



# ZENATO®

**Publication:** Great Wine Capitals

**Place:** Web

**Date:** 19 December 2023

## Stories of passion for wine and respect for the land, spanning through generations.



**Great Wine Capitals**  
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Another significant story of a Verona winery playing a leading role in enhancing the extraordinary potential of an indigenous grape variety is that of **Zenato**.

From the early 1960s, Sergio Zenato had foreseen the potential of an indigenous white grape variety – Trebbiano di Lugana – contributing to the creation of the DOC in 1967 (one of the first DOCs in Italy) and making it a great white known worldwide. Trebbiano di Lugana possesses extraordinary perks as a result of a unique terroir and microclimate condition, originated from Lake Garda, plus his very precise philosophy of interpretation.

"Although the clone of Trebbiano di Lugana is plentiful Sergio understood that the key to success would be quality, and from here his choice to keep yields low," says Nadia Zenato.

He had decided to invest, betting on quality and experimenting with its versatility and longevity: low yields, the utmost care in vineyard and cellar work. He immediately set out to communicate to consumers that his Lugana was born in a distinguished area, on the southern shores of Lake Garda, and he claimed its quality by linking it to the nearby land. In fact, Lugana San Benedetto carried a map of Lake Garda on its label with the landmark San Benedetto.

"It was in 1993 when we sought to prove the versatility and longevity of Trebbiano di Lugana as well as to demonstrate how Lugana grapes in this very special area could give rise to great wines suitable for aging and ageing. As a result, the Lugana Riserva Sergio Zenato represents the highest expression of the value we place on the land, respect for nature's rhythms, and the labor in the vineyard and cellar," continues Nadia Zenato. The "Riserva" designation has been included in the Doc appellation starting only from the 2011 vintage.



*Lugana Metodo Classico Brut. Given the overwhelmingly positive results, with the 2007 vintage we decided to store some bottles and wait for their development. This led to the release of our first Lugana Pas Dosé label, with a 2013 disgorgement, which matured 120 months on the lees. Now on sale is the 2008 vintage, disgorged in March 2022\*.*

From the soul of Lugana to the heart of Valpolicella, where native grape varieties such as Corvina, Corvinone, Oseleta and Rondinella are grown and from which the great reds are crafted: the Valpolicella Superiore Ripasso, Amarone and Amarone Riserva Sergio Zenato, the sweet wine Recioto, and Cresasso, a pure 100% Corvina wine, the ultimate expression of Valpolicella's territoriality, which will celebrate its first 20 years in 2024.



Zenato's challenge has been to produce in an "demanding" area while respecting the ecosystem and preserving the environmental profile of the hillside, safeguarding, for example, the "marogne," also known as terracing little dry-stone walls.

With Ripasso Valpolicella Ripasso Superiore, Zenato rediscovered in the early 1990s an ancient Valpolicella method that had fallen into disuse, ripasso. After crushing the dried grapes from which Amarone is made, the Valpolicella wine produced in the October harvest is "ripassed-passed" over the still-warm Amarone pomace. Sergio Zenato's Amarone Riserva holds a unique claim in the family's history. Fruit of an intuition shared by Sergio Zenato together with his wife Carla, it was born from a desire to give due recognition to the identity of a territory at the same time as showing dedicated care in appreciating excellent vintages. The 1980 vintage is the first to bear the Sergio's signature on the label.