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ITALIAN TYPICAL WINES

ITALIAN WINE EXHIBIT

AT THE

CHICAGO WORLD'S FAIR

1934



ITALIAN WINE PRODUCERS

PARTICIPATING IN THE OFFICIAL

ITALIAN WINE EXHIBIT

- 1—ALLIATA DUCA DI SALAPARUTA—Palermo
Wines: 1) Ala; 2) Casteldaccia rosso; 3) Corvo bianco; 4) Malvasia;
5) Moscato; 6) Porto di Casteldaccia.
Rep. Pisa Bros., Inc., 250 Park Avenue, New York, N. Y.
- 2—ASSOCIAZIONE AGRARIA PIEMONTESE—Torino
Wines: 1) Barbaresco.
- 2—CAV. G. B. BERTANI—Via Cappello, 24, Verona
Wines: 1) Soave; 2) Valpolicella; 3) Recioto.
Rep. Martini, Inc., Saving Fund Bldg., Philadelphia, Pa.
- 4—F. BERTOCCHINI & CO.—Via Francesco Pera, 21, Livorno
Wines: 1) Aleatico; 2) Lacryma Christi; 3) Vino Santo.
Rep. Leghorn Trading Co., Inc.—153 E. 44th St., New York, N. Y.
- 5—BIGI LUIGI & FIGLIO—Orvieto
Wines: 1) Orvieto.
Rep. Mumm Champagne & Imp. Co., Inc.—247 Park Ave.,
New York, N. Y.
- 6—BONARDI FELICE FU GIUSEPPE—Via Piave, Alba (Cuneo)
Wines: 1) Barolo; 2) Grignolino; 3) Asti Spumante; 4) Nebiolo;
Spumante; 5) Vermouth.
Rep. Martini Inc., Saving Fund Bldg., Philadelphia, Pa.
- 7—LUIGI BOSCA—Via Alfieri 19—Canelli
Wines: 1) Asti Spumante.
Rep. Goggi Bros., 333 Sixth Avenue, New York, N. Y.
- 8—FRATELLI BRANCA—Soc. An.—Via Broletto, 35—Milano
Wines: 1) Vermouth rosso; 2) Vermouth dry.
Rep. Browne Vintners Co., Inc., 30 Rockefeller Plaza, New York
- 9—Amm.ne CONTE BRAZZETTI—Orvieto
Wines: 1) Orvieto secco
- 10—CANTINA CEMBRAN—Lavis (Bolzano)
Wines: 1) Teroldego
- 11—CANTINA SOCIALE BIONDI SANTI—Montalcino, Siena
Wines: 1) Chianti di Montalcino.
- 12—CANTINA SOCIALE GRILLI—Arezzo
Wines: 1) Chianti colli Aretini.
- 13—CANTINE SOCIALI DI MONSERRATO E QUARTU—Cagliari
Wines: 1) Nuragus; 2) Moscato; 3) Malvasia; 4) Girò; 5) Monica;
6) Nasco; 7) Vernaccia.
- 14—CANTINA SOCIALE DI TERLANO—Terlano
Wines: 1) Terlano.
- 15—FRATELLI CANTONI—Imola
Wines: 1) Albana; 2) Vaterno.

- 16—Amm.ne ON. CAPRI CRUCIANI LUIGI—Marino (Roma)
Wines: 1) Malvasia.
- 17—RODOLFO CARLI—Nalles (Bolzano)
Wines: 1) Lago di Caldaro; 2) Terlano; 2) Cabernet; 4) Moscato
Schwanburg
Rep. Continental Elite Products Inc., 79 Madison Ave.,
New York, N. Y.
- 18—G. B. CARPANO—Corso Vittorio Emanuele 62—Torino
Wines: 1) Vermouth; 2) Vermouth amaro.
Rep. Foreign Vintages, Inc., 30 Rockefeller Plaza, New York, N. Y.
- 19—ANTONIO CEMBRAN—Bolzano
Wines: 1) Santa Maddalena; 2) Colline Meranesi; 3) Cabernet.
- 20—CLEMENTE CHAZALETES & CO.—Via Francia, Collegno—Torino
Wines: 1) Vermouth
Rep. Crocco, Vincenzo Co., Inc., 535 Fifth Ave., New York, N. Y.
- 21—FRATELLI CHIARUSI—Via Piave 31—Rufina (Firenze)
Wines: 1) Chianti della Rufina; 2) Vin Santo.
Rep. Mumm Champagne & Imp. Co., 247 Park Ave.,
New York, N. Y.
- 22—SOC. AN. FRANCESCO CINZANO & CO.—Corso Galileo Ferraris,
24—Torino
Wines: 1) Vermouth rosso; 2) Vermouth bianco; 3) Asti Spumante;
4) Spumante extra dry; 5) Spumante "Riserva Principe di Piemonte".
Rep. Canada Dry Ginger Ale Inc., 122 E. 42nd St., New York, N. Y.
- 23—COMPAGNIA AGRICOLA INDUSTRIALE—Rodi (Egeo)
Wines: 1) Rodi bianco; 2) Rodi passito; 3) Malvasia di Rodi;
4) Porto Acandia
Rep. Foreign Vintage, Inc., 30 Rockefeller Plaza, New York, N. Y.
- 24—CONSORZIO PROV. VITICULTURA—Napoli
Wines: 1) Capri bianco "Coppola"; 2) Conca Grado "Tixon-Galdieri.
- 25—G. & L. FRATELLI CORA—Corso Vittorio Emanuele, 8—Torino
Wines: 1) Vermouth bianco; 2) Asti Spumante; 3) Vermouth rosso;
4) Gran Spumante
Rep. Banfi Products Corp., 140 Sixth Avenue, New York, N. Y.
and McKesson Spirits Co., Inc., New York, N. Y.
- 26—CORTONA CESARE—Corso Cento Cannoni, 29—Alessandria
Wines: 1) Vermouth bianco; 2) Vermouth rosso.
- 27—FRATELLI DAL CANTO—Via Carducci—Ponsacco (Pisa)
Wines: 1) Chianti
Rep. Joseph Abbattelli & Co., 489 Fifth Ave., New York, N. Y.
- 28—G. DE BELLIS DI SAV.—Castellana (Bari)
Wines: 1) Villanova rosso ;2) Villanova bianco
Rep. John Aquino Sons, Inc., 389 Broome St., New York, N. Y.
- 29—GIULIO FERRARI—Trento
Wines :1) Gran Spumante Ferrari dry
- 30—FRATELLI FERRERO DI RICCARDO—Via Pierino del Piano, 2—Torino
Wines: 1) Vermouth rosso; 2) Vermouth bianco; 3) Asti Spumante
Rep. D. & B. Import. Co., 21 West St., New York, N. Y.

- 31—FLORIO & CO. (S. A. V. I.) Marsala
Wines: 1) Marsala O. G. S.; 2) Marsala Riserve 1860, 1870, 1872, 1873.
Rep. Banfi Products Corp., 148 Sixth Ave., New York, N. Y.
- 32—FORNACIARI RICCARDO—Reggio Emilia
Wines: 1) Lambrusco Spumante
- 33—FRANCHETTI BNE. CARLO—Montelupo Capraia
Wines: 1) Chianti Bibbiani rosso; 2) Chianti Bibbiani bianco.
- 34—FREUND BALLOR & CO.—Via Ponza 2—Torino
Wines: 1) Asti Spumante; 2) Cortese; 3) Barbera; 4) Barolo; 5) Marsala O. S. M.; 6) Vermouth rosso; 7) Vermouth bianco; 8) Vermouth dry
Rep. B. B. Dorf & Co., Inc., 601 West 26th St., New York, N. Y.
- 35—S. A. G. B. GAMBAROTTA—Via Garibaldi, Serravalle Scrivia.
Liquors: 1) Amaro Gamberotta; 2) Creme de Mandarin; 3) Creme of Cocoa; 4) Double Kummel; 5) Alkermes; 6) Creme de Mint
Rep. Martino Inc., Saving Fund Bldg., Philadelphia, Pa.
- 36—S. A. GAMBINA—Via S. Quintino 28—Torino
Wines: 1) Marsala S. O. M.; 2) Marsala Dama
Rep. Francis Draz & Co., Inc., 501 Madison Ave., New York, N. Y.
- 37—FRATELLI GANCIA & CO.—Canelli (Alessandria)
Wines: 1) Lacryma Christi; 2) Moscato Passito; 3) Nebiolo Spumante; 4) Spumante Riserva 1926; 5) Spumante Riserva Reale; 6) Asti Spumante; 7) Vermouth rosso; 8) Vermouth bianco; 9) Gancini.
Rep. I. F. Roncallo, 528 West Broadway, New York, N. Y.
- 38—G. GIANOZZI & FIGLIO—Certaldo (Firenze)
Wines: 1) Chianti stravecchio, rosso e bianco
Rep. Joseph Personeni, Inc., 496 West Broadway, New York, N. Y.
- 39—GUIDOTTI MORI GUIDO—Arezzo
Wines: 1) Chianti Cardinale
Rep. Browne Vintners Co., Inc., 30 Rockefeller Plaza. New York.
- 40—GIACOMO GRISI—Mori (Trento)
Wines: 1) Marzemino
- 41—INGHAM WHITAKER CO.—Corso Galileo Ferraris 24—Torino
Wines: 1) Marsala Export; 2) Marsala Soleras, riserve 1834, 1835, 1836, 1837, 1870, 1872
Rep. Banfi Products Co., 140 Sixth Ave., New York, N. Y.
- 42—E. ISOLABELLA & F.—Via Villorosi 13—Miano
Wines: 1) Vermouth rosso; 2) Vermouth bianco; 3) Vermouth dry
Liquors: 1) Mandarinetto; 2) Fior d'Alpe
Rep. Maynard & Child, 134 E. 47th St., New York, N. Y.
- 43—A. LABOREL MELINI (Martini & Rossi)—Pontassieve Firenze
Wines: 1) Chianti Lacrima di Arno; 2) Chianti rosso; 3) Chianti vecchio; 4) Chianti stravecchio
Rep. W. A. Taylor & Co., 13 Laight St., New York, N. Y.
- 44—G. B. LAMPANI & CO.—Montefiascone
Wines: 1) Est Est Est
Rep. Harry Rich, 427 West Broadway, New York, N. Y.

