



Mandarossa celebrates 25 years of winemaking excellence

A quarter-century of experimentation and innovation. With the launch of the new Rosé and the release of Urra di Mare 2023, Mandrarossa continues to be an international player in 38 markets with 27 labels

Menfi, May 22 - In the heart of **southwestern Sicily**, surrounded by a breathtaking landscape that authentically expresses the island's **biodiversity**, Mandrarossa – a top brand of Cantine Settesoli – celebrates a significant milestone this year: the **25th anniversary** of its foundation. **A quarter of a century of experimentation and innovation** has not only established Mandrarossa in the Italian market but also successfully allowed its growth internationally. The brand is currently present in **38 markets with 27 wines**, ranging from indigenous varieties such as Nero d'Avola or Grillo to well-known international grapes like Syrah, Merlot, and Chardonnay. With the launch of the new **Rosé** and the iconic **Urra di Mare**, Mandrarossa reaffirms the **winemaking vocation** of Menfi.

25 YEARS OF MANDRAROSSA: A JOURNEY OF EXPERIMENTATION AND SUCCESS

Mandarossa's launch in **1999** marked the beginning of an exciting journey in the art of viticulture. Through collaborations with the Faculty of Viticulture and Oenology of the University of Palermo, Mandrarossa **has mapped, zoned, and selected the best clones** for its labels, thus becoming a pioneer in the production of high-quality Sicilian wines. From the discovery of unique soils in Menfi to **experimentation with both local and international varieties**, each step has been driven by a commitment to innovation and excellence. Today, Mandrarossa encompasses **500 hectares in the territory of Menfi**, with vineyards on Mount Etna and the island of Pantelleria, and features a wide range of wines, including **Varietals, Innovative, Storie Ritrovate**, and trendy sparkling wines.



*"This long journey that began for me in 2000, under the guidance of prominent academic figures such as **Professor Attilio Scienza**, has represented a great gamble, one to which I have proudly and wholly dedicated myself." – says Viticultural Manager Filippo Buttafuoco – "Our vision – **unexpected Sicily** – continues to inspire me every day. **It is a constant call to innovation and respect for the land, a mission that is reflected in the noble and authentic wines we produce.** As we veer towards the future, adapting to climate change and evolving consumer trends remain the most important challenge, one that I share with the entire team."*

ROSÉ 2023: LAUNCHING A FRESH AND VIBRANT DRINK



This wine represents an absolute **novelty** for Mandrarossa. Rosé is produced with **red grape varieties** – Nero d'Avola, Syrah, and Nerello Mascalese – selected from **south-facing vineyards** that thrive on **calcareous and sandy soils**. After harvest during the **third week of August**, the vinification process began with **cold maceration** at **5-8 °C** for **8-10 hours**, followed by **fermentation** at controlled temperatures between **16-18 °C** for **15-20 days**. Aging was entirely carried out in **stainless steel tanks** for **4 months**. Characterized by a delicate and bright pink color, Rosé Mandrarossa offers **aromas of ripe red berries and delicate notes of rose**, while the palate stands out for its freshness and intense **hints of blueberries, strawberries, and violets**, balanced by a **refreshing acidity and pleasant flavor**. Perfect as an aperitif or paired with fish and grilled white meat, Rosé Mandrarossa is destined to become the new classic for the summer.

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URRA DI MARE 2023: A WHITE WINE THAT ECHOES THE SEA

Alongside the launch of the Rosé, Mandrarossa continues to produce Urra di Mare, a **Sauvignon Blanc** from the *Innovative* line. From its first vintage in 2010, this label has now reached 2023 and continues to bring **the freshness of the Sicilian sea breeze**.



*"2023 is a particular vintage that fully expresses the character of Sauvignon Blanc, bringing out the varietal's typical traits in the wine." – explains **Viticultural Manager Filippo Buttafuoco** – "Spring was characterized by cold temperatures and abundant rainfall. As we all know, temperature influences the development of genes and aromatic characteristics that we find in the glass. In the specific case of Sauvignon Blanc, **these temperature fluctuations have contributed to creating a distinctive and pronounced note**. This Sauvignon Blanc faithfully reflects its terroir, showcasing a mineral character that originates from the soil. Therefore, we could say that **the climatic conditions have been extremely favorable**."*

Sauvignon Blanc was harvested during **the first week of August**, from **vineyards facing south and south-west**. These thrive on **clayey and calcareous soils**, which give the wine its distinctive mineral notes. After undergoing **cold maceration** at **5-8 °C** for **4-6 hours** and **fermentation** at **16-18 °C** for **15-20 days**, Urra di Mare aged for **4 months** in **stainless steel tanks**, resulting in a wine with straw yellow color and golden reflections. The bouquet features aromas ranging **from citrus to peach**, with **nuances of mint and basil**. On the palate, **the harmony between fruitiness and minerality** concludes with a **fresh and persistent finish**. Perfect with oysters, seafood salads and grilled fish.

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TEXT AND PHOTOS