



THE HEART
OF PUGLIA

Castel del Monte Doc wines



PUGLIA SVEVA®
CONSORZIO DI TUTELA
VINI DOC CASTEL DEL MONTE



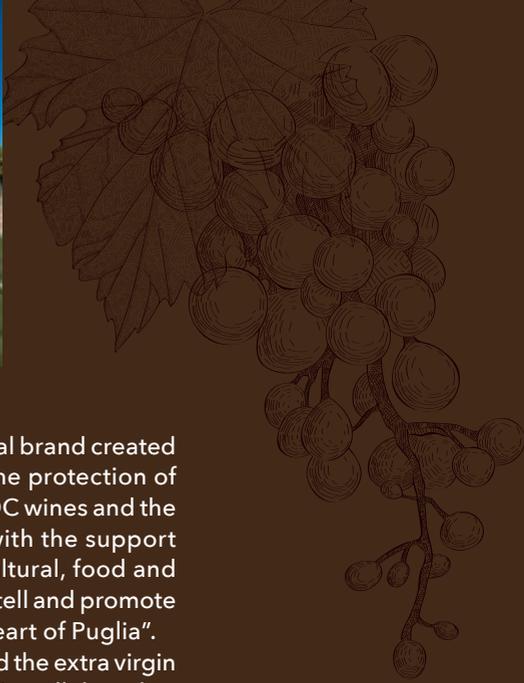
Barletta, the castle

Puglia Sveva is a territorial brand created by the Consortium for the protection of the Castel del Monte DOC wines and the Terra di Bari PDO Oil, with the support of the Ministry of agricultural, food and forestry policies, able to tell and promote the excellence of the "heart of Puglia". Starting with the wine and the extra virgin olive oil, and then involving all the other actors in a territory with ancient traditions, Puglia Sveva is the symbol of a unique environment in Italy: a true oasis of culture, serenity and pleasure.

PUGLIA SVEVA

Farms, wineries, oil mills, dairy factories, pottery workshops, museums and historic towns, on the seaside or at the heart of the Murge area, draw the weft and warp of one of the most authentic and original environment of the region. A clear and pure light illuminates the landscape, nourishing the body and soul of those who are even just passing by, and the pleasure of the senses is the only way to keep track of time.

Puglia Sveva is the promise of uniqueness, quality, tradition and discovery of the essence of the "heart of Puglia" which, in a not too distant past, was for the entire West a popular choice for the "Wonder of the World".



Canne della Battaglia

"If goodness, moderation, virtue, wealth, nobility could prevent death, Federico, who lies here, would not have died". This is how the famous historical and medieval Florentine chronicler Giovanni Villani describes Frederick II of Swabia, known at that time as "Stupor mundi", the astonishment of the world, and symbol of the Puglia Sveva which now

sciences, defended this area as few would do in the future. Between history and legend, the figure of Frederick II of Swabia embodies the endless cultural, architectural, scientific and agricultural paternity of the "heart of Puglia" that we want to tell.

The Puglia Sveva, whose features were tracked by the most enlightened mon-

LEGEND OF PUGLIA

collects in this absolute identity brand. Frederick II, Emperor of the Holy Roman Empire from 1220 to 1250, lived and experiences these places; he loved them, he built houses and castles, including the enigmatic and severe Castel del Monte (Unesco World Heritage Site since 1996), kept falcons for hunting, scanned the sky to interrogate the stars, studied algebra, medicine and natural

arch of the Middle Ages: a man, as poet Ugo Foscolo reminds us, "aspired to unite Italy under one prince, one form of government and one single language; and to pass it to his successors as a powerful reign among the monarchies of Europe". A revolutionary desire for unity and freedom that would have taken the first steps right from his cherished land, the Puglia Sveva.



Castel del Monte

THE DISCOVERY OF PUGLIA



From the sea to the High Murgia, the ancient plateau that forms the backbone of most of the region, this area is a succession of colors.

It starts from the blue and the light blue, where the line between sky and water is blurred and shimmering, and then proceeds towards the ochre soil and white stone of Trani, a local tufa which the cathedral of the coastal town was built with.

In the back country then comes the green, not only the one of the olive trees and vines, but also the one of the woods in which cohabit trees like the Macedonian oak, the downy oak, the holm oak, the hackberry, the wild olive and the mastic.