List of Exhibitors continues on last two green pages



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By

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Director of

National Italian Wine Producers Association

and

Prof. Guido Rossati

Italian Agrarian Delegate to the United States
and Technical Adviser of the Italian Chamber of Commerce
in New York, N. Y.

INTRODUCTION.

The Official Italian Wine Exhibit, organized by the several Wine Associations of the Kingdom (Viticultural, Enological and Commercial) under the aegis of the Ministry of Corporations, of the Ministry of Agriculture and Forests, and of the National Export Institute, aims to show to the American people both the high standard of quality and importance of the wine production of Italy. During the last twelve years, by reason of its corporative organization, wine growing and making in Italy has realized such striking progress to have brought the country to the forefront of wine producing nations.

Visitors will find in the Italian Wine Exhibit a great variety of types. This is due not to any lack of standard in production, but to the unparalleled diversification of the Italian environment, owing to its unique geographical position, stretching from north to south through a wide range of latitude, as well as to its rugged configuration. This peculiar variety of conditions which, if not entirely absent, may however exist in a far lesser degree in other viticultural countries, enables Italy to grow the entire gamut of types that under more uniform conditions are produced in other countries in a far lesser number.

The fact should not be overlooked that Italy is the true home of the grape wine, where viticulture originated in Europe and from whence it spread to other countries with Roman civilization. In which latter, owing to the much less diversified conditions of climate and soil, less variety of types followed as a consequence. No wonder, therefore, that Italy is able to present an assortment of vintages, including the class variety and strains of the entire vinicultural world. It follows that Italy is in the privileged position of supplying wines capable of fully satisfying the requirements of all tastes, even of the most discriminating.

We are quite aware that America has made remarkable progress in wine growing, especially in California, where quite a number of American winners originating from Italy have been successful, and to these worthy pioneers of the vinicultural industry in America, the Italian Wine Exhibitors send their hearty greetings, aware, as they are, that both are endeavoring to produce not an objectionable beverage, but a real, health-giving and dynamic food.

WINES OF PIEDMONT

BARBERA, dry, is a full bodied wine, of a deep brilliant color, with a bright red foam. A demi-sweet type of Barbera is also produced, which, upon bottling, develops an abundant effervescence.

By aging, dry or semi-dry Barbera develops a fruity bouquet, associated with an aristocratic flavor, of superior table wine; the garnet color assumes an orange hue, more or less pronounced. It contains from 12 to 15 per cent of alcohol by vol.; from 0.8 to 1.2 per cent of total fruit acids (calculated as tartaric) and no more than 0.13 per cent of volatile acids when aged; total solids (sugar free) never less than 2 per cent; ash, not less than 0.18 per cent. The demi-sweet type may contain as much as 8 per cent of grape sugar. Served with roast meat or venison.

FREISA is a wine of a beautiful bright ruby color, somewhat rough when young, or when made without stemming the grapes, but smoother, fruity and improving greatly in flavor and softness with age. It develops with age a pleasing effervescence, more pronounced when the Freisa has been bottled demi-sweet, a quality that permits of its being produced in a full sparkling condition when naturally fermented in the bottle. It has an alcoholic strength of 11.5 to 13.5 by vol. per cent, if dry, and from 8 to 10 per cent when demi-sweet; a total fruit acids percentage of 0.6—0.9, and a volatile acids content not higher than 0.1 per cent when young and not greater than 0.13 per cent when aged. It contains from 4 to 8 per cent of grape sugar, and not less than 2 per cent of total solids and of 0.18 per cent of ash. Suitable with roast meat and venison.

NEBIOLO is a very fine vine, with a pleasing violet-like bouquet, more pronounced when sweet and obtained in a sparkling condition, of a rather light ruby color with an orange hue upon aging. It may be produced both in a dry and sparkling condition, and for this purpose it is usually prepared with a greater or lesser grape sugar content, as it is made by several firms into a most delicious sparkling wine. It is also produced in an almost dry condition, and the latter, when aged, develops into a fine, table wine of high character. It contains: Alcohol, from 8 to 10 by vol. per cent if demi-sweet, and from 11 to 13 per cent by vol. if dry; total fruit acids (as tartaric), from 0.6 to 0.7 per cent, volatile acids no more than 0.1 per cent for the young wine and no more than 0.13 per cent for old Nebiolo; grape sugar, from 4 to 8 per cent; total solids, not less than 2 per cent; ash, not less than 0.18 per cent. Served, if dry, with roast meat and venison; if demi-sweet, either with roast meat or with the dessert.

BAROLO is obtained from the Nebiolo variety of grape, from which some of the finest high class table wines of Northern Italy are also produced, although the same grape is known under different denominations in the respective district. Nebiolo grapes grown at Barolo, and in near-by district, yield the celebrated Barolo wine. This famous vintage is characterized by rather deep ruby color; delicate violet-like bouquet, with the rare *goudronne* flavor so much appreciated by connoisseurs; and by a full, pleasing, velvety, harmonious taste. Its alcoholic strength varies from 12 to 15 per cent by

vol.; its total fruit acid percentage (as tartaric) from 0.6 to 0.8 per cent; its body, or total solids, from 2.1 to 2.6 per cent. Served with roast meat and venison.

BARBARESCO is produced from Nebiolo grapes grown at Barbaresco. This delicious superior table wine, endowed with an elegant violet-like bouquet, possesses a lighter alcoholic strength and less austerity of flavor than Barolo, and is characterized by greater softness of taste and by earlier development and readiness for consumption. By aging, its color acquires a slight orange hue. It contains: Alcohol, by vol. per cent, from 12.5 to 14; total fruit acid (as tartaric), from 0.6 to 0.9 per cent; volatile acid, not more than 0.11 per cent; total solids (sugar free) no less than 0.2 per cent; and ash, no less than 0.18 per cent. Served with roast meat and venison.

CORTESE is a light straw-colored wine, remarkable for its delicate fragrant bouquet, the great cleanliness and palatableness of its harmonious taste, and contains: Alcohol, by vol. per cent, from 10 to 12; total fruit acids, from 0.6 to 0.7 per cent; volatile acids, no more than 0.1 per cent; total solids, from 1.8 to 2.2 per cent; and ash, 0.15 per cent.

MOSCATO D' ASTI, still. This wine is obtained from the typical Piedmont Muscat grape, grown exclusively in Piedmont and entirely different from the raisin Muscat of other countries. It is characterized by a light golden straw color; by a sweet delicate taste; and by a slight but perceptible and delicious bouquet, recalling the fragrance of musk. It contains: Alcohol, by vol. per cent, from 4 to 7; total fruit acids (as tartaric), from 0.6—0.7 per cent; volatile acids, no more than 0.1 per cent; grape sugar, from 12 to 18 per cent; total solids (sugar-free), 2 per cent; and ash, 0.18 per cent.

SPARKLING ASTI, (*Asti Spumante*).—Moscato d' Asti, as above described, is used in the production of **Sparkling Asti**, a naturally fermented sparkling wine, combining the characteristic qualities of Moscato d' Asti with those of a finished highly effervescent wine, typical of its own, and entirely different from other sparkling wines, whereby sparkling Asti has long since acquired world-wide favor and reputation.

GRAN SPUMANTI ITALIANI are high-pressure natural sparkling wines, demi-dry, dry and extra-dry—of a very light straw color, remarkable cleanliness and freshness of taste, elegant and most pleasing sapidity, very delicate bouquet, of high and long lasting effervescence, and possessing the following average composition: Alcohol by vol. from 11 to 12 per cent; total fruit acids from 0.7 to 0.9 per cent; volatile acids, from 0.5 to 0.8 per cent; total solids, from 4.5 to 8 per cent, of which grape sugar, from 2.1 to 2.6 per cent.

WINES OF LOMBARDY

FRECCIAROSSA—This light straw-colored wine is characterized by remarkable cleanliness of flavor, most delicate bouquet, great tastiness, purity and harmoniousness of flavor. It contains: Alcohol, by vol. per cent, from 12 to 13; total fruit acids (as tartaric), from 0.5 to 0.5 per cent; volatile acids, not more than 0.1 per cent; total solids, from 2.5 to 2.6 per cent; ash, about 0.25 per cent.

SASSELLA possesses characteristic traits similar to dry Nebiolo, except for a slightly higher sapidity, owing to its more northern origin, and when long aged, a nuttiness of taste, typical of its own.

