



BERSI SERLINI

FOUNDED IN 1886

PLEASURES OF



FRANCIACORTA





Bersi Serlini Family

Refined sparkles within an extraordinary scenery

In the heart of Franciacorta, near the Iseo lake in a splendid site belonged to the monks of Cluny, the Bersi Serlini winery is involved since three generations to a passionate production of wine. The wine region of Franciacorta is placed between Milan and Verona: it is distinguished for tasting quality, richness of aromas and originality of production style. Our winery retains the synonymy of quality united with history and tradition.

The story of Bersi Serlini winery begins in 1886, when the family acquired a property situated in Cerreto, an ancient site belonging to the monks of Cluny. A site rich in history and with a profound history of wine making. The first document mentioning the presence of the vine at Cerreto is dated back to 1489, in a parchment concerning the census in the lands of the Monastery of Saint Peter in Lamosa at Provaglio d'Iseo. Cerreto will change its property a few times in the course of its history, up to 1765, when it will pass under the control of private subjects and many families, until 1886, when it was finally acquired by the Bersi Serlini family. It is a site of peaceful preserved nature as most of our vineyards are mirrored over the lakes of the Regional Natural Reserve called Le Torbiere - Peaty Land - that creates an uncontaminated magical environment for the grapes to grow.

Today the Estate consists of 35 hectares of vineyards surrounding our heart consisting of the newly restored Reception - a space that crosses architectural boundaries between ancient and contemporary, where unforgettable events such as meetings, weddings, parties and celebrations take place - and the underground Cellars - where wines are produced and kept resting between 23 months to 6 years. Our two cellars lie on the ground beneath the soil where temperature is naturally cool and darkness sheds the production. A newly designed Production Cellar was created more recently by digging a hole of 12 meters beneath the vineyards and obtaining a plan of 1000 square meters. It is renewed with stainless steel tanks and vats, oak barrels and supplied with all the necessary equipment for the fermentation of the base wine of Franciacorta DOCG. The Aging Cellar was built in the early part of the century and extended in the 60's. It has a round and crossed vaulted roof and lies 5 meters underground maintaining a constant temperature 12°. It is the most ideal environment for the long and patient ageing process of Franciacorta which is of 24 months for Brut and over 6/7 years for Vintage.

The quality our wines derives from the exceptional Chardonnay grapes that grow in our vineyards and the unique combination of natural elements - geography, geology and climate- that constitutes its Terroir. We are tight between the Pianura Padana and the Pre-Alps. The cold mountain winds come down to the Iseo Lake and exchange with hot air of the Pianura Padana forming a highly freshened microclimate, fundamental for the grape's health.

Our vines are divided into 35 hectares of Chardonnay, 4 ha. of Pinot Bianco, 1 ha. of Pinot Nero, 2 ha. of respectively Cabernet Franc, Cabernet Sauvignon and Merlot. They are cultivated by the Guyot and Spurred cordon systems with 4300 / 5000 plants per hectare; 2 Kg of grapes and 2 square meters of leaves surface per plant, 10/12 gems per plant. These are necessary conditions to obtain the highest of quality. Our harvest is organized by hand as early as the first week of August, following the rules of the Franciacorta DOCG method. The choice to cultivate almost exclusively Chardonnay grapes is a Bersi Serlini fundamental step and a decision made to satisfy quality as opposed to quantity. Chardonnay grants a maximum level of elegance and delicacy to the sparkles, to challenge any important Blanc de Blanc.



Franciacorta: a terroir, a wine, a method of production and Satèn

Franciacorta. Hills cloaked in vineyards and dotted with small villages, medieval towers and castles, sixteenth-century palaces, eighteenth- and nineteenth-century aristocratic villas: this is Franciacorta, a sunny morainic amphitheatre that extends south of Lake Iseo, in Lombardy, in the province of Brescia. The name **Franciacorta** reminds images of the transalpine Europe, even though scholars of etymology are inclined to believe that the true origin derives from Curtes Francae, the small communities of Benedictine monks who during the Middle Ages were exempted from taxation on the condition that they reclaimed and worked the land entrusted to them.

