

## Ciu ciu winery

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### Ciù Ciù Name Origin:

Ciù Ciù is the nickname for the Bartolomei family, who owns the winery.

According to the dialect from Naples, “Ciù Ciù” means to whisper and back talk. Given the fact that in the Middle Age the people from the Naples had a large influence on people living in the area where “Ciù Ciù” was produced, it might be an explanation of the origin of the name. There are no recorded literature though, only talks and rumors, and nobody really knows if someone within the Bartolomei family used to whisper or back talk.

Another possible explanation would be that Ciù Ciù comes from the word “ciucciare” (Italian word for “sipping”) and thereof the idea of making and drinking wine, something the Bartolomei family has always been doing.

However, even Natalino Bartolomei (72 years old), the founder of the winery and father of the current two owners, Walter (40 years old) and Massimiliano (43 years old) knows the exact reason why his family has been given this nickname. The first time he saw the name “Ciù Ciù” was when he was about 8 years old. He was in a wind mill waiting for the wheat to be collected and turned into flour. He noticed that the bag of wheat was signed with “Ciù Ciù.” His father answered his curiosity about the name by telling him about the two possible explanations mentioned above. Natalino ended up taking over his father’s farm and moved from cultivating wheat to focusing on growing grapes and making wines.

As he started to sell his own wines in the early 1970s, people would go to Offida (EL MARCHE) and ask for the Bartolomei’s winery. However, there were several Bartolomeis in town so it was very confusing for visitors. To distinguish himself from the others, he decided to name his wines “Ciù Ciù” and that is how the brand was born....

## ORIS Cìù Cìù:

- Name Origin:

Oris in latin means “gold” and refers to the natural golden color of the wine.

- Appellation: Falerio Dei Colli Ascolani DOC.

It is one of the oldest appellations of Le Marche. Drinking wine easily has always been a widespread habit in The Marche region. However, due to intensive growing systems, drinking white wines in the 1990s lost its prestige. Nowadays, it is becoming fashionable again to drink white wine as a reminiscence of the Southern Marche wine tradition.

- Blend: 50% Trebbiano, 30% Pecorino, 20% Passerina.

Those three grapes are all indigenous white grapes from Piceno (which is an area in the Southern part of The Marche region and in the Northern part of the Abruzzi region). Trebbiano is a very productive grape, crispy, with a natural good acidity making it perfect to produce refreshing white wines. However, since it does not have many natural flavors, it is often blended with Passerina, which has a very intense nose of agrumes, peach and apricot; and a nice rich mouthfeel. Passerina is also a very strong and productive grape. It used to be locally known as the “debt payer” (paga debiti) as no matter how hot or wet the vintage was, the farmer could always count on it for a good production. In the last 5 years, it has become very fashionable in Italy as an aperitif (along with Prosecco or Spritz). The Pecorino grape is likely to be native from The Marche region. Ampelographers believe that the grape's name stems from the italian word “pecora” meaning “sheep.” Local legend is that sheeps in the Marche region would often eat the grapes while moving through the vineyards.

- Vinification:

It is harvested by machine during the first 2 weeks of September and the grapes are immediately (15-20 minutes) chilled with CO<sub>2</sub> at -20° C. Then, grapes’ bunches are put inside a fridge in order to drop down their temperatures to 4°C. This technique allows to keep grapes healthy without having to use sulfites. Also, since grapes skins are burnt by the extreme cold temperature, it will only take a very soft pressure to crash them and make them release their flavors (0.2 bar maximum). Finally, since it is already cold, there is no need to chill during fermentation. The wine is then produced in stainless steel tanks in about 30 days at low controlled temperature.

## VERDICCHIO – ARBINUS Ciù Ciù:

- Name Origin:

Arbinus is the latin name for a local hot summer breeze (now known as Garbino) that in standard weather conditions blows during nighttime from inland toward the sea (eastbound).

- Appellation: Verdicchio dei castelli di Jesi Classico DOP.

DOP stands for Denominazione di Origine Protetta and its equivalent is Denominazione di Origine Controllata (DOC)

Verdicchio grape is grown mostly across the Ancona province in Le Marche. It's a pretty wide area that goes from 200ft to 2000ft above sea level and whose soil varies from sandy and loose to clay, to rock. Within this wide area there is another, more restricted one, that is historically linked to high quality product (same as for Chianti and Chianti Classico) and that's where we have our vineyards, in a tiny village called Castelplanio.

- Blend: 100% Verdicchio

It's the most famous indigenous grape we have in our region, the name is a derivative of "verde," which means green, due to its slight green/yellow hue. It's known for its ability of giving high-quality white wines which are produced around the area of Castelli di Jesi and Matelica, and are noted for their high acidity and a characteristic nutty flavor. Depending on vinification techniques and on the vintage, the Verdicchio ranges from fresh, everyday wines, to wines rich in bouquet and structure, sometimes even capable of aging for 10 years or more. Ciù Ciù's Verdicchio comes from very young grapevines (5 yo) who are just at their 3<sup>rd</sup> harvest and exhibit wonderful floral aromas and taste of green apple, citrus, anise with a bitter almond aftertaste.