WINES OF TRIDENTINE VENETIA

The red wines of Tridentine Venetia, an Alpine district, possess the following general characteristics. Color garnet, varying in intensity from a deep to a lighter shade, according to types; a most pleasing vinous bouquet, of fruit and flowers; tastiness and mellowness of flavor, lasting and characterized by great cleanliness, with slight aroma, in some cases more pronounced. These wines, finding their outlet chiefly in Central Europe, are especially suitable to the German, Austrian and Swiss taste, which they meet most satisfactorily, owing to the great care and attention bestowed on their production, and the choice quality of grapes used in their production. The best known types are:

CALDARO-APPIANO. Remarkable for its tastiness, with from 10 to 12 of alcohol by vol. per cent; from 0.35 to 0.46 of total fruit acids (as tartaric) per cent; from 0.04 to 0.05 of volatile acids per cent; from 1.2 to 2.2 per cent of total solids.

LAGO DI CALDARO is a nutty and most palatable wine, by reason of its velvety flavor, containing from 10.5 to 11.5 of alcohol by vol. per cent; non volatile fruit acids, from 0.25 to 0.4 per cent; and total solids, from 1.9 to 2.2 per cent.

LAGREIN OF GRIES near Bolzano, including two types: One lighter (*Lagrein Kreitzer*), sprightly and fruity, with from 11.5 to 12 of alcohol by vol. per cent; from 0.34 to 0.45 per cent of non volatile fruit acids; and from 2. to 2.5 per cent of total solids. The other, viz. **Lagrein Scuro** (*dark*) is of a deeper shade, and of a slightly higher alcoholic strength (11.5 to 12 by vol. per cent), of heavier body (from 2.1 to 2.5 per cent of total solids); and from 0.25 to 0.415 per cent of non-volatile acids.

S. MADDALENA, remarkable for its finesse and mellowness, contains from 11 to 23 of alcohol by vol. per cent, from 0.3 to 0.45 of total fruit acids (as tartaric) per cent, and from 2.2 to 2.6 per cent of total solids; and **Meranese di Collina**, very tasty, clean and mellow, contains from 10 to 12 per cent of alcohol by vol., about 1.923 per cent of total solids, and from 0.3 to 0.6 per cent of non-volatile fruit acids.

Of the white wines of Tridentine Venetia, **Terlano** is the best known. Straw-colored, with a greenish tint, is clean, mellow and lasting in flavor, and contains from 11.23 to 13.06 of alcohol by vol. per cent; from 1.78 to 2.11 per cent of total solids; from 0.088 to 0.120 per cent of grape sugar, and about 0.32 per cent of non-volatile fruit acids.

MARZEMINO. This typical wine of the Tridentine district is identified with deep ruby color, fruity bouquet, tastiness and fullness of flavor, rather tonic and generous. It contains: Alcohol, by vol. per cent, from 11 to 13.5; total fruit acids (as tartaric), from 0.5 to 0.7 per cent; total solids, from 2.0 to 2.4 per cent. Served as a table wine, with the intermediate course of the dinner.

WINES OF VENETIA

SOAVE has long been recognized as one of the most delightful and choice white vintages of Italy. Characterized by an elegant and brilliant straw color, by a very pleasing delicate bouquet and smoothness of flavor, marked fruitiness, mild tastiness and light body, is most inviting of the favor of con-

sumers. Its alcoholic contents range to about 11.5 per cent by vol.; its total fruit acids (as tartaric), to about 0.65 per cent; its total solids to about 2.2%. Served with fish and sea food.

BIANCO DI CONEGLIANO is obtained from the famous hills of Conegliano, the summer resort of Venetian nobility. The white wine of this locality has been sung by the popular verse of Stecchetti, who praised the wine of Conegliano and the soles of Venice. Identified with a most attractive and brilliant golden light color, its most salient traits lie in its elegant delicate bouquet, in its dry, tasty, satisfying clean flavor, with a slight nuttiness in the background. It contains alcohol, by vol. per cent, from 9 to 12; total fruit acids (as tartaric), about 0.6 per cent; total solids, about 2.2 per cent. Ideal with fish or through the dinner, as far as the meat course.

BIANCO DI VALDOBIADENE is another type of the enological elite of Italy. This vintage is celebrated for its beautiful bright straw color, its delicate richness of flavor, associated with a fine enticing bouquet, its light and yet substantial flavor, with a tendency at times to a mild effervescence or "frizzante," which pleases not only the Italian but the palate of connoisseurs of all countries. It averages in alcoholic contents, about 11 per cent by vol.; in total fruit acids, about 0.65 per cent; in total solids, from 4 to 8 per cent of which from 2 to 4 per cent represented by grape sugar. Most suitable with fish and soup.

VALPOLICELLA.—Few vintages are credited with greater popularity, both in Italy and abroad, than this splendid type of fine red table wine fit, when aged, for service with roast meat or venison. Of a fine ruby color and delicate bouquet, it is full of life, very pleasing and satisfying to the taste, and at times slightly fruity. This wine never fails to please its patrons or to appeal to the taste of discriminating consumers. One of its remarkable traits is in the star of fine bubbles that becomes apparent at the surface of the goblet, soon after it has been poured into it. Its alcoholic contents average to about 12.4 per cent; its total fruit acids (as tartaric), to about 0.6 per cent; its total solids, to about 2.6 per cent.

TEROLDICO.—Tridentine Venetia is the privileged home of this beautiful type of fine table wine, characterized by a deep ruby color, a bouquet somewhat between the raspberry and the violet, of decided tastiness, and marked by lasting qualities. By aging it acquires a somewhat lighter tint and a more pronounced bouquet. It contains alcohol by vol. per cent, from 11 to 14.5; total fruit acids, from 0.45 to 0.75 per cent; total solids, from 2.4 to 3 per cent. Served through the course of the dinner between the fish and the roast meat, and, if aged, with the latter also.

BARDOLINO.—On the beautiful shores of the Garda Lake, the picturesqueness of which was sung in the elegant verse of Catullus, lies Bardolino, of long established fame for its reputed vintages. Identified with a bright ruby color, a characteristic pleasing bouquet, lightness of body, an enticing tastiness and neatness of taste, Bardolino is an easy favorite with discriminating patrons. Its alcoholic strength ranges to about 12 per cent by vol.; its total fruit acids (as tartaric), to about 0.7 per cent; and its total solids, about 2.0 per cent. Served through the intermediate course of the dinner.

WINES OF EMILIA

SANGIOVESE is the typical representative of the red table wines of this district. It is a fine vintage identified with a beautiful garnet color, a very enticing aroma, a dry yet full and most palatable flavor, with a slight nutti-

ness in the after-taste, a well-balanced composition, and well qualified to take its place among table wines of satisfactory character. It analyzes as follows: Alcohol by vol. per cent, from 12 to 13; total fruit acids (as tartaric), from 0.6 to 0.7 per cent; total solids, from 2.5 to 3.0 per cent. Served with the intermediate course of the dinner.

ALBANA.—The elegant golden color of Albana, its most pleasing and delicate flavor, smooth and palatable, and its generous trend, are the most salient characteristics of this popular vintage of the fertile Aemilian district. It contains from 10 to 12 per cent of alcohol by vol.; from 0.6 to 0.7 per cent of total fruit acids (as tartaric); and from 2.0 to 2.2 per cent of total solids. "Albana" may be selected as an example of what a popular and satisfactory white table wine for wide consumption should be. It may, in fact, be partaken even in a generous measure without impairing in the least the mental faculties, acting as a mild gentle stimulant and vehicle of vitaminic energies to the organism. Served through the entire dinner up to the intermediate meat course.

LAMBRUSCO is a most popular red table wine, of a striking individuality. This vintage is identified with an elegant bright ruby color, a violet-like bouquet, a fruitiness of taste, contrasting with a slight roughness reminding the patrons of Lambrusco of the fact that sometimes under rough appearances hides a warm heart, as sincere as the genuine quality of this wine. One of its most characteristic traits is its tendency to develop a slight effervescence or "frizzante" in warm weather. It contains: Alcohol, by vol. per cent, from 9 to 11; total fruit acids (as tartaric), from 0.85 to 1.05; and total solids, from 2.3 to 2.8 per cent.

WINES OF TUSCANY

One of the best, if not the best, table wine of Italy, widely patronized both at home and abroad, is Chianti. Wine consumers are well familiar with the elegant straw-dressed flasks, which are the typical containers of Chianti wine and have helped greatly its popularity.

Seven distinct classes of Chianti wine are officially recognized by the Italian law on typical wines. Although these distinct classes have certain characteristic qualities in common, yet they slightly differ in others. Chianti has, therefore, to be declared according to this classification of origin, before it is allowed to be sold on the market. The following are the seven different classes under which Chianti wine is listed officially for all commercial purposes: Chianti Classico; Chianti Dei Colli Aretini; Chianti Dei Colli Fiorentini; Chianti Dei Colli Senesi; Chianti Delle Colline Pisane; Chianti Di Montalbano; and Chianti Della Rufina.

CHIANTI CLASSICO is characterized by a rather deep ruby color, by a dry, clean, decidedly vinous flavor, if young, when it possesses also a slight and enjoyable smarting or "frizzante," a quality that makes it very pleasing to the palate. Chianti Classico develops with age roundness and softness of flavor. It contains: Alcohol by vol., from 11 to 13 per cent; total fruit acids (as tartaric), from 0.6 to 0.7 per cent; total solids, from 2.2 to 2.6 per cent; ash, from 0.13 to 0.25 per cent. It is served, both with the middle course of the dinner and with roast meat and venison.