The Franciacorta. It is the first - and to the present day the only - wine produced exclusively with slow fermentation in bottles to be awarded - by Italian law in 1995 - the DOCG, Denomination of Controlled and Guaranteed Origin - the highest level of designation for wine quality and tipicity. Together with the DOCG it was approved the elimination from labels of the generic and anonymous term “vino spumante”. Also banned from labels was any mention of the method of production, therefore it is the name of the geographical region where its grapevines grow that has baptized it: **method Franciacorta.**

All over Europe there are only 10 designations that, since this year, will enjoy this privilege and among them there are only 3 products which are obtained by refermentation in bottle: Franciacorta, Champagne and Cava. This is an extraordinary recognition for a wine that has had success in such a short time thanks to its quality made of **terroir, method of production and product.** So the word **Franciacorta** alone shall guarantee the consumer quality and peculiarity.

The Franciacorta Method. The method used to produce Franciacorta wines is based on the use of noble grape varieties – white grapes from Chardonnay and Pinot Blanc vines, and red ones from Pinot Noir – and slow second fermentation in the bottle. Bunches of grapes are gently crushed to obtain the free run juice from which the base wines are fermented. In spring, the base wines are refermented to make sparkling wine after being assembled into a cuvée. To prepare the cuvée the Franciacorta base wines are blended together after selection by expert tasters to obtain specific characteristics. A assemblage, a syrup of sugar and active yeasts is added to start a slow natural process of fermentation that produces carbon dioxide, building up the pressure in the bottle to 5 or 6 atmospheres. Bottles are then sealed with crown caps and stacked horizontally in the cellars for minimum 18 months and 30 for millesimé. During this time a deposit of dead yeast cells forms in the bottle, after those long period the bottles are moved on the pupitres on inclination position. The lees are detached from the sides of the bottle, concentrating near the cork. When the lees are in the correct position, the dégorgement is carried out to remove the deposit. The necks of the upturned bottles are placed in a freezing solution, creating a natural ‘cork’ of ice. The frozen portion of the wine contains all the dead yeast cells. The bottles are then opened to allow the small block of ice to shoot out with a minimum loss of wine and pressure. The bottle is then either topped up with wine. Before the wine is released for sale, the strip seal reserved by the Ministry of Agriculture for DOCG wines must be applied to the neck of the bottle. The seal bears the words Franciacorta Denominazione di Origine Controllata e Garantita, an individual serial number for each bottle, the bottle capacity and the consortium’s F logo as a further token of the consortium’s controls and monitoring.

Franciacorta Satèn. Satèn is possibly Franciacorta’s greatest expressions of harmony, pleasure and taste. It is made only from Chardonnay grapes and/or Pinot bianco, with a pressure less than or equal to 4.5 atm. and a sugar content no higher than 15 g/litre, that is only Brut. Creamy, smooth and harmonious, the Satèn mark, registered by the CVP in 1995 to identify this particular type of Franciacorta, is reserved only for producers who are members of the Consortium and may be freely used by them provided they observe the rigorous production criteria. The name was chosen after a guided search to find a name which, due to its extraordinary phonetic and musical features, stressed its simplicity and reminded of the pureness and softness of silk, referring to the softness of this wine.

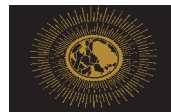


FRANCIACORTA BRUT

Denomination of Controlled and Guaranteed Origin



- Grapes:** Chardonnay 80 % - Pinot bianco 20 %
- Vineyards:** Old vineyards: guyot sixth plant mt. 2,5 between rows and mt. 0,90 in the row 4300 plants per hectare
New vineyards: guyot and spurred cordon system, 2 mt. in the row 1 mt. in the row 5000 plants per hectare;
2 Kg of grapes and 2 s.m. of leaves surface per plant
viticulture of precision to obtain 10/12 gems per plant
- Harvest:** beginning of August with harvesting by hand
- Vinification:** the wine base is born in steel thermo-controlled tanks and ages between September and April.
- Ageing:** at least 20 months of maturation on the lees in bottles kept in the niches of the underground cellar at a temperature between 12 and 14°C
- Remuage:** exclusively by hand
- Degorgement:** in small quantity, repeatedly throughout the year
- Production:** 55.000 bottles of lt. 0,75 - 1.500 Magnum of lt. 1,5 per year
- Alcohol:** 12,5 % vol.
- Bottle:** Champagnotta of lt. 0,75 and Magnum of lt. 1,5
- Colore:** giallo paglierino
- Perlage:** fine and persistent grain
- Parfume:** aromatic end, particular bouquet with a mild fragrance of yeast and shades of brioche
- Taste:** elegant and balanced, rich of fresh fruits qualities with notes of yeast and toasted bread



