



COMPANY PROFILE

WINES AND HISTORY

OF
Valle d'Istria

MIALI

— 1886 —



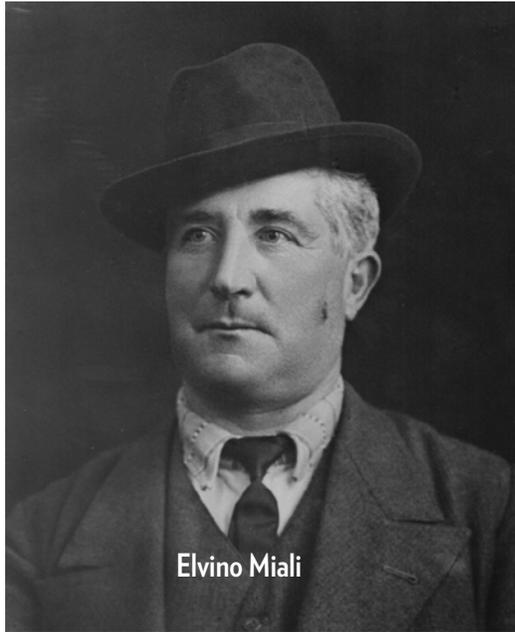
"...every row of vineyard
is the story of a grandfather and a great-grandfather."

Indro Montanelli
(italian journalist)

Our secular tradition rises in Vale d'Itria in the heart of Apulia, land of shady woods, ancient "trulli" and old farmsteads. Here, our founder Elvino Miali in 1886 started his project under the sign of passion. Ancient tastes that tell about Lands, History and Life.



History



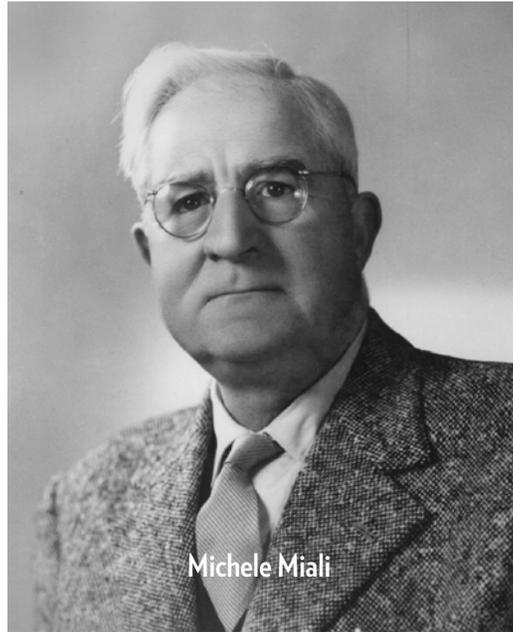
Elvino Miali

In 1886, after the Phylloxera destroyed almost all the vineyards in Northern Italy, a smart merchant of agricultural commodities, decided to start to make and trade wines with other regions.

His name was Elvino Miali, and he was a pioneer.

In the following years the demand of his wines grew up quickly and Elvino decided to expand and re-organize his business, building his own winery. He never owned the vineyards: every year he selected the best grapes to buy. In this way he could guarantee a fair profit for the farmers and the best grapes for himself.

About his name: the name Elvino means something very similar to "the wine" in Italian. The truth is that, when he was born the officer at the local registry office, misspelled the name (at the time dialect was the only language spoken) and from "Livino", his name became "Elvino".

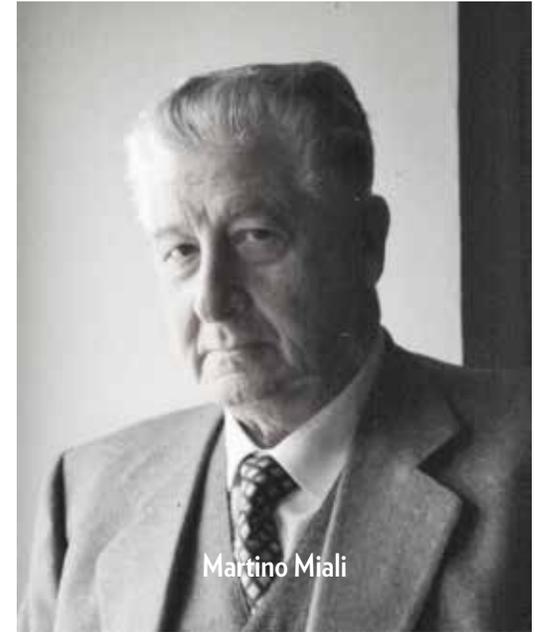


Michele Miali

In the '30s and '40s, the second generation, Michele and Antonio Miali gave hope to the farmers buying their grapes if they replanted certain white grapes that were needed by the Vermouth producers of Piedmont, giving a big push to the business and to the local economy.

The years after the World War I were very troubled because the recession was strong, but those years were also good for the Vermouth producers in Northern Italy. They bet, before anybody else, on the oenological potential of the white grapes of Valle d'Itria, Verdeca and Bianco d'Alessano.