CHIANTI DEI COLLI ARETINI possesses the following qualities: ruby color, differing in comparison with Chianti Classico, in the higher amount of total fruit acids, and especially of free fruit acids. It also differs

from **Chianti Classico** by reason of a certain roughness and of a slightly less balanced composition. Its alcoholic strength ranges from 11.5 to 13 per cent by vol.; its total fruit acid contents, from 0.6 to 0.75 per cent; its total solids, from 2.1 to 2.5 per cent. It is suitable for use through the middle of the dinner.

CHIANTI DEI COLLI FIORENTINI is recognized as possessing the following characteristics: A more or less deep ruby color, approaching sometimes the garnet color; earlier development and good keeping, although less suitable for aging than **Chianti Classico**; a lighter bouquet and a tendency to assume a brick color by long aging. It contains: Alcohol by vol. per cent, from 11 to 13; total fruit acids (as tartaric), from 0.6 to 0.7 per cent; total solids, from 2.5 to 3.0 per cent. Used as a table wine.

CHIANTI DEI COLLI SENESI is thus classifiable by a reason of the following characteristic traits: A rather slight ruby color; the typical bouquet of Chianti; flavor, similar to that of **Chianti Classico**, although somewhat lighter in body and of slightly lesser alcoholic strength. It contains: Alcohol, by vol. per cent, from 11.9 to 12.7; total fruit acids (as tartaric), from 0.58 to 0.69 per cent; total solids, from 2.2 to 2.5 per cent. Served with roast meat and venison.

CHIANTI DELLE COLLINE PISANE is distinguishable by the following characters: A light but bright ruby color, vinous bouquet, marked tastiness, and a slight "frizzante." It has the following composition: Alcohol by vol. per cent, from 11 to 12; total fruit acids (as tartaric) from 0.5 to 0.7 per cent; total solids, from 2.1 to 2.4 per cent. Used as table wine.

CHIANTI DI MONTALBANO is characterized by the following traits: Deep ruby color, often approaching the garnet; similar bouquet to **Chianti Classico**; slight fruity flavor; generous taste, full, round and well-balanced flavor. It contains: Alcohol, by vol. per cent, from 12 to 14; total fruit acids (as tartaric), from 0.6 to 0.7 per cent; total solids, from 2.4 to 3.0 per cent. Served as a table wine and if aged also with roast meat.

CHIANTI DELLA RUFINA has the following characteristics: Deep ruby color; vinous bouquet, marked by a pleasing slight violet fragrance; full, round, velvety flavor, slightly more austere than the **Chianti Classico**. The chemical composition of this type is the following: Alcohol, by vol. per cent, from 11 to 13; total fruit acids (as tartaric), from 0.6 to 0.7 per cent; total solids, from 2.4 to 2.8 per cent. For use as a table wine, and, if aged, also with roast meat.

WINES OF UMBRIA

Of the wines of Umbria, **Orvieto** is the most popular and best known among patrons of Italian white wines. It includes two types, one dry and the other fruity. Both possess a fine golden straw-color, are brilliantly clear and recall in their bouquet the slight cool fragrance of fresh grapes. The fruitiness is rather marked in the flavor of the Orvieto type other than dry, which is also characterized by a slight nutty aftertaste, is free from any heterogeneous flavor and contains from 10.5 to 12 per cent of alcohol by vol.; about 0.6 per cent of fruit acids; and from 1.8 to 3.5 per cent of grape sugar. **Dry Orvieto** possesses all the qualities of the fruity type of the same designation, except that it is slightly more alcoholic (from 11.50 to 13.50 by vol. per cent), contains hardly any grape sugar, and on the average about 6.5 per cent of total fruit acids.

EST, EST, EST is the denomination given to a famous white wine of Montefiascone on the Bolsena Lake in the Province of Rome, a wine somewhat on

the style of the Orvieto, and possessing the following characteristics: A beautiful topaz color, delicate refreshing flavor, tastiness and most inviting qualities to discriminating consumers. It contains: Alcohol, by volume, from 11½ to 13 per cent; total fruit acids, from 0.5 to 0.6 per cent; total solids, from 1.8 to 2.2 per cent.

This wine is identified with an interesting story related by Mr. George H. Ellwanger in "The Pleasures of the Table" as follows: "The famous wine of 'Est, Est, Est' owes its celebrity to a German bishop named Fuger, who, while on a journey to Italy, sent his secretary in advance in order to provide the best accommodations. He was especially charged to taste the wine in all the inns en route, and, wherever he found it best, to write the word 'Est' on the wall of the albergo. Arriving at Montefiascone, a small town on the high road from Florence to Rome, the secretary found the wine so superior that he was at a loss to describe it, until he bethought himself of the inscription that a Sultan of Lahore had engraved on the door of his seraglio: 'If there is a paradise on earth, it is here, it is here!' Accordingly he wrote the word 'Est' thrice in large characters on the wall of the principal inn, a fatal word for the bishop, who tarried so long and drank so freely that he died here, never reaching his destination, Rome. His tomb exists at Montefiascone. On either side of his mitre and his arms, his secretary caused to be carved on the stone a reversed glass, with this epitaph: 'Est, Est, Est, et propter nimium est, Johannes De Fuger, dominus meus, mortuus est.', which means: 'It is, it is, it is, and through too much it is, my master, Johannes De Fuger, dead is.'"

WINES OF THE PROVINCE OF ROME

The world famed wines of the "**Castelli Romani**" include 7 distinct types, namely: **Frascati**, **Marino**, **Colli Albani**, **Colli Lanuvini**, **Velletri**, **Colonna**, and **Montecompatri**. Of each one of these types, both white and red varieties are produced. Of the white types, usually two and even three different strains are available; and of the red types either one or two strains are obtained for each of them. Thus, we have a "**Bianco Asciutto**" (Dry White) and a "**Bianco Pastoso**" (White, demi-sweet or fruity) for each of the above stated descriptions, to which should be added a "**Bianco Superiore**" (Superior White) in the case of **Frascati** and **Marino**, and a "**Rosso**" (Red) in the case of **Frascati**, **Marino**, **Colli Albani**, **Colli Lanuvini**, and **Velletri**, to which a "**Rosso Superiore**" (Superior Red) should be added further for each of the **Marino** and **Velletri** types.

The above stated dry white wines are characterized by a brilliant golden color, either amber-like as in "**Colli Lanuvini**" and "**Colonna**," or slightly deeper as in **Frascati**, **Marino**, **Colli Albani**, **Velletri** and **Montecompatri**; by a pleasing vinous bouquet, typical of the variety of grape and the locality from which they originate; by a delicate generous mellow taste, at times, like in the case of **Marino**, **Colonna** and **Montecompatri**, with a slight, inviting and appetizing tonic impression in the aftertaste; and, as a rule, by fullness of flavor. Their composition shows slight variations, namely from 11 to 12 per cent of alcohol by vol., which may reach, however, as much as 13-14 per cent in the case of **Colli Lanuvini**, **Colonna** and **Marino**; from 0.5 to 0.65 per cent of total fruit acids; and from 1.8 to 2.8 per cent, but usually not more than 0.25 per cent of total solids.

The demi-sweet or fruity dry white wines have, as a rule, a lighter color, no deeper than light golden white (except in the case of **Marino** and **Colli Lanuvini**) than their drier namesakes, and a most pleasing fruitiness, re-

calling that of the grape itself, and imparting to them fullness of body and roundness of flavor. In some types, as the **Frascati**, for instance, the fruitiness has a tendency to make the wine in summer time slightly effervescent; in others it imparts to it fullness and softness of flavor. They contain on the average: Alcohol, by vol. per cent, from 10 to 12, surpassed only in the case of **Marino** and **Colli Lanuvini**, with respectively a maximum of 14 and 13 per cent; the same total fruit acids and (sugar-free) total solids as their respective dry types; and from 2 to 4 per cent of grape sugar.

The "**Bianco Superiore**" (**Superior White**) types represent and share, as a rule, the characteristic qualities of the white dry types, with the only difference that, having been aged for several years, possess a more developed bouquet, recalling slightly the fragrance of the rose in the case of **Frascati**, and greater mellowness and delicacy of taste than the dry wines.

The "**Rosso**" (**Red**) and "**Rosso Superiore**" (**Superior Red**) types of the "**Roman Castelli**" wines are distinguishable by a rather deep ruby color; vinosity of bouquet, developing greatly with age; generous round and soft flavor. Their alcoholic contents average from 12 to 13 per cent of alcohol by vol. and the total fruit acids, from 0.56 to 0.7 per cent. Other characteristics are the fullness of body, without however, the slightest heaviness (total, sugar-free, solids averaging from 2.2 to 3.5 per cent, with from 1 to 3 per cent of grape sugar). The "**Marino**" represents the heavier type, and the "**Colli Albani**" the lightest type of the red wines of Rome.

CESANESE, named after the variety of grape of like denomination, is the basic and most reputed type of red wines of the Roman province. It is characterized by a rather deep ruby color, by a remarkable bouquet, such as typical of wines of high quality, and by mellowness, harmoniousness and fullness of flavor. It contains: Alcohol, by vol. per cent, from 11 to 12; total fruit acids, from 0.65 to 0.7 per cent; volatile acids, from 0.06 to 0.09 per cent; and total solids, from 2.4 to 2.8 per cent.

