quantities of other lesser-known but long-standing varieties are used like Oseleta, Rossanella, Pelara, Cabrosina, etc.

Corvina



Corvinone



Rondinella



Molinara





PERGOLETTA SPERI:

The Speri family, with respect for the biodiversity of the territory and with the objective of maintaining very high levels of quality, was the first to make significant modifications to the traditional Pergola Veronese training system at the beginning of the 1990s, after years of trials and observations in the field. The most important improvements concerned the inclination of the metal arm on which the shoots rest, opening up a central area to bring in more sunlight and improve the ventilation of the bunches. This new vine training system is called 'Open Inclined Pergoletta' (Pergoletta aperta inclinata), but many also call it 'Pergoletta Speri'. Today it has become the most widespread system in Valpolicella and the most effective way to cultivate vines in the hills and produce Amarone.

MAROGNE:

Hillside vineyards are cultivated on terraces made using dry stone walls, also called "marogne". These, besides being a valuable means for improving hillside cultivation by slowing down runoff and making the soil safer, also have high historical and ecological value. These walls, thanks to the exposure to the sun, become solar collectors during the cold season. And a drywall terrace in the hills practically becomes a condominium for a variety of different insects, which find shelter in the wall and maintain the equilibrium of the ecosystem. All kinds can be found, from the largest to the smallest. By safeguarding a "marogna", you safeguard biodiversity.

PRODUCTION

100% ORGANIC PRODUCTION

The entire Speri production is certified organic.

In 2015 the company, after a long experience in sustainable agriculture, obtained organic certification for its entire production, becoming the most important organic winery in Valpolicella Classica.

IMPORTANT ENVIRONMENTAL POINTS:

- Exclusive use of natural products against vine diseases (non-synthetic, so no pesticides or herbicides). We use bark against downy mildew, sulfur against powdery mildew and algae against botrytis and other types of rot;
- Leaving permanent grass on the entire vineyard area (thus guaranteeing the presence of organic substances; we have not used herbicides since 2004);
- Production of our own special herbaceous mixtures 'Sant'Urbano mixture' to be used as permanent grass in the vineyards. The 'Sant'Urbano mixture' is a blend of herbs selected to give the best results with the type of soil, climate, location, etc.
- Composting of pruning and wine-making residues;
- Sexual confusion since 2000. Strips containing pheromones are placed throughout the vineyard. These pheromones emanate throughout the field and prevent the insects from reproducing, as the males cannot find the females and the females think the males are females;
- The first vineyard is only 3 km away from the winery: this obviously ensures less CO₂ production by the machines;
- Modification in the early 1990s of the traditional 'Pergola Veronese' training system with the new 'Pergoletta Aperta' system to bring more sunlight and ventilation to the bunches. This is also very important for preventing diseases;
- Collaboration with the University of Padua to study new insect species that have appeared in recent seasons in organic vineyards;
- Low sulfite content in wines (for organic wines sulfites must be below 100 g/l, normally in our wines, we are below 70 g/l);
- 8-meter underground cellar for storing wine without control of air and humidity conditions;
- Photovoltaic panels that normally cover the average daily need for electricity (significant positive impact on the environment and, of course, on costs);



Certificate nr. IT BIO 006 E1941
Certifying Institute: ICEA

SUSTAINABILITY CERTIFICATION

Thanks to the Organic Certification achieved in 2015 and the adhesion to the Equalitas Standard, Speri strengthens its role as custodian of the territory and completes a path of improvement that has made it a benchmark winery, oriented towards reducing its environmental impact and, at the same time, attentive to social and economic sustainability.

Sustainability Certification according to the Equalitas standard, in addition to environmental sustainability, also emphasizes ethical-social and economic aspects through precise, verifiable and measurable indicators.

Speri is sustainable in the following contexts:

- **Environmental:** thanks to biodiversity, organic production, and good processing practices;
- **Social:** thanks to a proper organization of workers that promotes their welfare, training and rights;
- **Economic:** thanks to adequate management control, a proper workers' development programme and good economic practices towards suppliers.

BIODIVERSITY FRIEND CERTIFICATION

With this certification, obtained in 2022, the Speri company adds another important piece to its sustainable agriculture journey.

"Biodiversity friend" is a voluntary standard that certifies how its work protects and maintains biological biodiversity as a fundamental human resource.

Protecting biodiversity today means committing to the conservation of natural habitats, i.e. being a "biodiversity friend" and acting responsibly for sustainability.