"Vinicola Miali" (how it was called our winery at the time) became one of the most important supplier of white wine for Cinzano, and other international vermouth producers. Michele and Antonio turn from an artisanal business in a wine-company.



Martino Miali

In 1960, Martino and Francesco Miali, sons of Michele, took a big leap, a life changing decision that projected the winery in the modern era: our first bottled wine.

At that time, bottling wine was unthinkable business and the most of the wineries produced wines to sell in bulk and only 4-5 wineries started to bottle their wines.

For years, the bottled wine was just a small part of the business but a new brand has been created. A brand that was also a bet: a bet on the region and on our town.

Few years later, in 1969, just to confirm our serious intentions, Martino Miali asked to the lawmaker the recognition of the D.O.C. for wine of the town: the Martina Franca D.O.C. was born. MIALI became a synonymous of great wines in Valle d'Itria.

[now] MIALI at a glance

owners

Michele, Francesco and Marcello Miali (4th generation)

bottles produced per year

180-200.000

wines produced

18 in 3 selections

main grapes

Verdeca, Fiano Minutolo, Falanghina, Primitivo, Negroamaro, Susumaniello, Shiraz,

% of export

28% of the total revenue

foreign Countries served

11

total liters of wine worked/year

400-500.000

total tons of grapes worked/year

about 600

People

Today, Michele, Francesco and Marcello MIALI represent the 4th generation of the Family, joined to the Company at the end of '90s, bring forward the common target of increasing the diffusion of the Apulian wines with a continuous technical update, looking for the total quality and the care of the details.



Michele Miali

Michele is born in 1976 and he studied Business Economics at the University of Lecce. He joined to the Company in the 1998 and during these years he had experiences also as consultant for small wineries.

He is our Sales Manager and he take care directly of European and Canadian markets.

Francesco Miali

Francesco is our winemaker. He studied at the ancient Agronomic High School of Locorotondo with the specialization in Oenology. After that, he took a specialized degree in Oenology and Viticulture at the University of Turin, in Piedmont. There, he was in touch with many colleagues of other wineries of different part of Italy and there he had the possibility to compare his knowledge with them merging their skills. He started to work in our Winery, with Michele and Marcello, when they were child, as a game, and now, after further 20 years of experience, he is one of the most appreciated oenologist in Puglia.



Marcello Miali

Born in 1979, Marcello got a degree in Economics at the University of Rome “La Sapienza” and after that he got a Master Degree in Oenology and Marketing at the University of Milan “La Cattolica”.

He lives in New Jersey and he is our Brand and Sales Manager USA market.

Since 2013 he's the promoter and leads the project “WINEries of Italy CONSortium”

Land

The Winery is situated in the heart of the Valle d'Itria (in the middle of Apulia) the land where the white wine Martina DOC is produced. The main and historic building was erected in the '10s and it was enlarged in the '60s with the buildings where today we produce our wines. Here the soil is calcareous, red and acid, ideal for the production of white wines also due to the high temperature range between the day and the night, and the windy weather. Here we cultivate our native and typical white grapes Verdeca, Bianco d'Alessano and the aromatic Fiano Minutolo. The grapes for the red wines (Primitivo and Negroamaro) come from the deep south of the Puglia, at about 30-40km from our Winery where the soil is calcareous and clay, and the days are hot. There we collect also grapes of Chardonnay and Shiraz.



Technologies and Manufacturing

All works, from the entry of the grapes in winery until the bottling are done at low temperature; a big structure with 2 generators manages the cold in all the tanks during all the working time.

The grapes, after the separation from the stalks, follow 2 lines of working depending to them are white or black.

White grapes, after a maceration on their skins, go to soft presses and then pressed down gently for 5-7 hours; then the juice goes to underground stone-tanks for the fermentation at low temperature. These tanks have the temperature controlled and managed by an integrated and electronic system. The fermentation of our sparkling wines starts in closed tank: there, the CO₂ generated by the fermentation remains inside merging with the must and making it naturally sparkling.

Black grapes go to big tanks for the maceration and the fermentation. There the grape juice is in touch with the skins that give to it the flavors, the structure, the color, and all the organoleptic features typical of that wine. The maceration goes on for about 10-12 days.



Production



10 variety of grapes worked

whites: Verdeca, Fiano Minutolo, Bianco d'Alessano, Falanghina, Chardonnay
reds: Primitivo, Negroamaro, Syrah, Montepulciano,



3 selection of wines

I CLASSICI: 4 very typical wines with a strict connection to our tradition and a very good quality/price ratio
SINGLE VINEYARD: single-grapes from single-vineyards; 6 very modern wines, no oak, young, smooth and pleasant
PREMIUM SELECTION: 9 wines divided in 5 Special Selections and 4 Crus



production on behalf of third party

different kind of wines (depending on our grapes and our production) labelled or especially produced for small wineries and big customers

Wines

PREMIUM WINES



Special Selection

DOLCIMELO	Martina DOP		Verdeca (55%) - Bianco d'Alessano (40%) - Fiano (5%)	
LUNALBA	Sparkling Chardonnay IGP Puglia		Chardonnay (100%)	lightly sparkling white wine
AMETYS	Rosato IGP Puglia		Primitivo (70%) - Shiraz (30%)	
CAMPIROSSI	Primitivo IGP Salento		Primitivo (100%)	
ICHORE	Negroamaro IGP Salento		Negroamaro (100%)	