WINES OF CAMPANIA

The Campanian province of Italy, the "**Campania felix**" (happy Campania) of classic Rome, is credited with some of the finest vintages produced in Italy. It was here that the celebrated **Falernian** and **Formian** vintages, which delighted the tables of such great Romans, as Horace and Cicero, were produced, and where they still find worthy representatives in their modern namesakes, perpetuating the traditional fame of these historical vintages of Italy. We must, however, refrain for the time being from invading the field of ancient history, and confine ourselves to such popular types from this district as enter our daily commerce; such types as **Lacryma Christi**, both white and red, but especially **White Capri** from the island of the blue and green grottoes, where, by virtue of its mild climate, all who can afford a stay at some of the health-giving resorts of that enchanted island, repair to recruit their health.

WHITE CAPRI is a light straw-colored wine, notable for its typical bouquet and cleanliness of flavor, elegant and tasty. It is an ideal wine with fish or oysters, and contains: Alcohol, by vol., about 12 per cent; total fruit acids (as tartaric) from 0.5 to 0.7 per cent; volatile acids, no more than 0.1 per cent; total solids, about 1.8 per cent; and ash, about 0.2 per cent.

A red description of **Capri (Capri Rosso)** is also produced from the choice grapes grown in the same district, ruby in color, developing with age a pleasing violet-like bouquet, with a well balanced composition, such as the following: Alcohol, by vol. per cent, about 12; total fruit acids (as tartaric) from 0.5 to 0.8 per cent; volatile acids, not over 0.11 per cent; total solids, about 18 per cent; ash, about 2.2 per cent.

RED CONCA or **Vino Rosso Conca** is another well known vintage produced from choice grapes on the volcanic soil of the Neapolitan Bay, of a rather deep brilliant ruby color, slightly rough when young, but capable of developing great character by aging. It contains: Alcohol, by vol. per cent, from 12 to 13; total fruit acids, from 0.6 to 0.7 per cent; volatile acids, from 0.05 to 0.07 per cent; and total solids, about 2.1 per cent.

Any survey of Neapolitan vintages would be far from complete without mentioning "**Vesuvio**," a red vintage of high character, obtained from the slopes of Mount Vesuvius, and possessing about the same character of the type that we have last described; or without speaking of the popular **Gragnano**. A ruby red table wine the latter, slightly fruity when young, and capable of developing a slight effervescence, much appreciated by its patrons. Qualities these associated with softness of flavor and a violet-like bouquet. Gragnano contains: Alcohol, by vol. per cent, from 11 to 12; total acids (as tartaric), from 0.5 to 0.6 per cent; volatile acids, from 0.07 to 0.09 per cent; total solids, from 2.1 to 2.2 per cent; and ash, from 0.2 to 0.25 per cent.

WINES OF APULIA

One of the most important wine producing regions of Italy is Apulia, which is not only highly productive of this commodity but equally noted for the generous quality of its vintages.

TORRE GIULIA is a worthy representative of the choicest white wines of Southern Italy, remarkable for its clear straw color, its fragrant bouquet, the mellowness of its flavor, its moderate alcoholic strength (12 per cent by vol.) considering the Southern latitude in which it is produced, and for the palatableness and satisfying quality of its taste. The sound quality that it combines with generous flavor is evidenced by its remarkably low volatile acids content, not over 0.1 per cent.

SANTO STEFANO is a high grade wine of long established reputation, produced at Cerignola, by one of the worthy pioneers of agricultural progress in the South. Its rather deep ruby color, with an orange hue, its well developed bouquet, qualifying its title to superior quality, the velvety and fullness of its flavor without heaviness, in fact its generous qualities and yet moderate alcoholic strength (12.2 by vol. per cent) and freedom from excess of volatile acids amply justify its reputation as an ideal wine to be served with roast meat and venison.

VILLANOVA ROSSO (Red), is another very creditable type of Apulian table wine. Called by some enthusiastic patrons, and by reason of a certain similarity, the "**Chianti of the South**," Villanova, which is likewise bottled in straw-dressed flasks, has long since enjoyed a well deserved appeal to wine consumers. Its generous qualities, (11.5 per cent of alcohol by vol.) fullness of flavor, vinosity and palatableness (about 0.65 per cent of total fruit acids, and about 2.6 per cent of total solids) make of this type a true

representative of the best table wines of Apulia. It combines substantial with invigorating qualities. Served through the medium courses of the dinner.

VILLANOVA BIANCO (White) is a typical representative of the splendid white wines produced in Apulia. The following are the characteristic traits of this vintage: Brilliant amber color; pleasing bouquet of its own; dry, tasty, yet soft and warm flavor, most pleasing; well-balanced composition, namely the following: Alcohol, by vol. per cent, from 11 to 14; total fruit acids (as tartaric), from 0.5 to 0.6 per cent; and total solids, from 1.8 to 2.5 per cent. Suitable with fish and other sea food, as well as for general table use. If somewhat fruity, it may also be used outside meals.

SANSEVERO BIANCO (White). The Apulian hills enjoy a well deserved reputation for their white wines, of which this vintage is a worthy example. It combines generous qualities with a light greenish color, mellow clean flavor and a most pleasing refreshing bouquet. It leaves the impression of a slight nuttiness in the aftertaste and by aging it acquires a somewhat deeper color and a more pronounced bouquet. It contains alcohol, by vol. per cent, from 11.5 to 13; total fruit acids (as tartaric), from 0.6 to 0.7 per cent; total solids, from 1.7 to 2.2 per cent. Served with fish or with "hors d'oeuvre."

The "MUSCATS" family includes a number of varieties of a more or less similar type, all vintaged from the aromatic golden Muscatel grape. Of these, pre-eminent is the **MOSCATO DI SALENTO**, a delicious sweet dessert wine, of a beautiful brilliant amber color, of generous quality, sweet soft flavor and of pronounced but delicate aroma. It contains: Alcohol, by vol. per cent, from 15 to 17; total fruit acids (as tartaric), 0.6 per cent; total solids, about 12.5 per cent, of which about 10 per cent is represented by grape sugar. The **Moscato Di Salento**, known also as "Moscato of Trani," is a superior dessert wine.

ALEATICO DI PUGLIA, is a classic red dessert wine, obtained from the grape of like name, known also under the denomination of "Red Muscat." This generous sweet aromatic vintage is especially attractive by reason of its brilliant ruby color. It has been defined in fact the **Port wine of Italy**. Its alcoholic strength ranges from 14 to 17 by vol. per cent; and its total fruit acids content (from 0.6 to 0.7 per cent) imparts tastiness to it, avoiding any impression of excessive sweetness (grape sugar content, from 4 to 16 per cent). "Aleatico di Puglia," besides being most pleasing to the palate, is also tonic and free from any cloying impression.

THE WINES OF SICILY

ETNA BIANCO (White). Sicily is noted for the wealth of its excellent vintages, especially white, of which "Etna White" is one of the most elegant types grown on the slopes of Mt. Etna. The considerable altitude at which the grape is raised on this volcanic mountain enables this island to produce a great assortment of types, within a comparatively limited district, from the very light wines grown at the higher altitude to the very generous types met with as one descends toward the sea level. "White Etna" is characterized by the following traits: Very light straw color, sometimes almost colorless, or grading into a slight greenish tint; very clean, pleasing flavor; delicate, refreshing bouquet; and a well-balanced composition, as follows: Alcohol, by vol. per cent, from 11 to 13; total fruit acids, from 0.5 to 0.7 per cent; total solids, from 1.9 to 2.3 per cent. Served with fish.

ETNA ROSSO (Red). The same attitude of the Etna district to yield light table wines finds its counterpart in similar suitability to the production of light red table wines. Of these "Red Etna" is a standard representative. This vintage is characterized by a deep ruby color; by sufficient sapidity (total fruit acids, from 0.5 to 0.7 per cent); by a pleasing bouquet; by good alcoholic strength (from 13 to 15 by vol. per cent); by good body (total solids, from 3 to 3.5 per cent). Served with the intermediate course of the dinner.

CORVO BIANCO DI CASTELDACCIA (White). One of the high class wines of Sicily is this vintage, possessing the following characteristics: Light brilliant straw color; delicate bouquet; neatness and velvetiness of taste; generous flavor, most pleasing and inviting. It contains: Alcohol, by vol. per cent, from 13 to 14; total fruit acids (as tartaric), from 0.5 to 0.7 per cent; total solids, from 1.9 to 2.3 per cent. To be served with fish.

CORVO ROSSO DI CASTELDACCIA (Red). Collaterally with the "White Corvo," the Casteldaccia district of Sicily yields, from choice grapes, a red type of equally fine quality. "Red Corvo" is identified with the following traits: A rather deep ruby color, assuming with age an orange hue; sufficient sapidity to make the wine tasty; generous strength; fine bouquet, fullness and mellowness of flavor and good body. It contains: Alcohol by vol. per cent from 13 to 14; total fruit acids (as tartaric), from 0.6 to 0.7 per cent; total solids, from 2.6 to 3.0 per cent. To be served with roast meat and venison.

Sicily is the ideal country for the production of sweet dessert wines, in the choice of which the connoisseur has only the embarrassment of choice. This island offers in fact to wine consumers the privilege of an unequalled field of selection. In the line of which follows a list of the most celebrated types.

