



PrimeLuci | Nero d'Avola

SICILIA D.O.C.



TYPE: Still red D.O.C. Sicily, an outstanding ambassador of our beloved land.

GRAPE VARIETY: 100% Nero d'Avola D.O.C. PrimeLuci Nero d'Avola D.O.C. is the liquid essence of Sicily—a story of ancient soil, sun, and wind that captivates with its fine tannins and infinite persistence. Born of love and dedication, this wine celebrates deep roots and the beauty of sharing, offering a poetic sip that warms the soul before it even touches the palate.

COLOR: The wine displays an intense, deep ruby red hue, promising noble evolution. Over time, it will reveal elegant garnet highlights, reflecting its proud, contemplative character.

BOUQUET: The bouquet is a work of olfactory art of extraordinary breadth, where enveloping notes of raspberry, dried plum, and blackberry intertwine with brandied cherry, blackcurrant, Marasca cherry, and pomegranate. The nose then evolves toward hints of aromatic spices, tobacco, leather, cocoa, and licorice, blending with bitter almond and final touches of dried fig and vanilla.

TASTING EXPERIENCE: On the palate, PrimeLuci Nero d'Avola D.O.C. achieves its masterpiece, revealing an intense, bold soul that vibrates with the very energy of the Sicilian land. The sip instantly becomes pure liquid poetry: a velvety texture with a dense, elegant structure caresses the senses, supported by vibrant acidity that lends freshness and verticality to the tasting experience. The alcohol warmth—generous and perfectly integrated—unfolds into a warm, sinuous, and flawless roundness that balances the grape variety's structural power. It is an embrace that captivates the palate, where tannins—smoothed by time—lead to a finish of monumental, savory persistence, leaving the palate enchanted and filled with beauty.

TERROIR: Primeluci Nero d'Avola D.O.C. draws its lifeblood from the beating heart of Western Sicily, a prime territory kissed by the sun and caressed by generous breezes. This wine originates at an altitude of 350 meters above sea level, where a perfect microclimatic balance and optimal diurnal temperature variation allow the fruit to acquire the extraordinary aromatic complexity and vibrant freshness that only this land can bestow.

AGRONOMIC ARCHITECTURE: The exceptional quality of Primeluci Nero d'Avola D.O.C. is rooted in rigorous agronomic choices aimed at achieving the highest quality expression. The selected grapes come from vertical shoot-positioned vineyards trained using the Guyot system—a noble method that naturally limits yield per vine. This skillful geometric layout ensures that every cluster enjoys perfect sunlight exposure and constant airflow, resulting in intact, concentrated berries rich in exquisite nuances.

HARVEST: Primeluci Nero d'Avola D.O.C. follows nature's perfect rhythm, culminating in mid-September. It is at this precise moment—when the balance between sugars, acidity, and polyphenolic ripeness reaches its ideal peak—that the grapes are selected. The harvest is a thoughtful, meticulous process designed to preserve the absolute integrity of every single berry, thereby transferring the full richness and vibrant energy of the Sicilian land intact into the glass.

WINEMAKING TECHNIQUE: The profile of Primeluci Nero d'Avola D.O.C. takes shape through the careful selection of the finest grapes at peak ripeness. Following gentle crushing and destemming, fermentation begins; the skins remain in contact with the must for an extended period—a crucial maceration process that extracts a deep aromatic bouquet and the wine's unmistakable, captivating ruby-red hue. The process continues according to traditional red winemaking standards, taking place in temperature-controlled tanks kept strictly between 25°C and 27°C. This journey culminates in a refined aging period of approximately three months in small French oak casks—a noble, quiet maturation before bottling, designed to deliver a wine ready to amaze, captivate, and enchant every palate.

ALCOHOL CONTENT: 13% Vol. A perfectly balanced alcohol level, capable of supporting the wine's rich structure and imparting an enveloping warmth to the palate, while remaining exceptionally pleasant to drink.

INGREDIENTS

Grapes, Stabilizing agents (gum arabic, potassium polyaspartate), Antioxidants (L-ascorbic acid), Preservatives and antioxidants (**sulphites**).
Bottled in a protective atmosphere.

NUTRITIONAL INFORMATION

average values per 100ml	
Energy	339 kJ / 82 kcal
Fats	0 g
of which saturated fatty acids	0 g
Carbohydrates	1,8 g
of which sugars	0,7g
Protein	0 g
Salt	0 g

DRINK RESPONSIBLY



WINEinMODERATION

CHOOSE | SHARE | CARE

Always drink in moderation.

Alcohol abuse is harmful to your health.

WASTE SORTING

Bottle	Cork	Capsule
GL 70 Glass	FOR 51 Cork	C/ALU 90 Poly laminate
Glass Collection	Cork Collection	Aluminum Collection

Check your municipality's guidelines. Separate the components and dispose of them correctly.

ALLERGEN INFORMATION: Contains sulphites. Naturally occurring and controlled, resulting from the traditional winemaking and preservation process, ensuring the wine's stability and quality evolution over time.

IDEAL SERVING TEMPERATURE: 18°–20°C. To allow this noble Sicilian expression to reveal its extraordinary complexity, it is recommended to serve it at an optimal temperature between 18° and 20°C. This gentle warmth allows the rich aromatic bouquet to unfold in perfect harmony and the dense tannic structure to spread across the palate with the utmost velvetiness and softness.

FOOD AND WINE PAIRING: Primeluci Nero d'Avola D.O.C. proves to be a masterful companion to fine dining—an ambassador of elegance created to elevate the most exclusive social occasions. It finds its perfect match alongside sophisticated red meat dishes, sumptuous traditional roasts, and premium grilled meats, where the smoky notes of the embers harmonize with the succulence of the ingredients. While it pairs with extraordinary grace even with robust vegetable dishes from the Sicilian terroir, it truly reveals its proud character when matched with the bold, savory notes of aged cheeses. Every glass is an invitation to celebrate flavor—an unbreakable bond between the food and the emotion of the sip.

EVOLUTION AND LONGEVITY: 10–13 years. This wine holds the rare gift of longevity—a promise suspended between time and Sicilian pride. Thanks to a robust structure and a dense tannic weave, Primeluci Nero d'Avola D.O.C. possesses the proud ability to defy the years, enduring for a span of 10 to 13 years. When cellared under optimal conditions, it embarks on a fascinating journey: its vibrant, youthful freshness gradually melds with noble tertiary notes, yielding a profile that becomes increasingly velvety, profound, and refined. A precious period of anticipation, dedicated to those who appreciate the luxury of a sip that time does not diminish, but consecrates.

FORMAT: 750 ml (0.75 L). The wine is housed in a bottle with a proud, elegant profile—featuring slender lines and pronounced shoulders—chosen to preserve the product's absolute integrity. It is a noble, ideal volume, created to enhance the most precious shared moments and ensure the wine's impeccable stability and evolution over time.



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