In the High Murgia, then, the dominant color is the dazzling white of the stones that burst from the inside of a land that seems a casket of the remains of the fossil giant that geological sciences call Murgia karst.

The Puglia Sveva soil is very ancient, calcareous and rocky; the surface water is almost totally absent, although abundant in the deeper crevices of the rock of this ancient underground. The climate in winter is characterized by a marked continentality in inland areas, which becomes milder and more Mediterranean descending towards the sea. Summers are hot, dry, sometimes very arid, with sporadic rainfall but good daily temperature ranges, especially in the higher inland areas.



Around Castel del Monte

The phenomenon of karst

The karst in Puglia is a geological phenomenon which affects much of the region but its most visible expression lies right in the Murge, influencing the composition and the adaptation of crops. Limestones, crevices, caves, cavities and furrows, called "lame" or "gravine", are an integral part of this landscape which, however, does not show a total homogeneity, as it divides into **three geological sub-zones**: the **High**, the **Low** and the **Coastal Murge**.



The terroir



Trani, the rose window of the Cathedral

Vineyards, olive groves, orchards and vegetable gardens dot the Puglia Sveva, which gets colored here and there by farms, villages, wineries, oil mills and dairy factories.

There are many places to live and discover, from Trani to Gravina di Puglia, Barletta, Andria, Ruvo di Puglia, famous for the Jatta National Archeologic Museum, Bitonto, Acquaviva delle Fonti, Alberobello with its trulli houses protected by UNESCO, Gioia del Colle, Altamura, capital of the bread, and Bari itself, the capital of history, gastronomy and one of the most fascinating crossroads of peoples and cultures in Italy.



Minervino Murge



Alberobello

The Puglia Sveva is an unrivaled land full of contrasts, a place of unique experiences and, in every season, a trip that means discovery, adventure, warmth, excitement, wonder and endless pleasure.

THE ENCHANTMENT OF PUGLIA

Altamura



Dominating the whole territory, right in the heart of this area, the Alta Murgia National Park, established in 2004 and nowadays the largest rural park in Italy and one of the largest in Europe. Charming and inhospitable at the same time, this environment represents, step by step, the work of adaptation of people to a habitat among the most severe of the Italian peninsula. Dry stone walls, "casedde", "trulli" and "jazzi" for the housing of sheep mark an almost indefinite space, inflexible, hard and sometimes with a lunar appearance.



Trani, Cathedral view

Alta Murgia National Park



199 thousand
DOCG bottles,
Bombino Nero

3,8 million
DOC bottles
produced

258 thousand
DOCG bottles,
Nero di Troia Riserva

15
bottler
members

15
winemaker
members

396 thousand
DOCG bottles,
Rosso Riserva

THE TASTE OF PUGLIA

WINERIES ASSOCIATED WITH THE CONSORTIUM FOR THE PROTECTION OF THE CASTEL DEL MONTE DOC WINES ARE:

TENUTA CEFALICCHIO, OGNISOLE
TOR DE' FALCHI OPIFIICIUM ARTEVINO MIRVITA
MASSERIA FARAONA
TORMARESCA
TORRESANTA
TORREVENTO
GRIFO
RIVERA
SANTA LUCIA
TERRA MAIORUM
CONTE SPAGNOLETTI ZEULI
VIGNUOLO
GIANCARLO CECI
TENUTA COCEVOLA
CARPENTIERE



Consortium for the protection of the Castel del Monte DOC wines. Production area.

The **Consortium for the protection of the Castel del Monte DOC wines** aims to promote the territory of the Puglia Sveva and especially the wines produced there.

Started in 1998, based in Corato, the consortium brings together some 800 winegrowers of the area and almost all the wineries. Besides the promotion activity, there are other jobs - more technical and of monitoring traits - which guarantee an optimal wine making production from a qualitative point of view, and strongly linked to the territory.

From the awareness of the infinite opportunities of this "heart of Puglia", in the nineties some pioneer producers decided to team up and lay the foundations for a strong and effective instrument for the territorial development. Being certain to have in their hands, and under their feet, a unique land and a wine tradition irreproducible elsewhere, they started an association whose main purpose was to promote - and the, to let the world know about - the wines of that land we now call Puglia Sveva.