MOSCATO DI ZUCCO is characterized by an elegant straw color, an unsurpassed and delicate aroma of Muscat, by a sweetness of flavor that is most pleasing without being excessive, and by an excellence that has, so far, seldom been matched. This wine is in part, all that can be desired by discriminating consumers in the line of dessert vintages. It contains: Alcohol, by vol. per cent, from 13 to 16; total fruit acids (as tartaric), from 0.5 to 0.6 per cent; total solids, from 10.0 to 15.0 per cent, of which from 8 to 10 per cent are represented by grape sugar.

MOSCATO DI SIRACUSA E NOTO. The classic reputation of this dessert wine has been traditionally handed down through ages by the carefulness by which Syracusan vintners have maintained its characteristic excellence and superiority. The organoleptic qualities of this type of Muscat may be stated as follows: Brilliant golden color; pronounced Muscat aroma; suavity and richness of flavor; composition so well-balanced and harmonizing as to make it one of the most delicious dessert wines. It contains: Alcohol, by vol. from 14 to 15 per cent; total fruit acids (as tartaric), from 0.4 to 0.5 per cent; total solids, from 2.5 to 3.2 per cent, of which about 10 per cent is represented by grape sugar.

MOSCATO DI PANTELLERIA. The small island from which is obtained this famous Muscat, enjoys the privilege of exceptional excellence for its grape products. Among these, the vintage above mentioned stands foremost. Characterized by a beautiful brilliant golden color, by unparalleled richness and delicacy of aroma, by great smoothness of flavor, and by a most pleasing carressing sweetness, it counts but few rivals. It contains alcohol, by vol. per cent, from 15 to 16.

MALVASIA OR MALMSEY OF LIPARI, produced in the Aeolian islands, not far from the northeastern shores of Sicily, is one of the vintages associated with some of the most interesting traditions. We need not remind the reader of the sad experience of the Duke of Clarence, who, having been accorded the privilege of choosing the manner in which he should end his days, did not hesitate in choosing death by drowning in a tank of Malmsey; a very sweet and almost enviable way, indeed, of ending a worldly career. The "Malvasia of Lipari" possesses an ideal golden color, generous strength, exquisite aroma and liqueur-like finesse. It has the following composition: Alcohol, by vol. per cent, from 14 to 16; total fruit acids (as tartaric), from 0.5 to 0.6 per cent; total solids, about 14 per cent, of which 10 per cent are grape sugar.

WINES OF SARDINIA

Sardinian wines are, as a rule, characterized by generous alcoholic strength, and delicate bouquet. By aging they develop valuable tonic qualities and harmoniousness of taste, that make them valuable for use by recuperating patients. The island offers a great variety of types, some dry, both white and red, and a good many sweet and alcoholic, ideal as dessert wines.

"NURAGUS BIANCO" (White) is a light straw-colored wine, remarkable for the neatness of its flavor, pleasingly tasty, and notable for its pronounced peculiar bouquet. It derives its name from the interesting massive prehistoric constructions, still observable in great number on this island. It has the following chemical composition: Alcohol, by vol. per cent, from 12 to 14; total fruit acids (as tartaric), about 0.55 per cent; total solids, about 2.0 per cent. Suitable with fish and sea food.

GIRÒ has been qualified the "tawny Port of Italy," by reason of its resemblance to that well known type. It has, in fact, a light ruby color, grateful but not excessive sweetness, right sapidity and a very pleasing aroma, further enhanced by a delicious bouquet. It contains: Alcohol, by vol. per cent from 15.5 to 17; total fruit acids, about 0.39 per cent; total solids, about 2.6 per cent. Served with the dessert.

MONICA is made from the Mission grape, which has been the pioneer grape of viticulture in many new countries, for example on the Pacific Coast, where it was introduced by the Franciscan Fathers during the early stages of viticulture. "Monica" finds in Sardinia its original home, where it reaches the highest standard of quality. Identified with a brilliant ruby color, sweet rich velvety flavor, tastiness and a peculiar aroma of its own, very pleasing and inviting, it develops with age a light ruby color and most grateful qualities. Its alcoholic strength ranges from 15 to 17.5 per cent; its total fruit acids average about 0.4 per cent; and the total solids, about 3 per cent. An elegant dessert wine.

NASCO is another of the typical sweet wines of Sardinia, endowed with a brilliant golden color, unsurpassed aroma, a delicacy and harmoniousness of taste quite enticing. It contains: Alcohol by vol. per cent, from 15.5 to 17; total fruit acids, about 0.52 per cent; total solids, an average of 2.8 per cent.

"VERNACCIA" or "VERNAGE" is recognized as the wine in which Sardinia has no rival for quality. It may be defined the standard bearer of Sardinian

excellence in the line of "vins de liqueur," and is identified with the following traits: Brilliant amber color; delicate and lasting nutty flavor; pleasing dryness, with a tonic after-taste that is most inviting and highly appreciated. Suitable both as a dessert and for service after soup.

"SARDINIAN MALVASIA," is dryer than the Malmseys of other origin and is characterized by a brilliant golden color, delicate bouquet, most pleasing sapidity and a slight nutty after-taste, typical of its own. Its alcoholic strength averages from 15 to 18 per cent by vol.; its total fruit acids, from 0.5 to 0.8 per cent; and its total solids, about 2.7 per cent.

"SARDINIAN MOSCATO," while bearing in its general lines a close analogy to the similar type of other southern districts of Italy, by reason of its elegant golden color, luscious flavor and the characteristic aroma and bouquet of the Italian Muscat grape, is, however, identified with a delicate fruitiness of taste, resembling that of fresh grapes. It contains: Alcohol, by vol. per cent, from 15 to 18; total fruit acids, from 0.5 to 0.6 per cent; and total solids, about 3.2 per cent.

MARSALA

MARSALA.—This wine is perhaps the best known Italian sweet wine amongst English speaking people. It resembles Sherry, but is deeper in color, richer in body and has a more pronounced flavor. It is obtained in its specific district of Western Sicily from the Cataratto and Inzolia grapes, yielding wine with as much as 16 to 17 per cent of natural strength. It is fortified with good brandy up to the standard required by the different brands produced, namely, up to 18 per cent for the "Italia" brand and up to 21 per cent and even up to 23 per cent for the "L.P." (London Particular) and the "S.O.M." (Superior Old Marsala) brands. Although Marsala owes its origin to British enterprises and especially to the efforts of the two former well known firms of John Woodhouse and Ingham Whitaker & Co., its industry has, by the absorption of the above stated firms, together with the much more important one of Florio & Co., into one sole, large concern, become an entirely Italian industry. Marsala wine possesses generous recuperative powers, as evidenced by the fact that its use, as a medicinal wine, has become general. Either of a beautiful brilliant golden or deeper color, Marsala wine is identified with great mellowness of flavor, delicious aroma, slight sweetness, varying according to brands, and lasting tonic qualities; all traits these which it owes to the choice grapes and to the fertility of the soil from which the basic wine, used in its production, is made, as well as to the painstaking processes of manufacture and long aging which it undergoes.

VERMOUTH

VERMOUTH is the aperitive wine "par excellence," for which Turin has become a household word through the entire world. Piedmont, of which the above stated city is the capital, is the home of this indispensable ingredient of many popular cocktails, whether of the Martini or of any other type. This characteristic specialty of Italy is simply a fortified, sweetened, aromatized wine, originally of the Muscat type, grown in Piedmont and noted for its delicate, rich flavor and high contents in natural grape sugar. It may also be made from suitable dry white wines, in which case addition of sugar is necessary. The alcoholic extract obtained from the infusion of various choice aromatic herbs (varying according to the formulas), is added to the basic

wine in the manufacture of Vermouth, which is also slightly fortified with good grape spirit by bringing it up to 17 per cent of alcohol by vol., while the addition of sugar varies according to the sugar contents of the basic wine, so as to bring the resulting Vermouth up to from 12 to 15 per cent of sugar. By aging and assimilation of the ingredients added, the qualities for which this appetizer has become popular are developed to the proper degree of perfection, so that the finished product is mildly stimulating and promotive of the appetite. To these reasons Vermouth owes its wide use in the cocktail. In a good Vermouth the color should be from golden to deep golden, and the flavor sweet, generous, aromatic, warming, with a well developed fragrance and slightly bitter and agreeable after-taste.

Besides the classic popular type of Italian Vermouth, a lighter colored and dryer Vermouth, suitable to the manufacture of dry cocktails is prepared and bids fair to rival on the American market the popularity of the classic type.

VINO SANTO

VINO SANTO is a wine produced in various parts of Italy from partially dried choice, but non-aromatic, grapes. Tuscany and Venetia are the sections of Italy where "**Vino Santo**" is usually produced. This fine type of dessert wine is identified with an elegant amber color, generous alcoholic strength, most pleasing tastiness and delicate sweetness. Owing to the great care and attention that is bestowed upon its production, it is remarkable for the neatness, freshness and the bouquet it possesses, all qualities these that enhance its value as a most select and desirable vintage. "**Vino Santo**" contains an average of from 12 to 16 per cent of alcohol by vol.; of 0.7 to 0.9 per cent of total fruit acids (as tartaric); and of 3.5 to 4.5 per cent of total solids.

ITALIAN APPETIZERS

Few countries have attained the high standard of quality that Italy has to her credit in this line of production. The fact that Italy enjoys the privilege of producing some of the most select and rare aromatic herbs on her Alpine mountains, as well as a good many of the fruits (such as the citrus fruits) used in the preparation of the appetizers, places her in the advantageous position of being able to manufacture a wide range of them. Another factor why the quality of the latter has reached a high standard is because Italy has available for the manufacture of these specialties alcohol of fine quality, distilled and rectified from the grape. Italy has thus ideal conditions for the manufacture of appetizers, a line of production with which she has been traditionally identified with excellence.