- Vinification:

It's harvested by hand between the first 2 weeks of September and the grapes are immediately (15-20 mins) chilled with CO2 at -20° C. Then we bring the grape bundles inside a fridge that drops down their temperature to 4°C and this has several positive effects. First of all grapes are kept healthy without using sulfites, second their skins are slightly burnt by the extreme cold and it takes just a very soft pressure to crash them and make them release their flavor (0.2 bar it's our max) and last but not least once the fermentation starts the most is already cold and doesn't need to be chilled. The wine is produced in stainless steel tanks with a process that lasts approx.. 30 days at low controlled temperature.

## BACCHUS Cìù Cìù:

- Name Origin:

Bacchus is the God of wine also known as Dioniso. He was son of Zeus and brother of Apollo and use to have an equally important task, which is to pour wine during their parties and bacchanalias. the "H" in the name of our wine is due to copyright reasons, it was already taken and we had to make it different)

- Appellation: Rosso Piceno DOP

This appellation is the oldest appellation from Le Marche and is dated back in 1968. It's also the widest in terms of geographical extension and covers roughly 60% of the whole regional territory.

- Grape: 50% Montepulciano, 50% Sangiovese

Montepulciano is the real queen grape of Piceno and despite the fact it is largely known for its version of Abruzzi, we in Marche have a long tradition of dealing with it as well.

It's very fruit forward and can give different style of wines, from easy drinking to full body and rich in tannins depending on yield per acre, harvest time and exposure.

Sangiovese is the queen grape of all central Italy and in Marche doesn't get the strength it can reach in Tuscany, due to different soil and sun exposures. It's therefore perfect for blending the power of Montepulciano and keeping it under control

- Vinification:

Both grapes are harvested by machine in the second half of September and immediately (15-20 mins) chilled with CO2 at -20° C. Then we destem the grapes and bring the grape bundles inside a fridge that drops down their temperature to 4°C. By doing this we make sure that first of all grapes are kept healthy without using sulfites, second their skins are slightly burnt by the extreme cold and it takes just a very soft pressure to crash them and make them release their flavor (0.2 bar it's our max) and last but not least once the fermentation starts the most is already cold and doesn't need to be chilled.

The maceration takes place in tanks which instead of standing vertically as most of the tanks, lays horizontally. This allows the grape skins to spread across a larger surface and expose them to a bigger quantity of most. It therefore takes shorter time to have the concentration of color and flavor needed and this keeps also the alcohol at lower levels and the tannins smooth. The wine is then produced in stainless steel tanks with a process that lasts approx... 30 days at low controlled temperature.

## LACRIMA Ciù Ciù:

- Appellation: Lacrima di Morro d'Alba DOC.

Like for most of the Italian appellations, the name comes the grape (Lacrima) and the geographical area of production, Morro d'Alba, a tiny village in the hilly interior of Senigallia, and its surrounding villages. This is one of the smallest appellations in Italy in terms of both: production volumes and geographical extension (600 acres).

- Grape: 100% Lacrima Nera

Lacrima means "tear" in Italian. This grape takes its name from the fact that the grape skin, when it comes to the point of aging, cracks leaving dripping tears of the inside juice. Moreover, the thinness of the Lacrima grape's skin allows during maceration the transfer of anthocyanins, tannins and dyes, in enormous quantities, providing the wine with an extraordinary intense floral bouquet, reminiscent of violets and dried roses. The typical color is ruby red with violet hues while the taste is dry, slightly tannic, light-bodied and quite balanced. Ciù Ciù's Lacrima comes from very young grapevines (5 years old) which are just at their 3<sup>rd</sup> harvest.

- Vinification:

Grapes are harvested by hand in the middle of September and are immediately (15-20 minutes) chilled with CO<sub>2</sub> at -20° C. Then, grapes are destemmed and grapes' bunches are put inside a fridge in order to drop down their temperatures to 4°C. This technique allows to keep grapes healthy without having to use sulfites. Also, since grapes skins are burnt by the extreme cold temperature, it will only take a very soft pressure to crash them and make them release their flavors (0.2 bar maximum). Finally, since it is already cold, there is no need to chill during fermentation. The maceration takes place in a roto-fermentor, a tank which, instead of standing vertically like most of the tanks, lays down horizontally. This allows the skins to spread out over a broader surface and expose them to a larger quantity of must. Thus, it will take a less amount of time to get the concentration of color and flavor needed and it will keep alcohol level lower and tannins smoother. The wine is then produced in stainless steel tanks in about 30 days at low controlled temperature.