FRANCIACORTA BRUT CUVÉE N°4

Denomination of Controlled and Guaranteed Origin



- Grapes:** Chardonnay 100 % originated from 4 of the oldest and best vineyards
- Vineyard:** guyot mt. 2,5 between the row to mt.0,90 in the row;
4300 plants per hectare
- Harvest:** beginning of August with harvesting by hand
- Vinification:** 15% of Chardonnay fermented barrels of the 4 best french oaks
for 4 moths: oak Allier, Never, Tronçais and Vosges
- Ageing:** at least 25 months of ageing on the lees in bottles kept in the niches
of the underground cellar at a temperature between 12 and 14°C
- Remuage:** exclusively by hand
- Degorgement:** in small quantities and repeatedly throughout the year
- Production:** 25.000 bottles of lt. 0,75 - 2.000 Magnum of lt. 1,5 per year
- Alcohol:** 12,5 % vol.
- Bottle:** Champagnotta of lt. 0,75 and Magnum of lt. 1,5
- Colour:** glossy straw yellow with golden reflexes
- Perlage:** extraordinary fine long lasting sparkles, lively foam
- Parfume:** spicy parfumes of great intensity and delicacy with fragrances of ripe fruit,
sage and vanilla
- Taste:** characterized for full bodied shades, a mature bouquet with toasted notes,
firm harmonies and a lively, glossy personality



LARGE FORMATS ARE IDEAL TO BE PERSONALIZED WITH
TEXT, ENGRAVES AND HAND PAINTED DECORATIONS

FRANCIACORTA BRUT SATÈN

Denomination of Controlled and Guaranteed Origin



- Grapes:** Chardonnay 100 %
- Vineyards:** Old vineyards: guyot sixth plant mt. 2,5 between rows and mt. 0,90 in the row 4300 plants per hectare
New vineyards: guyot and spurred cordon system, 2 mt. in the row 1 mt. in the row 5000 plants per hectare;
2 Kg of grapes and 2 s.m. of leaves surface per plant viticulture of precision to obtain 10/12 gems per plant
- Harvest:** beginning of August with harvesting by hand
- Vinification:** the wine base is born in thermo-controlled steel tanks and ages between September and April; some 20% is briefly poured into french Tronçais oak barrels
- Ageing:** 33 months of ageing on the lees in bottles kept in the niches of the underground cellar at a temperature between 12 and 14°C
- Remuage:** exclusively by hand
- Degorgement:** in small quantity and repeatedly throughout the year
- Production:** 25.000 bottles of lt. 0,75 per year
- Alcohol:** 12,5 % vol.
- Bottle:** Champagnotta of lt. 0,75
- Perlage:** an extraordinary fine and long lasting grain
- Parfume:** a fresh and nervous stance, golden apple bouquet, a spreading of peach peel and vegetables
- Taste:** soft with a charming freshness, broadness of ripe fruity flavors and great long lasting presence in the mouth; the softness of the foam makes Satèn an extremely elegant and delicate wine



FRANCIACORTA BRUT CUVÉE ROSÉ

Denomination of Controlled and Guaranteed Origin



- Grapes:** Chardonnay 70 % and Pinot Noir 30 % - this is our only Franciacorta made with Pinot Noir; exclusively from our own vineyards aged over 15 years
- Vineyards:** Old vineyards: guyot sixth plant mt. 2,5 between rows and mt. 0,90 in the row 4300 plants per hectare
- Harvest:** hand harvesting of 9th August 2003
- Vinification:** the wine base is born in steel thermo-controlled tanks and ages between September and April
- Ageing:** 24 months of ageing on the lees in bottles kept in the niches of the underground cellar at a temperature between 12 and 14°C
- Remuage:** exclusively by hand
- Degorgement:** in small quantity in November 2006
- Production:** 3.000 bottles of lt. 0,75
- Alcohol:** 12,5 % vol.
- Bottle:** Champagnotta of lt. 0,75
- Color:** brittle pink, bright and delicate
- Perlage:** fine and persistent grain
- Parfume:** its dominance is given by Pinot Noir and is softened by the elegance and finesse of the overriding Chardonnay
- Taste:** catchy freshness in a bouquet of refined and authentic elegance with round and spontaneous juiciness