An extraordinary terroir, an incredible story and the presence of a unique grape variety such as the Nero di Troia, alongside the extra virgin olive oil and many local products, gave way to a redevelopment process which in less than two decades has given a whole new face to the territory.

The Consortium is also the first in Southern Italy to propose to its members a strict plan of quality controls, emphasizing from the start a leading role in the increase of the level of the wines of the appellation and in their promotion, both in Italy and in the world.



The area of the DOC and of the three DOCG of Castel del Monte, Castel del Monte Nero di Troia Riserva, Castel del Monte Riserva and Castel del Monte Bombino Nero, covers an area that goes from Minervino Murge to Andria, including Binetto, Canosa di Puglia, Corato, Trani, Ruvo di Puglia, Terlizzi, Bitonto, Palo del Colle and Toritto, right in the middle of the region.



Nero di Troia

THE ESSENCE OF PUGLIA

The surface with these denominations consists of 550 hectares of vineyards, almost all hilly, with altitudes between 180 and 450 meters and an exposure to the east and northeast.

The grapes most commonly used are the three native ones: Nero di Troia, the true symbol of the local ampelography, the Bombino Nero and the Bombino Bianco. It is however not excluded in the disciplinary of production, albeit at minority percentages, the use of non-native red grapes such as Aglianico, Montepulciano and Cabernet Sauvignon grapes and white grapes as Pampanuto, Chardonnay and Sauvignon Blanc.



Organoleptic characteristics
Nero di Troia:
cherries, red currants, black pepper, cinnamon, tobacco and undergrowth

Nero di Troia. Also known as Uva di Troia, this variety is very old and probably originates from Asia. Legend has it that the Greek hero Diomedes, who had fought in the Trojan War, during the return trip home landed in Puglia and founded the city of Canosa, which began the cultivation of the black grapes he had brought from the city of Troy. The Nero di Troia has a late ripening and suits well in dry, stony soils. Once transformed into wine, it creates nectars characterized by a good dose of tannins and good acidity levels, qualities that fit the rule of law within the pantheon of the most important Italian red wines, like Nebbiolo, Sangiovese and Aglianico. The red wines from Nero di Troia are always elegant, long-lived, with distinct scents of red, black fruit and balsamic hints. These wines are perfect accompaniment to dishes with lamb, goat, horse and all the meat of the traditional cuisine of Puglia Sveva.



Organoleptic characteristics
Bombino bianco:
almond, anise seeds, apricot, tropical and yellow-fleshed fruit

Bombino bianco. Ancient local grape of this heart of Puglia, the Bombino Bianco, has presumably Spanish origins and spreads in the early nineteenth century.

Loved for its vigor and production capacity, the Bombino Bianco gives its best when it has contained yields, by reducing, sometimes drastically, the quantities. The wines are floral, fruity, graceful and supported by a good freshness, ideal for the typical seafood gastronomy of the area.

