

"Braida" Giacomo Bologna

It all began with the nickname "Braida", which was acquired by the great-grandfather Giuseppe Bologna who was a champion in playing "pallone elastico" on town and church squares, a typical sport of the Piedmont region. Giacomo Bologna inherited both vineyards and nickname from his father, but above all an unconditional love for his land and wine. Since 1961 until today Braida has been the amplified and faithful image of the philosophy of Giacomo and Anna, their prospect of life, earth, wine and friendship.

Raffaella and Giuseppe Bologna, both oenologists, are the third "Braida" generation and are united by the initial dream to elevate the Barbera grape into a noble status which for some would seem to be reserved only for international varieties. At the winery Braida the courage of the young generation is combined with firmly rooted traditions. Indigenous varieties such as Moscato, Brachetto, Grignolino and the famous Barbera

"Braida"

grape, are kept as basis of the product line alongside with varieties that are corresponding with the taste of the international market: therefore Merlot, Pinot Nero and Cabernet are used in the modern style blend 'Il Bacialè'..!

Giacomo ventured to produce a Super Barbera vinifying the grapes into a quality wine and maturing it subsequently in French barriques barrels, a practice unknown to most at that time but widely used nowadays. Bricco dell'Uccellone, the flagship wine of the company, has now become one of the world's leading Italian wines.



"Brasato al Barbera" Recipe

"Brasato" is a typical food of Piedmont, it can be made using different wines. From the Monferrato area comes the typical one made with Barbera. The name comes from the dialect "brasa" that means embers and is referred to the special method of cooking used in the past: the pot was layed in between the embers and cooked for several hours.

Ingredients (4-6 servings)

- lean beef, 2 lb
- 2 carrots, 1 onion, 2 celery legs
- 3 bay leaves, 3 cloves, rosemary
- black pepper
- beef broth
- flour
- 1 cup Barbera wine
- salt
- E.V.O.O.



Preparation

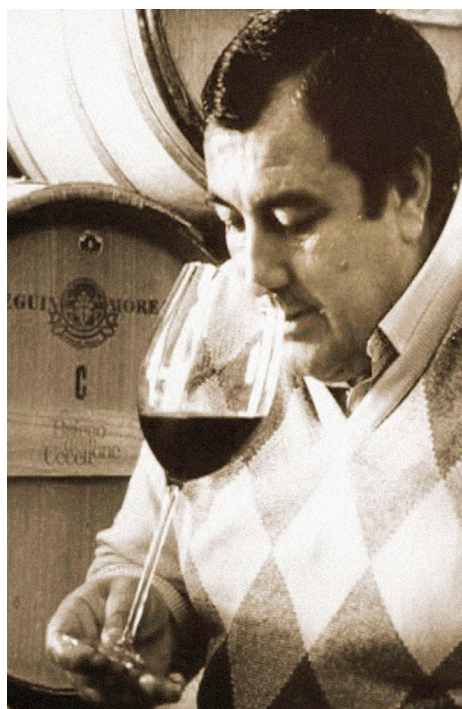
Rinse and dry vegetables, cut in chunks. In a large deep pot, add oil to cover the surface. Lightly pat the meat with flour and sear it on a vived flame. Add vegetables, aromas (tighten together with a cord, easier to take away) and then add the wine. Lower the flame and simmer it for about 2 1/2 hours until meat will be tender. Add broth if it gets dry. When cooked, put the meat apart and grind the vegetables and the juice to make a souce, discard the aromas.

Serve it warm and pair with Braida "Bricco dell'Uccellone".



Barbera, the King of grapes in Monferrato

If you ever looked for some information about La Barbera wine on the internet, the first association you may have found regards the Piedmont region and the Monferrato hills. Indeed, the story behind La Barbera goes back to the thirteenth century, as some documents from the cathedral of Casale Monferrato, dating 1246-1277, report, giving details about the leasing agreements of vineyard lands planted with "de bonis vitibus barbexinis" or Barbera. Since then, La Barbera has become the everyday wine of Piemontese people who, at the beginning, used to drink it with salumi, cheese, and pasta.



The research about La Barbera in Italy will also probably lead you to another name in the history of this red wine: Giacomo Bologna, from the province of Asti, was one of the first winemakers to age his finest examples of La Barbera d'Asti in barrique rather than the large barrels, how it had been done for decades. Giacomo was the one who tried to harvest the Barbera grapes later than usual, which resulted not only in extra natural sugar, but also in less acidity: while Barbera is known, compared to other red wines, for having a natural high acidity, Giacomo thought that, with this new process, the wine would have still maintained enough acidity to yield a balanced product. He was the only one able to convince winemakers and experts that producing big quantities of wine would have affected local farmers' activity.

The first product he put on market and turned into a big success was the famous Bricco dell'Uccellone, from the 1982 vintage. Its grapes had been grown in a hillside vineyard with the perfect southern exposure, whereas

the wine itself was aged for more than 16 months in the French barriques, a very unusual technique at that age. That wine was first launched and tasted at the VinItaly Wine Fairfair in 1984 and has been considered the turning point of La Barbera wine's history. Bricco dell'Uccellone is considered the flagship wine of the company and is today one of the world's leading Italian wines. Following the Bricco dell'Uccellone, there were the Bricco della Bigotta, whose first bottling was from the 1985 vintage, followed by Ai Suma, released in 1990, soon after Giacomo Bologna's death. Made from late-harvested grapes, the third type came with some licorice and marmalade taste. The name, meaning "We've done it" in local dialect, wanted to remind Giacomo's quest for perfection.

The Barbera production has been always considered as a family-run business, where the added values come from exceptional employees and selected commercial partners, all driven by passion. Giuseppe, Giacomo's son, is today responsible for viticulture and productional operations and, since 1990, after his father's dad, he has been committed to improve the production and to increase vineyards properties. Raffaella, instead, is responsible of the commercial part of the winery and is the one keeping her mother Anna's ideas alive, recalling her commitment and strength.