A concrete example was the introduction of beehives in our vineyards to spread the millifera bee. The role of bees is indeed fundamental, because in addition to producing honey, they are pollinators and it is precisely this activity of theirs that ensures the reproduction of various wild plants and the birth of various crops, thus regulating different ecosystems.



Certificate nr.70306
Certifying Institute: CSQA Certificazioni Srl

Certificate nr. 78048
Certifying Institute: CSQA Certificazioni Srl



AMARONE

Speri produces only one Amarone: it is a wine from a single vineyard, from its best estate: 'Sant'Urbano' in Fumane.

The grapes are harvested by hand to ensure that only the grapes with the fewest berries are selected, i.e. those most suitable for the drying process on straw mats.

The winery has three drying chambers on the hills with good ventilation which favours mold-free drying and preserves the organoleptic characteristics of the grapes.

The decision not to produce Amarone in less favourable vintages and to release the wine at least 12 months later than required by law is an integral part of Speri's more than 100-year dedication to quality.



RIPASSO

Despite the fact that the production regulations allow for the Ripasso technique to be carried out twice, Speri's Ripasso is produced with marc reused only once.

HACCP TRACEABILITY SYSTEM

Since 2001, Speri has applied the HACCP traceability system, obtained by very few wineries, which guarantees traceability from harvesting to bottling and packaging, according to the quality standards of the CSQA certifying body.



WINERY, VINIFICATION AND AGEING

The company constantly invests to increase the level of quality. Examples of this are: the recently purchased high-tech stainless steel tanks and the annual renewal and rotation of the ageing barrels, as the woods and times vary according to the type of wine. The company is currently renewing the concrete tanks, which have always been used for ageing Valpolicella Classico and for the malolactic fermentation of all wines.



From 2015 to 2019, through several steps, the company's headquarters were expanded and completely renovated: a new office, reception and sales areas were created.

Subsequently, the bottling area was enlarged and renewed with new technologies and equipment. The storage areas were increased with important spaces for the refinement of the bottles that allow the company to give the right amount of time to the wines after bottling (6 months for the Valpolicella Superiore and 12 months for the Amarone). At the same time, new photovoltaic systems were installed and the areas used for ageing (already very large) and pre-bottling wine processing were considerably extended. All these areas are located 8 meters below ground, so here too, important energy savings are guaranteed.

At the end of 2022, work will begin on the renovation and expansion of the historic structure, with the restoration of the old family house with areas dedicated to educational activities, guided tours and tastings, with the creation of a grape drying loft and the expansion of the winemaking area. New equipment and photovoltaic panels are also planned here. In addition to this, common areas will be created for employees with a kitchen, dining and changing room area, with an expected total investment of €1.200.000.

WINES



VALPOLICELLA CLASSICO DOC

This is a young, immediate red that retains the essence of the earth from which it was cultivated. It is characterised by fragrant scents and fresh flavours and is the ideal accompaniment for any kind of dish. It is particularly suited to classic Mediterranean cuisine.

VINEYARDS

Vineyards owned by the Speri family in the Valpolicella Classica area, lying between 120 and 350 m./a.s.l. in the communes of San Pietro in Cariano, Fumane and Negrar.

GRAPE VARIETIES

Corvina Veronese 60%, Rondinella 30%, Molinara 10%.

VINIFICATION

The grapes are picked by hand, destemmed and crushed immediately. Fermentation in stainless steel tanks at controlled temperature.

AGEING

Maturation in stainless steel tanks and glass-lined cement for 4 months.

ALCOHOL CONTENT: 12.5% vol.

VALPOLICELLA RIPASSO CLASSICO SUPERIORE DOC

This wine is produced using the ripasso technique, which is intentionally more restrictively applied in relation to the standard production method.

The wine is obtained by going over again, once only, the premium Valpolicella Classico over the same quantity of Amarone marc. Even though it is allowed by the production regulations to carry out this technique twice, Speri's Ripasso is made with pomace that has only been reused once. As a result, an authentic local wine is produced that elegantly exhibits a delightfully complex fruity aroma and spicy tones complemented with good acidity and just the right alcohol content.



VINEYARDS

Vineyards owned by the Speri Estate in the heart of the Valpolicella Classica area, lying at between 120 and 350 m./a.s.l., in the communes of San Pietro in Cariano, Fumane and Negrar.

GRAPE VARIETIES

Corvina Veronese 70%, Rondinella 20%, Molinara and other indigenous varieties 10%.