Bombino bianco



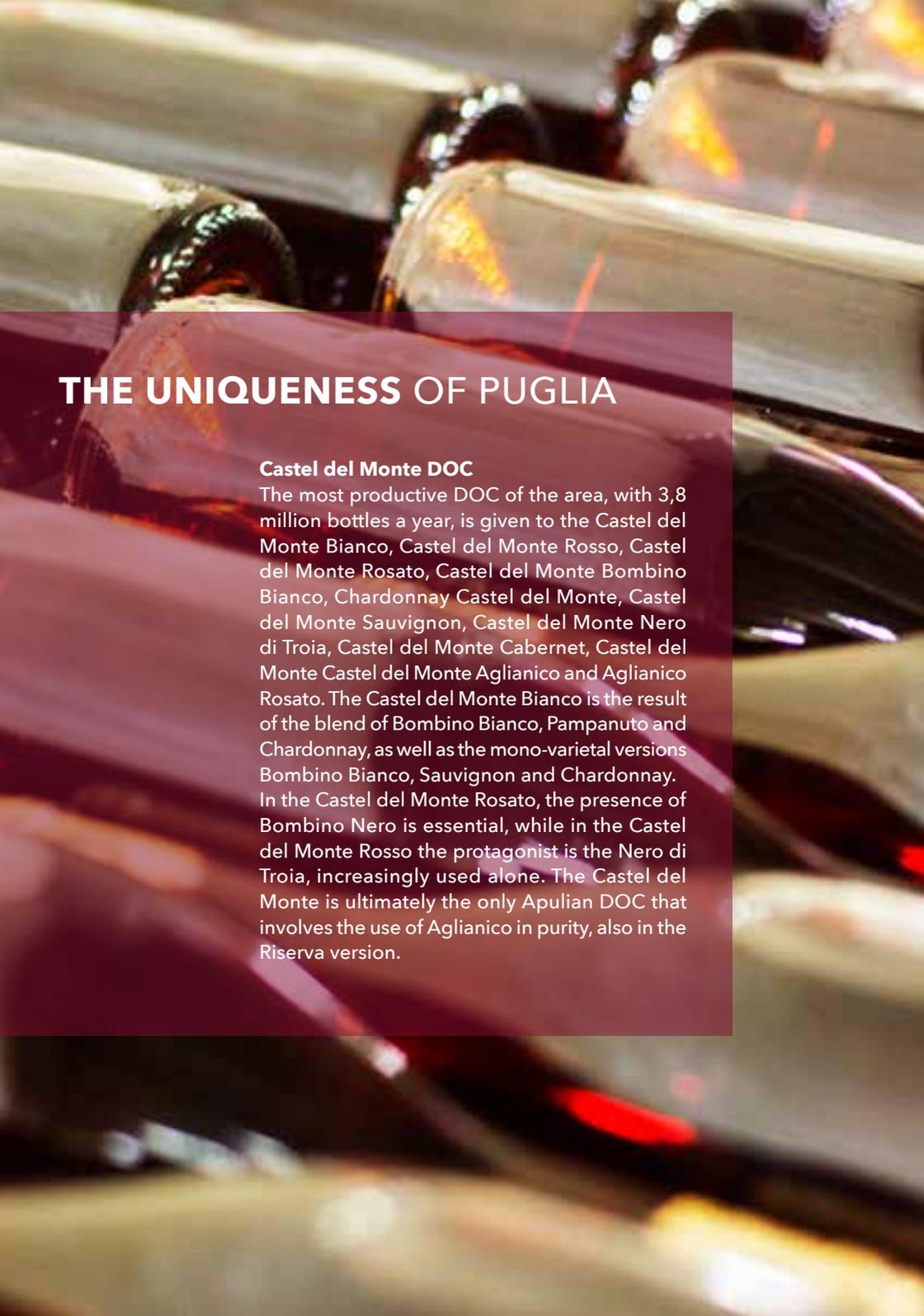
Bombino nero. Vigorous and productive, the Bombino Nero was once known by the names Buonvino, for the large production capacity, and Bambino, for a form of the bunch that could be described as "squat" on itself. A late ripening preserves acidity and fragrances and is perhaps the only red grape variety vinified exclusively to produce rosé wines, as demonstrated by the DOCG Castel del Monte Bombino Nero, which gives slender, immediate, fragrant, fruity and fresh wines. It is ideal with the typical of meat and vegetables dishes of the countryside, but also with the mains of coastal fish.



Bombino nero



Organoleptic characteristics
Bombino nero:
red berries (blackcurrant, raspberry) and flowers (peony)



THE UNIQUENESS OF PUGLIA

Castel del Monte DOC

The most productive DOC of the area, with 3,8 million bottles a year, is given to the Castel del Monte Bianco, Castel del Monte Rosso, Castel del Monte Rosato, Castel del Monte Bombino Bianco, Chardonnay Castel del Monte, Castel del Monte Sauvignon, Castel del Monte Nero di Troia, Castel del Monte Cabernet, Castel del Monte Castel del Monte Aglianico and Aglianico Rosato. The Castel del Monte Bianco is the result of the blend of Bombino Bianco, Pampanuto and Chardonnay, as well as the mono-varietal versions Bombino Bianco, Sauvignon and Chardonnay. In the Castel del Monte Rosato, the presence of Bombino Nero is essential, while in the Castel del Monte Rosso the protagonist is the Nero di Troia, increasingly used alone. The Castel del Monte is ultimately the only Apulian DOC that involves the use of Aglianico in purity, also in the Riserva version.