Cru

FIRR	Fiano IGP Valle d'Itria		Fiano Minutolo (100%)	semi-aromatic; 12 months of ageing in bottle
FIRR Vendemmia Tardiva	Bianco IGP Puglia		Fiano Minutolo (100%)	late harvest, dried at its plant
MATER	Primitivo IGP Salento		Primitivo (100%)	2 years of ageing in big barrel, 2 years in bottle
SETTARTE	Rosso IGP Puglia ("ripasso" method)		Primitivo (70%) - Shiraz (30%)	2nd fermentation on the pomace of MATER

white
 rosè
 sparkling/spumante
 passito
 red

Wines

SINGLE VINEYARDS

CHARDONNAY	Chardonnay IGP Puglia
FALANGHINA	Falanghina IGP Puglia
VERDECA	Verdeca IGP Valle d'Itria
SUSUMANIELLO	Rosato IGP Puglia
PRIMITIVO	Primitivo IGP Puglia



Chardonnay (100%)



Falanghina (100%)



Verdeca (100%)



Susumaniello (100%)



Primitivo (100%)



"I CLASSICI" SELECTION

MARTINA	Martina DOP
CHARDONNAY	Sparkling Chardonnay IGP Puglia
PRIMITIVO	Primitivo IGP Puglia
NEGROAMARO	Negroamaro IGP Salento



Verdeca (55%) - Bianco d'Alessano (45%)



Chardonnay (100%)



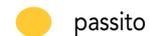
Primitivo (100%)



Negroamaro (100%)

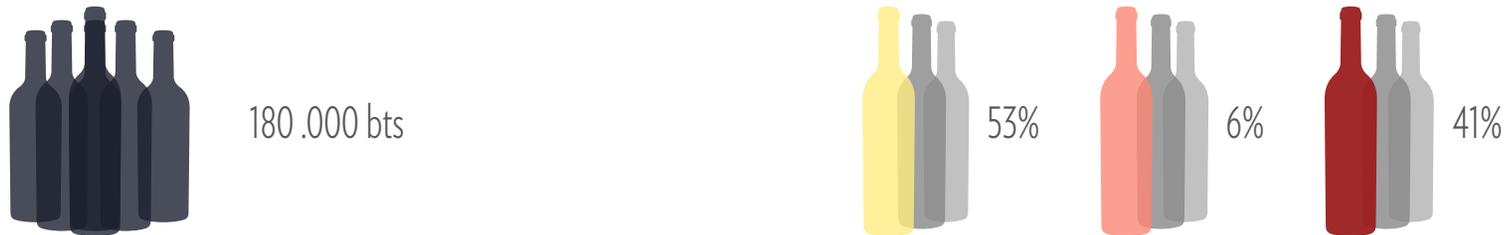


lightly sparkling



Sales and Distribution

Breakdown of sales of bottles (in volume)



Geografic distribution of sales of bottles (% of the total revenue)



Awards, Ratings and Reviews

VINTAGE					 Luca Maroni				
AMETYS	2013				89/100				
ICHORE	2011	87/100	88/100						
CAMPIROSSI	2013	88/100			bronze medal				
	2013				bronze medal				
FIRR	2012				commended award 88/100		89/100		
	2013				bronze medal		silver medal		
MATER	2008	88/100			bronze medal	90/100	silver medal		
	2010				silver medal	90/100			
	2012	90/100						15,5/20	
SETTARTE	2009	88/100			commended award				94/100
PRIMITIVO S.V.	2013		86/100						
	2014	85/100							
SYRAH S.V.	2014	85/100							
DOLCIMELO	2016	87/100							

Projects



WINE ICONS

WINERIES of Italy CONSORTIUM



WINE ICONS is a consortium among small, family owned, Italian wineries. A new perspective, that put together wine, land and people.



Italy is an amazing country with many little worlds inside. And all these "worlds" are different even if incredibly close one to the other. Every town has something peculiar that makes it different from the village 5 minutes away: weather, soil, traditions, food, dialects and of course, wines.

WINERIES OF ITALY CONSORTIUM

WINERIES OF ITALY CONSORTIUM has a challenging mission: to help people around the world to discover our wines and our heritage through small and family owned wineries, focused on the indigenous grapes of their land and its terroir: the concept is that only if we focus on the peculiarities of each region and of each grape, it is possible to discover the real treasure of Italian winemaking.

The Consortium organizes tastings, wine dinners, workshops, and any other event that can put in touch producers and wine lovers: meeting the wine-makers, listen to their story and then, taste their wines.. and if you like it, it would be like you went to the winery to grab a bottle. Behind the bottle there is a world to discover: a new experience that puts together wines, land, and people.



Puglia



Emilia Romagna



Piedmont



Friuli-Venezia Giulia



Tuscany



Tuscany



Abruzzo

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MIALI
— 1886 —