

COMPANY PROFILE

WINES AND HISTORY
OF
Valle d'Itria

MIALI
— 1886 —



“

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

Indro Montanelli
(italian journalist)

”

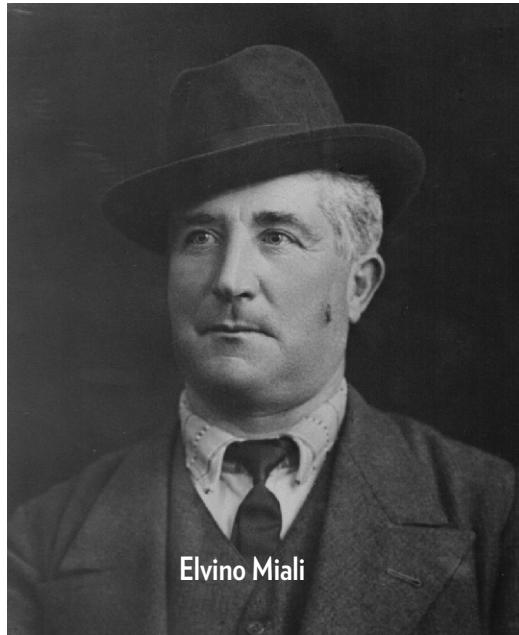
MIALI
1886

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.



MIALI
1886

History



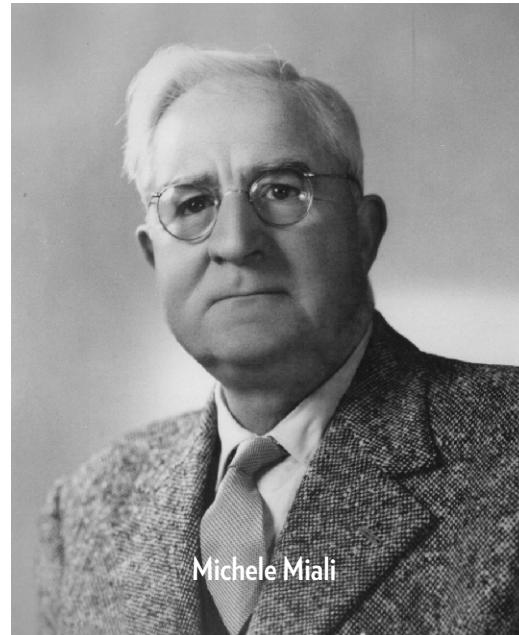
Elvino Miali

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.

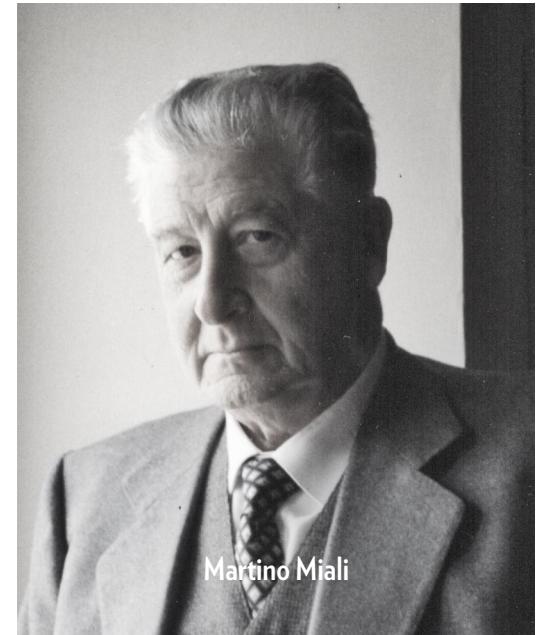
About his name: the name Elvino means something very similar to "the wine" in Italian. The truth is that, when he was born the officer at the local registry office, misspelled the name (at the time dialect was the only language spoken) and from "Livino", his name became "Elvino".



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

$\approx 100-110.000$

wines produced

17 in 3 selections

main grapes

Verdeca, Minutolo, Falanghina, Chardonnay, Primitivo, Negroamaro, Susumaniello

% of export

35% of the total revenue

foreign Countries served

11

total liters of wine worked/year

≈ 90.000

total tons of grapes worked/year

≈ 120

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 promotion of Apulian wines with a continuous technical update, looking for the total quality and the care of the details.



Michele Miali
sales and marketing

Degree in Economics at the University of Lecce.
He is behind the sale and the marketing of Cantine MIALI. Over 20 years of experience in the wine business and distribution market.



Francesco Miali
winemaker and buyer

Degree in Oenology at the University of Turin, with over 30 years of experience in winemaking. He personally knows every single farmer that has been working with the winery over the past 20 years.



Marcello Miali
USA sales

Degree in Economics at University of Rome "La Sapienza," master in "winemaking and marketing." 15 years of experience in wine business. Over 10 years of direct experience in the USA wine market.

Land

The Winery is based 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 Verdecà, Bianco d'Alessano and the aromatic Minutolo, as well as the only red grape cultivated here: the Susumaniello. The grapes for the other 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.