IDEAL FOR APERITIVO COCKTAILS

FRANCIACORTA EXTRA BRUT RISERVA 2000

Denomination of Controlled and Guaranteed Origin



- Grapes:** Chardonnay 80 % and Pinot Blanc 20%
- Vineyards:** Old vineyards: guyot sixth plant mt. 2,5 between rows and mt. 0,90 in the row 4300 plants per hectare
New vineyards: guyot and spurred cordon system, 2 mt. in the row 1 mt. in the row 5000 plants per hectare;
2 Kg of grapes and 2 s.m. of leaves surface per plant
viticulture of precision to obtain 10/12 gems per plant
- Harvest:** beginning of August with harvesting by hand and selection of the grapes
- Vinification:** the wine base is born in thermo-controlled steel tanks and ages between September and April
- Ageing:** over 70 months of ageing on the lees in bottles kept in the niches of the underground cellar at a temperature between 12 and 14°C
- Remuage:** exclusively by hand
- Degorgement:** in small quantity and repeatedly throughout the year
- Production:** 8.000 bottles of lt. 0,75 - 600 Magnum of lt. 1,5 per year
- Alcohol:** 12,5 % vol.
- Bottle:** Champagnotta of lt. 0,75 and Magnum of lt. 1,5
- Color:** intense straw yellow
- Perlage:** fine and long lasting grain
- Parfume:** delicate, refined with a firm fragrance of bread crust, having a light inkling of walnut peel
- Taste:** great liveliness, dry and fine, elegant with a loving and long lasting end taste of green almond



VOTED N°1 OF OUR WINE CELLAR

FRANCIACORTA BRUT VINTAGE 2000

Denomination of Controlled and Guaranteed Origin



Grapes:

Chardonnay 100 %

Vineyards:

Old vineyards: guyot sixth plant mt. 2,5 between rows and mt. 0,90 in the row 4300 plants per hectare

New vineyards: guyot and spurred cordon system, 2 mt. in the row 1 mt. in the row 5000 plants per hectare; 2 Kg of grapes and 2 s.m. of leaves surface per plant viticulture of precision to obtain 10/12 gems per plant by hand with selection of the grapes on 10th of August 2000

Harvest:

Vinification:

the wine base is born in thermo-controlled steel tanks and ages between September and April

Ageing:

over 70 months of ageing on the lees in bottles kept in the niches of the underground cellar at a temperature between 12 and 14°C

Remuage:

exclusively by hand

Degorgement:

in small quantity and repeatedly throughout the year

Production:

9,500 bottles of lt. 0,75 per year

Packaging:

clear glass bottle wrapped in anti U.V.A. orange foil to protect from the light that would modify the quality of wine; cardboard box of 6 bottles or single case

Alcohol:

12,5 % vol.

Color:

straw yellow tending towards a shiny gold

Perlage:

intense white foam, fine and long lasting grain

Parfume:

complex bouquet with an early toasted and fruity touch in great balance; a different note of plum stands out and evolves into a feel of brioche, butter and praline as expression of a ripe wine

Taste:

its structure is of deep impact; tasty impact of flavors that give both depth, character and satisfaction in the mouth; unexpected freshness being a wine refined for over 70 months



PROTECT FROM DIRECT LIGHT

FRANCIACORTA BRUT RISERVA 2001

Denomination of Controlled and Guaranteed Origin



Grapes:

Chardonnay 80 % and Pinot Blanc 20%

Vineyards:

Old vineyards: guyot sixth plant mt. 2,5 between rows and mt. 0,90 in the row 4300 plants per hectare