The experience of ages in the manufacture of these articles has further contributed to place Italy in a leading position in this industry. In attempting to explain the satisfactory achievement of Italian compounders in securing an optimum of results at a reasonable price, one should not lose sight of the fact that the Italian manufacturers are always striving for betterment of their product, by keeping themselves well posted with the sources of supply and available quantities of the aromatic raw materials used in the preparation of these indispensable commodities, so as to secure them at the proper time and in the best possible condition.

Another factor why Italy has reached unparalleled efficiency in the

production of appetizers lies in the long established Italian practice of allowing the manufactured article the required time to mature and attain a uniform satisfactory standard before it is placed on the market.

By reason of all the above stated advantages, Italy has not only achieved the most creditable assortment of brands of appetizers, but has long since become the leading source of supply to consumers of all nations for the very best that can be produced and desired in this line even by the most fastidious patrons.

ITALIAN LIQUEURS AND CORDIALS

The same factors that have placed Italy in a pre-eminent position in the field of appetizers have, likewise, operated in bringing Italian liqueurs and cordials to the forefront on the world's markets.

Italy, by reason of her important distilling industry, placing at her disposal the best kind of alcohol for the manufacture of liqueurs and cordials, such as the finest grape spirits, has the best possible basic materials for the fine art of liqueur compounding. The fine aroma and flavor of her fruits and flora, obtainable at convenient prices, provide an ample and excellent supply of flavoring and aromatizing substances. Italian cordials and liqueurs are not manufactured from synthetic flavorings, but from the genuine fruits or botanicals from which the cordials and liqueurs derive their respective denomination. When one asks for the celebrated **Maraschino di Zara**, he may be sure that, if he gets it from Italy, he obtains a Maraschino that is really distilled from the sour wild cherries; and if another asks for **Crème de Menthe** imported from Italy, he will get a liqueur flavored with the unsurpassed peppermint essence of **Pancalieri**.

Ask for the Italian **Crème de Mandarin** and you will get a cordial that has in it the real mandarin or tangerine essence from Sicily, or if you are particular with your choice of **Cherry Brandy**, make sure that you do get the Italian.

The art of liqueur making originated in Italy far back in the middle ages, soon after the discovery of alcohol, or "**Aequavita**," as it was first called by the Arabian alchemist Gerber. In the early times it was secretly guarded, a fact which is often stated by authors of the middle ages. Little by little, however, its secrets became divulged, and in the course of time it passed within the dominion of common knowledge. Some important details of success in this art, that has since become an important industry in Italy, are still guarded as valuable trade secrets, and Italian liqueur manufacturers still control much useful information in this field and above all possess the experience gained by endeavoring to overcome practical difficulties and attain, as they have, a high standard of quality in the resulting products.

Thus, the various phases of the compounding processes and the requirements of proper aging and refining of the liqueurs and cordials manufactured still represent a most valuable heritage and privilege enjoyed by Italian makers of these commodities.

In conclusion, sufficient has been stated as evidence of the fact that Italian makers of liqueurs and cordials need not fear any legitimate competition from like commodities of any other country, as the prestige of their products is based upon such substantial factors of basic materials, knowledge and painstaking efforts in securing quality, that no liqueur or cordial of other origin can claim from such standpoint any advantage over the Italian products.

TYPES OF WINES THAT SHOULD BE SERVED WITH DIFFERENT DISHES

With Antipasto or Hoers d'oeuvre

Soave, Vernaccia, Corvo, Bianco, Val d'Arbia, Est Est Est, Falerno Bianco, Lacryma Christi Bianco, Torre Giulia.

With Dry Soup (Spaghetti, Risotto, etc.)

Chianti, Valpolicella, Etna Bianco, Frascati, and demi-sweet white Roman wines.

With the Intermediate Course of the dinner

Capri Rosso, Valpolicella, Lagrein of Gries, Sangiovese, Bardolino, light Chianti dry wines of the Roman Province except the superior wines, Gragnano, Villanova red.

With Soup

Marsala, Malvasia, Vernaccia, Moscato, Orvieto demi-sweet.

With Fish

Cortese, Capri, Lacryma Christi Bianco, Falerno Bianco, Torre Giulia, Sansevero, Etna Bianco, Corvo Bianco, Eloro Bianco, Frecciarosso, S. Maddalena (white), Terlano, Meranese di Collina, Bianco di Conegliano, Bianco di Valdobbiadene, Bianco Val d'Arbia, Orvieto (dry), and dry white Roman wines.

With Roast Meat and Venison

Barolo, Barbera Superiore, Barbaresco, Nebiolo, Sassella, Caldaro, S. Maddalena, Teroldico, Superior Chianti, Nobile di Montepulciano, Santo Stefano, Etna Rosso, Corvo Rosso. Red Italian Sparkling Wines, such as Nebiolo, Freisa, Barbera, Lambrusco.

With Dessert

Marsala, Moscato, Passito d'Asti, all Vini Santi, all Moscato, all Malvasie, Aleatico, Giró, Monica, Vernaccia, Nasco. Sparkling Wines such as Moscato d'Asti, Gran Spumanti, Sparkling Lacryma Christi are usually served with the fruit dessert or may be served outside meals at any time.

With Cheese

Sparkling Nebiolo, Sparkling Freisa, Sparkling Barbera, Sparkling Lambrusco.

Liqueurs

Maraschino di Zara, Crème de Menthe, Cherry Brandy, Cherry Cordial, Crème de Mandarin, Alchermes.

Bitters

Superbitters, Bitters, Vermouth, Vernaccia, Amari.

TEMPERATURES AT WHICH WINES SHOULD BE SERVED

CHIANTI, and light red table wines (such as Freisa, Lagrein of Gries, Red Wines of the province of Rome, except Superior Red Wines, Sangiovese, Lambrusco, Valpolicella, Villanova Rosso, Etna Rosso, etc.)

at the temperature of the room.

SUPERIOR RED TABLE WINES, (Barolo, Nebiolo, Barbera, Barbaresco, Frecciarossa (red), Sassella, Caldaro, S. Maddalena, Superior Chianti, Superior red table wines of the province of Rome, Santo Stefano, Corvo Rosso di Casteldaccia and wines of heavier type).

at the temperature of the cellar.

LIGHT WHITE DRY TABLE WINES, (such as Cortese, Capri, Sansevero Bianco, White Chianti, Frecciarossa, Bianco, Bianco di Conegliano, Bianco di Valdobbiadene, Etna Bianco (White), dry white wines of the province of Rome and other light white wines of this type).

at a temperature of about 55°F.

ORVIETO, FRASCATI, LACRYMA CHRISTI (White), CORVO BIANCO, ALBANA, SOAVE, TORRE GIULIA,

and wines of a demi-sweet type served a little bit colder.

WHITE SPARKLING WINES (such as Sparkling Asti, Gran Spumant Italiani, Sparkling Lacryma Christi).

at a temperature of 35°F.

RED SPARKLING WINES (such as Nebiolo, Freisa, Brachetto, Sparkling Barbera, Lambrusco and wines of this character).

at a temperature of 40°F.

MARSALA, Vermouth, Vino Santo, Malvasia, Passito d'Asti, Vernaccia, and all Moscatos and all sweet white dessert wines

at the temperature of the cellar.

ALEATICO, Monica, Giró

at the temperature of the room.

GLASSWARE

Chianti Barolo, Barbera and fine red table wines should be served in thin transparent medium-sized glasses with a medium stem.

Capri (white), Chianti (white), Cortese, Bianco Conegliano and fine light colored white wines, suitable with fish may be served in the same type of glass as Claret, colorless, or with a greenish tinge.

Soave, Orvieto, Frascati, White Lacryma Christi, Corvo and all white, amber or golden colored wines, may be served in the same kind of glasses as red table wines, colorless, or slightly amber color.

Marsala and sweet white dessert wines, such as Moscato, Passito d'Asti, Malvasia, Vernaccia, etc., should be served in small conical-shaped colorless glasses, tapering to a point.

White sparkling wines should be served in wide bowled glasses or in tulip-shaped glasses with a hollow stem, so that the column of bubbles may be developed and enjoyed.

Sparkling red wines should be served in tulip-shaped glass with a hollow stem.

CELLAR MANAGEMENT AND TREATMENT OF WINES

Upon receipt of bottled wines, each bottle should be examined to ascertain that the contents are clear and the bottle well corked. Imperfect corking may cause leakage and deterioration of the contents. Turbidity may be due to inefficient ageing, fermentation, or other defect of the wine, or to the precipitation of the Cream of Tartar, caused by exposure to low temperature. This last defect is of small consequence and may be avoided by shipping the wine only in moderate temperature. If shipped in very cold weather, the case should be lined or wrapped in heavy brown paper to properly protect the contents.

To examine the wine as to clearness and brilliancy, raise the bottle to eyes height, and observe the contents against a light placed directly on the back of the bottle.

Wine is best stored underground and stored in a place free of draughts. Uniform temperature, freedom from excessive light, jarring and foreign odor, are indispensable. Some ventilation is necessary with the temperature averaging about 56°F. Excessive heat or cold is inimical to the life of the wine.