Technologies

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



8 variety of grapes worked

whites: Verdeca, Minutolo, Bianco d'Alessano, Falanghina, Chardonnay

reds: Primitivo, Negroamaro, Susumaniello



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; 5 very modern wines, no oak, smooth and pleasant

PREMIUM SELECTION: 8 wines divided in 5 Selections, 1 orange-wine and 2 Special Selections



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 Franca DOP	●	Verdeca (55%) - Bianco d'Alessano (40%) - minor white grape(5%)
AMETYS	Primitivo Rosato IGP Puglia	●	Primitivo (100%)
SPALLA GRANDE	Susumaniello IGP Puglia	●	Susumaniello (100%)
CAMPIROSSI	Primitivo IGP Salento	●	Primitivo (100%)
ICHORE	Negroamaro IGP Salento	●	Negroamaro (100%) 8 months of micro-oxygenation in 10-yo tonneau

Orange wine

THE ORANGE FOX	Verdeca IGP Valle d'Itria	●	Verdeca (100%)	macerated wine
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Cru

FIRR	Minutolo IGP Valle d'Itria	●	Minutolo (100%)	24 months of ageing in tank and 12 in bottle
MATER	Primitivo IGP Salento	●	Primitivo (100%)	2 years of ageing in big barrel, 2 years in bottle

● white ● rosè ● orange ● red

Wines

SINGLE VINEYARDS

CHARDONNAY Chardonnay IGP Puglia



Chardonnay (100%)

FALANGHINA Falanghina IGP Puglia

Falanghina (100%)

VERDECA Verdeca IGP Valle d'Itria

Verdeca (100%)

SUSUMANIELLO Susumaniello Rosato IGP Puglia

Susumaniello (100%)

PRIMITIVO Primitivo IGP Puglia

Primitivo (100%)

“I CLASSICI” SELECTION

MARTINA Martina DOP



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

NEGROAMARO Rosato Negroamaro Rosato IGP Salento

Negroamaro (100%)

PRIMITIVO Primitivo IGP Puglia

Primitivo (100%)

NEGROAMARO Negroamaro IGP Salento

Negroamaro (100%)

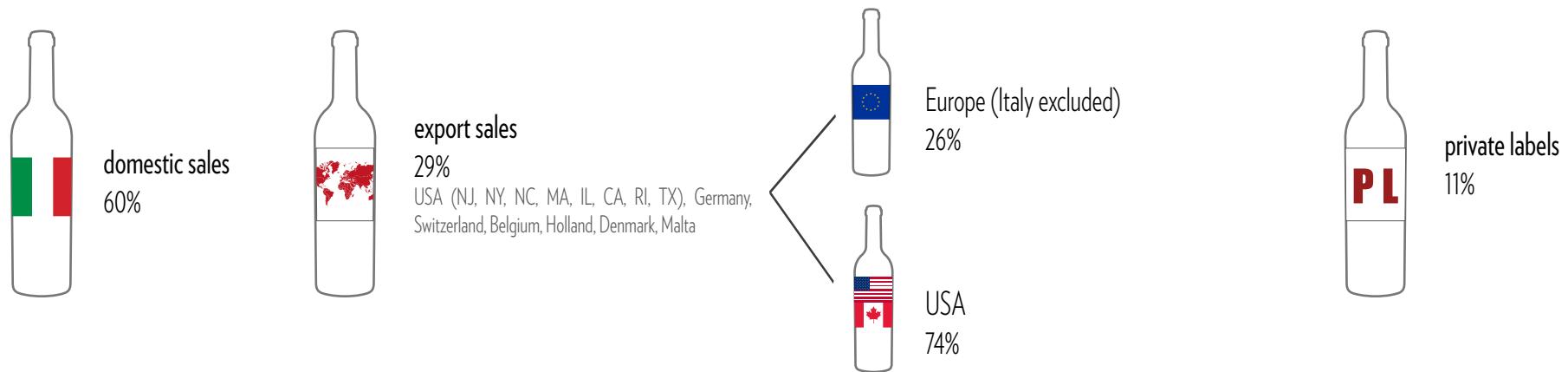
● white ● rosè ● orange ● red

Sales and Distribution*

Breakdown of sales of bottles (in volume)



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



Awards, Ratings and Reviews

VINTAGE



CAMPIROSSI	2013	88/100	bronze medal
	2013		bronze medal
	2015		bronze medal
	2019	90/100	
ICHORE	2019	90/100	

THE ORANGE FOX 2022	red 89pt
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FIRR	2012	2	commended award	88/100	
	2013		bronze medal		silver medal
	2017		silver medal	90pt.	90pt.
	2018		silver medal	90pt.	gold >93pt
	2019				red 89pt

MATER	2008	88/100	bronze medal	90pt	silver medal	
	2010		silver medal	90pt		
	2012	90/100				15,5/20
	2015		silver medal	90pt.		gold >93pt
	2016	90/100				

Contacts

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MIALI
—1886—