New vineyards: guyot and spurred cordon system, 2 mt. in the row 1 mt. in the row 5000 plants per hectare;

2 Kg of grapes and 2 s.m. of leaves surface per plant viticulture of precision to obtain 10/12 gems per plant

Harvest:

by hand with selection of the grapes

Vinification:

the wine base is born in thermo-controlled steel tanks and ages between September and April

Ageing:

over 60 months of ageing on the lees in bottles kept in the niches of the underground cellar at a temperature between 12 and 14°C

Remuage:

exclusively by hand

Degorgement:

in small quantity and repeatedly throughout the year

Production:

10.000 bottles of lt. 0,75 per year

Bottle:

Champagnotta of lt. 0,75

Alcohol:

12,5 % vol.

Color:

straw yellow with light shades of gold

Perlage:

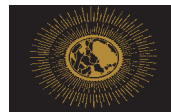
extremely fine and long lasting grain

Parfume:

very intense with an original bouquet and delicate fragrance of vanilla

Taste:

soft with a wide character, generous with ripe fruity flavors and long lasting in the mouth; the patiently matured foam creates -while ageing- a rich and precious complexity



NUVOLA DEMI-SEC



Grapes:	Chardonnay 60 % and Pinot Blanc 40%
Vineyards:	Old vineyards: guyot sixth plant mt. 2,5 between rows and mt. 0,90 in the row 4300 plants per hectare New vineyards: guyot and spurred cordon system, 2 mt. in the row 1 mt. in the row 5000 plants per hectare; 2 Kg of grapes and 2 s.m. of leaves surface per plant viticulture of precision to obtain 10/12 gems per plant
Harvest:	by hand with selection of the grapes between August and mid September
Vinification:	the wine base is born in thermo-controlled steel tanks and ages between September and April
Ageing:	over 21 months of ageing on the lees in bottles kept in the niches of the underground cellar at a temperature between 12 and 14°C
Remuage:	exclusively by hand
Degorgement:	in small quantity and repeatedly throughout the year
Production:	15.000 bottles of lt. 0,75 and 150 Magnum of 1,50 lt. per year
Alcohol:	12,5 % vol.
Bottle:	Champagnotta of lt. 0,75 and Magnum of lt. 1,5
Color:	straw yellow with shades of green
Perlage:	extremely fine and long lasting
Parfume:	intense, aromatic, with echoes of ground cover
Sapore:	morbido e piacevole con aromi che variano dal fruttato al vanigliato
Taste	ideal with served with fruity pies, dry tarts and small sweets; sublime with marron glacé; with shellfish, lobster, crawfish and langoustine is a clever but touchy combination



EXCELLENT WITH SWEETS AND SAVORY CHEESE

TERRE DI FRANCIACORTA CURTEFRANCA BIANCO

Denomination of Controlled Origin



- Grapes:** 100 % Chardonnay
- Vineyards:** Old vineyards: guyot sixth plant mt. 2,5 between rows and mt. 0,90 in the row 4300 plants per hectare
New vineyards: guyot and spurred cordon system, 2 mt. in the row 1 mt. in the row 5000 plants per hectare;
2 Kg of grapes and 2 s.m. of leaves surface per plant viticulture of precision to obtain 10/12 gems per plant
- Harvest:** 22 August - 1 September by hand
- Ageing:** in inox steel tanks with capacity of 100 hl.
- Bottle:** bottling in February; all bottles are kept in the niches of the underground cellar at a temperature between 13 and 15°C
- Production:** 20.700 bottles of 0,75 lt. per year
- Alcohol:** 12 % vol.
- Bottle:** Bordolese of lt. 0,75
- Color:** straw yellow with shades of golden green
- Parfume:** intense and fragrant with loving fruity flavors standing out
- Taste:** the bouquet is delicate, fresh and fruity; it is keen on the palate, especially harmonious and with lasting flavour of mulberry and peach; perfect combination between smell and taste sensations; it is especially recommended to accompany lean hors d'oeuvres, white meats and fishes



