

PIEDMONT
SERRA MASIO
VITTORIO BERA & FIGLI
CANELLI


OVERVIEW | The estate dates back to 1785 when the Beras' ancestors originally purchased some of the land from the Knights of Malta. This was the first estate to bottle and market its own wine in the Canelli region. The estate lies in Sant'Antonio di Canelli within the region of Serra Masio, the most prestigious and ancient of the area's Moscato production. The grapes are entirely Muscat Blanc à Petits Grains and are cultivated on steep, southeast slopes of calcereous marl soil of ancient oceanic origins. All of the estate is cultivated in organic viticulture with an emphasis on creating an active, healthy ecosystem. All grapes are harvested by hand and their juice is fermented without yeast inoculations. Now officially retired, Vittorio Bera has yielded all cellar responsibilities to his son, Gianluigi, and daughter, Alessandra.

VINEYARD AREA: 10 hectares

ANNUAL PRODUCTION: 5000 cases

SOIL TYPES: calcereous marl

GRAPE VARIETIES: muscat blanc à petits grains, dolcetto, barbera, others

The family also grows Dolcetto and Barbera grapes -- planted more recently, but cultivated using the same careful techniques as for the Moscato. With the reds there is no fining or filtration. And some precocious white grapes: Cortese, Favorita and Arneis which they blend to make a fantastic white wine called Arcese.

VINEYARD/CELLAR PRACTICES | The Beras are bucking the trend of bulk standardization in Piedmont's Moscato industry by producing wines of soft natural beauty through methods like cropping at low yields and the use of natural yeasts for fermentation - methods most uncommon among Moscato producers in the region.

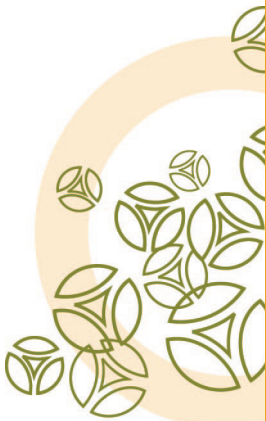
The ground is marmoreal and strongly calcareous, originating from ancient sea-beds which surfaced five million years ago. Climatic conditions are particularly favorable to the growing of Moscato: not too wet, with rain falling only in winter and in the spring months. The temperatures are never too extreme, there are never late frosts and although summer storms with hail are frequent, they are never violent enough to damage. It is windy until summer. The vineyards are cultivated using organic production methods: only humus and compost are used; chemical fertilizers, herbicides, insecticides and pesticides banned. Parasites are successfully discouraged using copper sulphate and powered sulphur. In the Bera vineyards the ecosystem is alive: an abundance of snails is proof of a harmonious environmental balance.

WINES | Arcese Bianco Piemonte - a blend of Cortese, Favorita and Arneis. Made using soft pressure, clarifying and fermentation to controlled temperature. Pétillant for residual gas presence after malolactic fermentation.

Moscato d'Asti - Sparkling for natural fermentation in closed vats. Vinificate grapes Moscato di Canelli in purity, soft pressed. Stabilized with micro filtration during bottling.

Dolcetto Monferatto Bricco della Serra - Obtained from Dolcetto grapes of the Monferrato.

Barbera d'Asti Ronco Malo - Obtained from Barbera grapes of the vineyard "Ronco Malo" - Serra Masio di Canelli, accurately selected. Vinificated following the most rigorous piedmont tradition. No yeasts added; not filtered, not stabilized to cold.


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