In the absence of a suitable cellar, a closet, showing conditions approaching those above described, will answer as a substitute. Bottles should be kept in a horizontal position, with the necks slightly lower to insure continued moisture of the cork. When sediment is found in a bottle, it should be kept in an upright position for 24 hours before serving, to permit precipitation to the bottles' bottom. Rather young red wines rich in body and fortified sweet wines mature better when stored for a time in a slightly higher temperature, say of about 60°F. Sparkling wines and dry white wines should always be stored in a cool place, preferably around 50°F.

The custom of keeping bottles upright in a show-window or on shelves in retail shops is prejudicial to the contents, which suffer thereby from the drying of the cork, the action of varying temperature and reducing light. In show-windows particularly, only dummies should be left on display. Sparkling wines should never be placed upright, to avoid the escape of the gas and consequent flatness of the wine.

White sparkling wines and white table wines should be served cool, and these wines, as well as old wines which have made a crust or deposited a coating of the coloring matter inside the bottle should be served in the original bottles, and, if too crusty, should be served reclined in a special wicker-basket, so as not to raise the sediment, when the wine is poured. Other wines may be decanted, taking care to avoid the slightest cloudiness, which destroys the delicacy of flavor that is their charm. When decanting, place a candle in such a position that its light will shine through the wine, as it passes from bottle to the decanter. Stop as soon as any sediment appears. Light table wines, when removed from a cellar, should be held for a few hours in a warm place for the wine to attain room temperature. The bouquet of red table wine is best retained when the wine is served at room temperature. In uncorking a bottle, use such a corkscrew as will remove the cork without shaking the contents.

- 45—LARAIA ARTENIO—Laurenzana (Potenza)
Liquors: 1) Cordial al Moka
- 46—LEGEDER LUIGI—Bolzano
Wines: 1) Santa Maddalena
- 47—LUN ENRICO—Bolzano
Wines: 1) Cabernet S. Maurizio
- 48—LUXARDO GIROLAMO—Zara
Liquors: 1) Maraschino; 2) Triple sec.; 3) Cherry cordial
Rep. Nicholas & Co., 611 Lexington Ave., New York, N. Y.
- 49—MANTEGNA PRINCIPE DI GANCI—Palermo
Wines: 1) Moscato Zucco
- 50—FIGLI DI MAREGNO ANTONIO—Via Gallo di Grinzane, Alba
Wines: 1) Barolo; 2) Barbera; 3) Moscato d'Asti
- 51—E. C. MARTINAZZI S. A.—Via O. Revel 20—Torino
Wines: 1) Vermouth rosso; 2) Vermouth bianco; 3) Asti Spumante
Rep. Antolini & Co., 100 Hudson St., New York, N. Y.
- 52—MARTINI & ROSSI—Corso Vittorio Emanuele 42—Torino
Wines: 1) Vermouth rosso; 2) Vermouth Martini bianco; 3) Vermouth Martini dry; 4) Spumante Martini demi-sec; 5) Spumante Martini extra dry; 6) Gran Spumante Martini; 7) Lacryma Christi Spumante
Rep. W. A. Taylor & Co., 13 Laight St., New York, N. Y.
- 53—S. A. MIRAFIORE VINI ITALIANI—Corso Re Umberto I, 12—Canelli
Wines: 1) Vermouth rosso; 2) Vermouth bianco; 3) Barolo; 4) Barbera secco; 5) Barbera Spumante; 6) Barbaresco; 7) Freisa; 8) Nebiolo; 9) Spumante extra dry; 10) Spumante Demi-Sec; 11) Asti Spumante; 12) Lacryma Christi; 13) Bianco secco; 14) Chianti extra; 15) Chianti stravecchio
Rep. Cella Brothers, Inc., 427 West Broadway, New York, N. Y.
- 54—MACCARESE SOCIETA' BONIFICHE—Roma
Wines: 1) Castel San Giorgio rosso; 2) Castel San Giorgio bianco; 3) Vermouth bianco.
- 55—H. MUMELTER & FIGLI—Bolzano
Wines: 1) Lago di Caldaro; 2) Terlano; 3) Moscato dolce; 4) Lacrymae S. Magdalenae
Rep. Foreign Vintages, Inc., 30 Rockefeller Plaza, New York, N. Y.
- 56—ODIERO DR. GIORGIO—Casteggio
Wines: 1) Frecciarossa rosso; 2) Frecciarossa bianco; 3) Frecciarossa ambrato
Rep. L. Gandolfi & Co., Inc., 405 Lexington Ave., New York, N. Y.
- 57—Amm.ne CONTE PAVONCELLI—Gerignola
Wines: 1) Torre Giulia; 2) Santo Stefano
Rep. G. Granata Import. & Export. Co., Inc., 150 West 10th St., New York, N. Y.
- 58—AMEDEO PERTICUCCI—Milano
Liquors: 1) Superbitter; 2) Super Cordial Monte Leone.
- 59—PETRANGELI URBANI & CO.—Orvieto
Wines: 1) Orvieto Amabile; 2) Orvieto secco; 3) Chianti rosso
Rep. L. Gandolfi & Co., Inc., 405 Lexington Ave., New York, N. Y.

60—FRATELLI POLATTI—Sondrio

Wines: 1) Sassella

Rep. Feigl Bros., Inc., 24 State St., New York, N. Y.

61—LUIGI PISTONE & CO.—Asti

Wines: 1) Vermouth rosso; 2) Vermouth bianco; 3) Asti Spumante;
4) Nebiolo; 5) Barolo; 6) Barbera; 7) Barbaresco; 8) Cortese;
9) Moscato Passito

Rep. Joseph Personeni, Inc., 496 W. Broadway, New York, N. Y.

62—CASA VINICOLA BNE. RICASOLI—Via Maggio 7—Firenze

Wines: 1) Chianti Brolio 1927, 1929, 1931; 2) Bianco Val d'Arbia
Rep. Schenley Wine & Spirit Import Co., 20 West 40th Street,
New York, N. Y.

63—L. Y. RUFFINO S. A.—Pontessieve

Wines: 1) Chianti rosso; 2) Chianti stravecchio; 3) Chianti bianco;
4) Bianco S. Margherita; 5) Moscato di Salento

Rep. I. F. Roncallo, 528 West Broadway, New York, N. Y.

64—A. SANTOVETTI (CANTINA SOCIALE TUSCULANA)—Grottafer-
rata, Roma

Wines: 1) Frascati superiore.

Rep. Roman Wine Corp., Rockefeller Center, R. K. O. Bldg.,
New York, N. Y.

65—S. A. VINI CLASSICI DEL PIEMONTE—Opera Pia Barolo

Wines: 1) Barolo; 2) Barbera; 3) Barbaresco.

66—FRATELLI SASSI—Novi Ligure

Wines: 1) Gavi (Cortese Secco)

67—SELLA & MOSCA—Alghero, Sardegna

Wines: 1) Anghelo Ruju (Tipo Porto); 2) Torbato.

68—S. A. TORTORICI—Mazara del Vallo (Trapani)

Wines: 1) Marsala S. O. M.; 2) Vermouth rosso.

Rep. L. Gandolfi Co., Chrysler Bldg., New York, N. Y.

69—S. A. P. VIARENGO—Rivoli

Wines: 1) Vermouth rosso; 2) Vermouth dry

Rep. Mumm Champagne & Imp. Co., 247 Park Ave.,
New York, N. Y.

70—VIDESOTT & CO.—Via Romagnosi 13—Trento

Wines: 1) Marzemino; 2) Teroldigo.

71—ROMANO VITAS—Trieste

Wines: 1) Vermouth rosso; 2) Dessert wine; 3) Refosco dell'Istria;
4) Marsala Vitas; 5) Chianti Ravasini

Rep. Sid Klein Corp., 347 Madison Ave., New York, N. Y.

72—R. VLAHOV—Zara

Liquors: 1) Maraschino; 2) Vlahov bitter; 3) Sliwowitz; 4) Pelinkovac;
5) Anisette; 6) Doppel Kummel; 7) Kirschwasser; 8) Cherry Brandy;
9) Triple Sec; 10) Curacao 11); Creme di Cacao; 12) Creme de Menthe;
13) Prunelle; 14) Roab Coccola

Rep. L. Gandolfi & Co., Inc., 405 Lexington Ave., New York, N. Y.

73—WOODHOUSE & CO.—Marsala

Wines: 1) Marsala Esportazione; 2) Marsala Nelson e Soleras 1815;
3) Marsala Soleras Riserve 1836-37, 1860, 1870; 4) Marsala Virgin

Rep. Banfi Products Corp., 140 Sixth Ave., New York, N. Y.

74—AHRENS & CO., Palermo

Wines: 1) Marsala, riserva speciale

Rep. Joseph Personeni, 492 W. Broadway, New York, N. Y.

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THEIR ITALIAN PRINCIPLES

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McKESSON SPIRITS CO.

Rep. Fratelli G. & Y. Cora

WALTER S. ROSENBAUM, 333 N. Michigan Ave.

Rep. Compagnia Agricola Industriale—G. B. Carpano

SALVINO-PERSONENI, Inc., 925 S. Halsted St.

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Rep. S. A. Martini & Rossi—Laborel Melini

FRANK P. WEGELER

Rep. G. Luxardo

N. B. 1—For detailed list of wines shipped by the Italian concerns see
general directory.

N. B. 2—For further information on other Italian exhibitors not represented
in Chicago see general directory and the Official Italian Wine Exhibit.