EXCELLENT WITH ENTRÉES AND DELICATE RISOTTO

TERRE DI FRANCIACORTA CURTEFRANCA ROSSO

Denomination of Controlled Origin



- Grapes:** 40-50 % Cabernet Franc / Cabernet Sauvignon
30 - 40% Merlot
10% Barbera
10% Nebbiolo
- Vineyards:** guyot sixth plant mt. 2,5 between rows and mt. 0,90 in the row
4300 plants per hectare
viticulture of precision to obtain 10/12 gems per plant
end of September, beginning of October with harvesting by hand
- Harvest:** in inox steel tanks with capacity of 100 hl.
- Fermentation:** minimum 7-9 days on the skins
- Maceration:** a period of few months in Allier oak barrels of 220 lt.
- Ageing:** in January
- Bottling:** 35.000 bottles of 0,75 lt. per year
- Alcohol:** 13 % vol.
- Bottle:** Bordolese of lt. 0,75
- Color:** lively ruby red with grained shades
- Parfume:** bloody and intense with an overbearing velvety touch typical of Cabernet Franc united with the elegance of Merlot
- Taste:** the refinement in small oak barrels and a long period in bottle makes it suitable for ageing; hints of wild fruit and a herby taste; full bodied and harmonic with notes of ripe fruits and a delicate touch of wood



WONDERFUL WITH PASTA AND MEAT DISHES

GRAPPE DI FRANCIACORTA



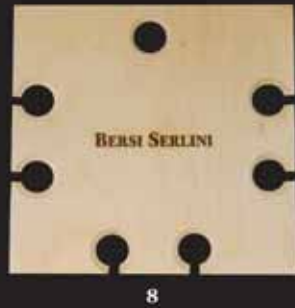
GRAPPA DI FRANCIACORTA

- Origin:** obtained from pressed Chardonnay Franciacorta DOCG grapes
Distillation: distilled in artisan manner, in small copper boilers using a discontinuous steam method, followed by craftsmen
Grapes: selection of Chardonnay grapes generated uniquely from our estate
Color: cristal clear
Parfume: full bodied and fresh, with variety and depth of mature fruits
Taste: full bodied, frank, to the palate it appears rich and fragrant with an initial aromatic charge that pours ever evolving sensation; final flavour is strongly reminiscent of dry figs
Alcohol: 45% vol.
Packaging: bottle of 0,50 lt. in a small hand made wooden case

VINTAGE GRAPPA DI FRANCIACORTA

- Origin:** obtained from pressed Chardonnay Franciacorta grapes.
Distillation: distilled in natural manner, in small copper boilers using a discontinuous steam method, followed by craftsmen
Grapes: selection of Chardonnay grapes cultivated uniquely in our property
Vintage: 36 months in oak wooden barrels
Refinement: 24 months in steel tanks
Color: golden yellow
Parfume: intense and marked with scents reminding of sweet tabacco and leather. In the glass, grappa evolves with sensations of boiled fruit and plum marmelade
Taste: velvety and of rich structure with aromas that close up in a finale with ground cover notes; long lasting retro taste
Alcohol: 45% vol.
Packaging: bottle of 0,50 lt. in a hand made wooden case





8

- 1 APRON WITH FRONT POCKET
- 2 CLEAR BOWL
- 3 STEEL BOWL FOR 4 BOTTLES
- 4 CORK PINCER
- 5 STOPPER
- 6 BLACK THERMIC BAG
- 7 BLACK HAND MADE SAILOR'S NET BAG
- 8 TRAY FOR 6 GLASSES
- 9 VINTAGE RED HAND MADE SAILOR'S NET BAG
- 10 BLACK CASE FOR 0,75 LT BOTTLE
- 11 VINTAGE RED CASE FOR 0,75 LT BOTTLE
- 12 SILVER CASE FOR 0,75 LT BOTTLE
- 13 GOLDEN CASE FOR 0,75 LT AND 1,5 LT BOTTLES
- 14 RED THERMIC BAG
- 15 BOTTLES BOWL WITH 12 GLASSES
- 16 DROP STOP



9



10



11



12



13



6



14



15





UNDERGROUND CELLARS

Produced with wines originated from our 35 hectares of property, our Cuvée gain unique characters thanks to ageing of over three years in the underground cellars. Touring the cellars is an unforgettable experience.



