

# CECCO & MAMI: back to the future

The new red and a white wines by Il Poggiarello - premium brand of the Cantine 4 Valli winery - are born. To become the 'ambassadors' of Piacenza around the world.

The most forefront wines of Il Poggiarello come from the oldest vineyards: the two new-entries, Cecco & Mami, have been created to pay homage to the winery's founders. "We invented something new by searching our past, among black-and-white photos and the stories of those who were there when our business started in the late 80s," the company explains. Cecco is a structured red wine made from Barbera, Bonarda and Cabernet grapes, and Mami is an IGT Emilia white wine made with Malvasia di Candia aromatica. One part of the grapes is late harvested and then aged in wood. "We wanted to break the classical patterns, to find a new way to make past and future communicate with each other - the winery adds - in order to take Piacenza away from Piacenza, to express the passion, the beauty and the excellence existing in our territory through our wines."

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## CECCO

With an intense ruby color, this is a light, fresh and structured still wine, with a moderate residual sugar that ensures drinkability and a remarkable long finish. The rich bouquet is characterized by crispy red fruits, lively morello cherry, and smells of toasted wood with cherries in alcohol as a final hint.

### Grape variety

Barbera, Bonarda, Cabernet

### Alcoholic strenght

14% vol.

### Size

0,75 lt



## MAMI

A pleasantly acid and mineral still white wine, with an intense and bright yellow color, with golden glints. On the nose, clear hints of white flowers and notes of tropical white flesh fruits arouse. The residual sugar ensures a pleasant drinkability.

### Grape variety

Malvasia di Candia Aromatica

### Alcoholic strenght

13,5% vol

### Size

0,75 lt