Castel del Monte Bombino Nero DOCG

Eighteen hectares and 199 thousand bottles a year are the numbers of this DOCG, founded in 2011 and dedicated exclusively to the production of a rosé wine. This DOCG is a choice of great character and determination, the purpose of which is to shed light on an ancient tradition of Puglia, the one of the rosé, the pride of the regional wine-making production.

Castel del Monte Riserva DOCG

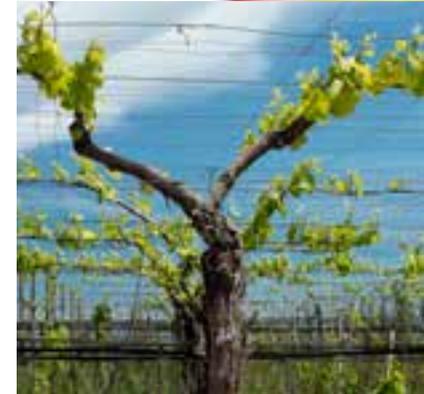
This DOCG, 43 hectares for 396 thousand bottles a year, collects, along with the other DOCG Castel del Monte Nero di Troia Riserva, the most structured and long-lived wines of the area: star players which, in recent years, are increasingly conquering admirers all over the world .

The Nero di Troia is to be used alone or in a minimum percentage of 65% and the wines, before being marketed, must undergo a compulsory aging period of at least two years, of which at least one in wood.

Castel del Monte Nero di Troia Riserva DOCG

The pride the wines of Puglia Sveva, the DOCG Castel del Monte Nero di Troia Reserve is a flag of typicality, the unmistakable imprint of the bond between man, grape and nature that makes a wine the local symbol of Made in Italy. The Castel del Monte Nero di Troia Riserva wines are the result of 28 hectares of high quality vineyard, capable, every year, to produce 258 thousand bottles.

As for the DOCG Riserva Castel del Monte, before marketing the wine must undergo an aging of at least two years, of which at least one in wood.





THE TASTE OF PUGLIA

There's not only wine and extra virgin olive oil in the Puglia Sveva, but also an amazing amount of local gastronomic traditions and products which are difficult to find in other parts of the region.

An amazing variety of breads and pasta, starting with the Altamura PDO bread, followed by the taralli, the friselle, loaves stuffed with olives and sun-dried tomatoes and the famous focaccia of Bari, the street food par excellence together with the onion calzone. Among the types of pasta, the orecchiette stand out: seasoned with traditional turnip tops, or with horse meat chops (or rolls) sauce. Alongside the orecchiette, the mignucchje, dumplings very similar to the maloreddus of Sardinia, often flavored with boiled arugula, tomato sauce and caciocotta cheese.

Legumes and vegetables are always present: the sweet-bitter "lampascioni" wild onions, also called cipollacci or giacinti col fiocco, which are boiled, fried, but also preserved in extra virgin olive oil; the turnip tops, the broccoli, the beets, the beans, often mashed together with wild chicory, eggplants, peppers, artichokes and the famous sponsali onions - traditional dishes whose flavor is enhanced by a drizzle of raw Terra di Bari PDO extra virgin olive oil.



Recipe book of Frederick II
Puglia Sveva



Lamb, mutton and horse meat are the most used, although they are a protein source if compared to cheese and dairy products which are unmatched in Italy for variety and diffusion. The Andria burrata, the manteca, the PDO fior di latte, the cottage cheese, the ricotta, the PDO Canestrato, the caciocavallo and the scamorza are the kings and queens of the tables of the Puglia Sveva, as well as the wide variety of fish from the Adriatic Sea that makes this central strip of the region one of the richest in fish and seafood.

The Terra di Bari PDO oil is one of the most important ingredients for the preparation of traditional desserts, such as the cartellate, with a shape of a small baskets, also called roses of Andria, covered with cooked wine or honey, or the sasanelli from Gravina and the mostaccioli, all local culinary delights for an offer of excellence.

With the aim of enhancing the culinary traditions of the area, Puglia Sveva offers an original recipe book inspired by the recipes of the Liber de Coquina by Federico II, revisited and updated by the most prestigious chefs from Puglia.

CONSORTIUM FOR THE PROTECTION OF THE CASTEL DEL MONTE DOC WINES

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