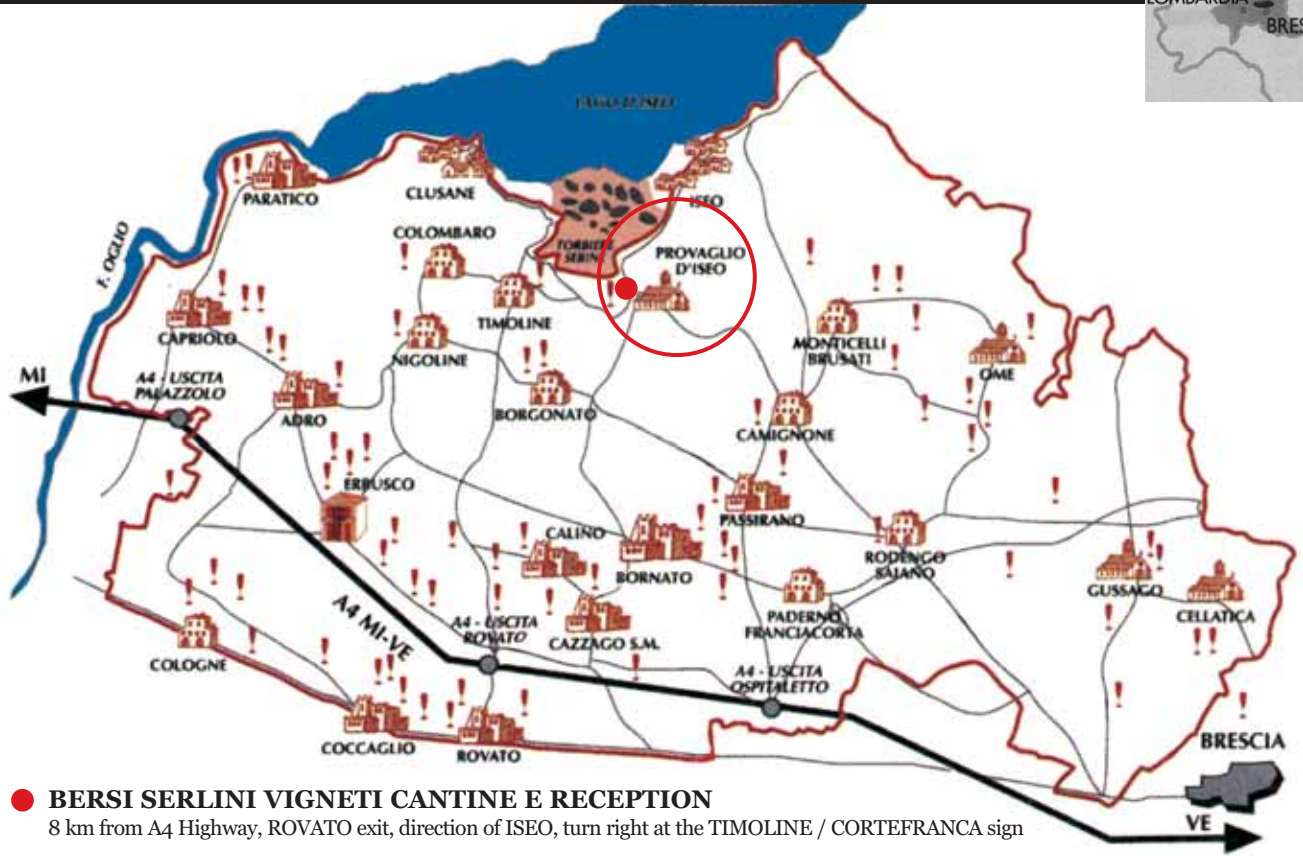
CONTINUITY IN STYLE

The profound knowledge of the Franciacorta terroir, a winery experience developed in the course of centuries, generation to generation, a world wide exceptional and unique grape, Chardonnay, are the base of the natural born savoir-faire of Bersi Serlini.

In front of the glass, white pure foam, long lasting sparkles, lively and gentle, finest of perleges, shades of flowers and ripe fruits, dense and precise, full bodied and toasted, caressing the mouth and spicy notes as last gift.



FRANCIACORTA





BERSI SERLINI FRANCIACORTA

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