VINIFICATION

The grapes are picked by hand and then immediately destemmed and crushed, prior to maceration at controlled temperatures and undergoing complete alcoholic and malolactic fermentation. At the beginning of March, the Valpolicella Classico wine is pumped over the pomace from the Amarone for 10 days at a temperature of 15°-18° C (59°-64°F) and consequently referments.

AGEING

12 months in 20 hl. Slavonian oak barrels. Maturation in bottle for 6 months.

ALCOHOL CONTENT: 13.5% vol.

VALPOLICELLA CLASSICO SUPERIORE SANT'URBANO DOC

This is one of the most significant Valpolicella Superiore in the area and is obtained from the grapes of the Sant'Urbano vineyard. The grapes are left to dry for around 20-25 days, concentrating the flavors and enriching the aromas and softness, which find the perfect balance after approximately two years of ageing.

It is a wine, which stands out for its remarkable elegance and complexity. This wine makes a delicious accompaniment to red meat dishes and matured cheeses and improves with age.



VINEYARDS

The Monte Sant'Urbano property in the commune of Fumane; located on a hill between 280 and 350 m./a.s.l., benefits from excellent exposure to sunlight. The chalky/limestone volcanic soil favours the retention of moisture and prevents drought. The average age of the vines is high.

GRAPE VARIETIES

Corvina Veronese and Corvinone 75%, Rondinella 20%, Molinara 5%.

VINIFICATION

Manual picking is followed by 25-30 days of drying of the grapes. In November, these are destemmed and pressed and fermentation takes place (with 10 days' skin maceration) in temperature-controlled stainless steel tanks.

AGEING

24 months in 500 l. French oak barrels. Maturation in bottle for 6 months.

ALCOHOL CONTENT

13.5% vol.

AMARONE DELLA VALPOLICELLA CLASSICO SANT'URBANO DOCG

Undisputedly symbolic of the Speri company, the Amarone Sant'Urbano is a superb example of fine, classic wine.

It is an extraordinary wine with great complexity and a vigorous structure, which has always been top for its elegance and quality.



VINEYARDS

The Monte Sant'Urbano property in the municipality of Fumane; located on a hill between 280 and 350 m./a.s.l., benefits from excellent exposure to sunlight. The chalky/limestone volcanic soil favours the retention of moisture and prevents drought. The average age of the vines is high.

GRAPE VARIETIES

Corvina Veronese and Corvinone 70%, Rondinella 25%, Molinara 5%.

VINIFICATION

Manual selection of the finest bunches followed by drying for around 100 days, with a loss of about 40% in the weight of the grapes. These are destemmed and pressed and fermentation takes place (with 35 days' skin maceration) in temperature-controlled stainless steel tanks.

AGEING

24 months in 500 l. French oak barrels. Maturation in bottle for 6 months.

ALCOHOL CONTENT

15% vol.

RECIOTO DELLA VALPOLICELLA CLASSICO LA ROGGIA DOCG

Recioto La Roggia is obtained after a long drying process using the best grapes from the La Roggia vineyard, on the slopes of Monte Sausto in San Pietro in Cariano. It is a refined red “passito” (dried grape sweet wine), extraordinarily rich and all-encompassing. It is a tempting, meditative wine which complements classic, traditional desserts.



VINEYARDS

La Roggia vineyard, situated inside the estate of Villa Giona, on the south-eastern slopes of Monte Sausto, in the municipality of San Pietro in Cariano. The terrain is mostly limy with a layer of gravel at a depth of 50-60 cm., which assists the drainage of water.

GRAPE VARIETIES

Corvina veronese 70%, Rondinella 30%.

VINIFICATION

Manual selection of the best bunches. Drying for 110 days in fruit-drying rooms with ideal conditions in terms of temperature, humidity and ventilation. Loss of 42% of initial weight with a considerable increase in the quantity of sugar. Pressing with a roller crusher-destemmer. Maceration in stainless steel tanks for a period of 30 days.

AGEING

Ageing in barriques for 24 months and maturation in bottle for 6 months.

ALCOHOL CONTENT

13.5% vol.

MAJOR INTERNATIONAL AWARDS

- 21 times 91+ Falstaff
- 32 times 90+ Vinous
- 31 times 90+ Wine Enthusiast
- 2 times Top 100 Cellar Selection by Wine Enthusiast
- 33 times 90+ Robert Parker Wine Advocate
- 39 times 90+ James Suckling
- 12 times 90+ Wines Spectator
- Selected as one of the Best 75 Most Exciting Wines of the year 2017


ITALIAN AWARDS

- 19 times 3 Bicchieri by Gambero Rosso
- 21 times 5 Grappoli by Bibenda

Speri

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