



PITARS SPARKLINGS SPECIAL COLLECTION



PITARS
Dignoti di famiglia in Friuli

THE SPARKLING LINE

LINEA VINI FRIZZANTE

PROSECCO MILLESIMATO

JAMES SUCKLING 90PTS

THE BOUQUET IS RICH AND ENORMOUSLY PLEASURABLE.

THE FRAGRANCE IS OF A VARIETY OF MATURE FRUIT: AN AROMA OF RIPE APPLE AND PEAR STANDS OUT, WHILE THERE ARE ALSO GENTLE SHADES OF CITRUS SWEET, FINE FLOWERY HINTS.

THE CREAMILY SPARKLING TEXTURE FULFILLS THE EXPECTATIONS AS IT IS WELL MOULDED INTO THE SUGAR RESIDUE.

WONDERFUL AS AN APERITIF, THIS WINE IS INTRIGUING AND EXTREMELY VERSATILE MAKING BRIGHTER THE MOST MEMORABLE MOMENTS.

SERVICE TEMPERATURE: SERVE AT 8°C. IN A FLÛTE

AREA OF ORIGIN: GRAVE DEL FRIULI

VINEYARD: BRAIDA SANTA CECILIA, RIVOLTO (UD)

GRAPE VARIETIES: 100% GLERA (FORMERLY KNOWN AS PROSECCO)

TRAINING SYSTEM: GUYOT, DOUBLE ARCHED CANE.

HARVEST PERIOD: FIRST WEEK OF SEPTEMBER

SPARKLING WINEMAKING METHOD: MARTINOTTI/CHARMAT

ALCOHOL LEVEL: 11,5%

RESIDUAL SUGAR: 16 G/L.

TOTAL ACIDITY: 5,6 G/L.



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ROSÉ DRY

ELEGANT AND CREAMY PERLAGE, VERY PERSISTENT. BRILLIANT PALE PINK COLOR. DELICATE AND FRAGRANT, FRUITY, WITH HINTS OF STRAWBERRY, RASPBERRY AND ROSE. FRESH AND LIGHTLY AROMATIC.

RECOMMENDED WITH EXTREMELY PLEASANT TO THE TASTE, IT IS IDEAL AS AN APERITIF, AS WELL AS A COMMENDABLE CHOICE FOR ANY OCCASION.

SERVICE TEMPERATURE: 45-50 °F, 8-10 °C IN A FLÛTE

SOIL: GRAVELY OF ALLUVIAL FOOTHILL ORIGIN

GRAPE VARIETIES: PROSECCO AND PINOT NOIR

TRAINING SYSTEM: GUYOT.

HARVEST PERIOD: FIRST WEEK OF SEPTEMBER, MANUAL HARVEST

VINIFICATION: WHITE VINIFICATION. FIRST FERMENTATION OCCURS IN STEEL VATS AT CONTROLLED TEMPERATURE, WHERE SELECTED YEASTS ARE ADDED. THE WINE BECOMES BUBBLY INSIDE LOW-TEMPERATURE PRESSURE TANKS (CHARMAT METHOD).

AGEING: SIX MONTHS IN BOTTLE

ALCOHOL LEVEL: 11,5% BY VOL. PRESSURE: 4,5BAR

RESIDUAL SUGAR: 18,5 G/L

TOTAL ACIDITY: 5,6 G/L.



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PROSECCO BRUT

RIGHTLY EVANESCENT, WITH A FINE AND PERSISTENT PERLAGE. PALE STRAW YELLOW COLOUR WITH GREENISH SHADES. THE AROMA HAS A RICH RANGE OF FRUITY NOTES, ESPECIALLY OF UNRIPE APPLES, LEMONS AND GRAPEFRUITS. IT HAS A PRONOUNCED AROMA OF WISTERIA IN BLOOM AND ACACIA FLOWERS. IT HAS A PLEASANT ACIDITY, FRESH AND DRY FLAVOR. FULL-BODIED, IT HAS A PLEASANT AND HARMONIOUS CHARACTERISTIC TASTE.

RECOMMENDED WITH HORS D'OEUVRES, AS WELL AS A COMMENDABLE CHOICE FOR ANY OCCASION.

SERVICE TEMPERATURE: 45-50 °F, 8-10 °C IN A FLÛTE

SOIL: GRAVELY OF ALLUVIAL FOOTHILL ORIGIN

GRAPE VARIETIES: PURE GLERA GRAPE

TRAINING SYSTEM: GUYOT.

HARVEST PERIOD: FIRST WEEK OF SEPTEMBER.

VINIFICATION: WHITE VINIFICATION. FIRST FERMENTATION OCCURS IN STEEL VATS AT CONTROLLED TEMPERATURE, WHERE SELECTED YEASTS ARE ADDED. THE WINE BECOMES BUBBLY INSIDE LOW-TEMPERATURE PRESSURE TANKS (CHARMAT METHOD).

AGEING: SIX MONTHS IN BOTTLE

ALCOHOL LEVEL: 11,5% BY VOL. PRESSURE: 4,5BAR

RESIDUAL SUGAR: 8,2 G/L

TOTAL ACIDITY: 5,6 G/L.



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CUVÉE PRESTIGE

CUVÉE PRESTIGE FLAVOUR FLOATS IN THE AIR LIKE A SCENT, AROMAS TICKLE YOUR TASTEBUDS, AND PERFUME SURROUNDS YOU IN A MAGICAL ATMOSPHERE, WHERE EVERYTHING COMBINES TO CREATE NEW EMOTIONS. THE WINE POURS A PARTICULARLY PALE STRAW YELLOW COLOUR, WITH A FINE AND PERSISTENT PERLAGE. THE FLAVOURS ARE PLEASANTLY FRESH WITH FRUITY AND DISCREET AROMATIC HINTS.

TO THE PALATE ITS STYLE IS ASSOCIATED WITH A PARTICULARLY VELVETY AND PLEASANTLY ACIDULOUS FLAVOURS.

SERVING SUGGESTIONS: A PERFECT APERITIF OR DESSERT WINE, GOOD FOR ALL OCCASIONS.

SERVICE TEMPERATURE: SERVE AT 8°C. IN A FLÛTE

AREA OF ORIGIN: GRAVE DEL FRIULI

VINEYARD: BRAIDA SANTA CECILIA, RIVOLTO (UD)

GRAPE VARIETIES: GLERA (FORMERLY KNOWN AS PROSECCO),
RIBOLLA GIALLA, VERDUZZO

TRAINING SYSTEM: GUYOT, DOUBLE ARCHED CANE.

HARVEST PERIOD: FIRST WEEK OF SEPTEMBER

SPARKLING WINEMAKING METHOD: MARTINOTTI/CHARMAT

ALCOHOL LEVEL: 11%

RESIDUAL SUGAR: 16 G/L.

TOTAL ACIDITY: 5,8 G/L.



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THE PROJECT

IL PROGETTO

WITH THE NEW SPARKLING COLLECTION, PITARS'DESIRE IS TO AFFIRM AND SHARE THE VALUES THAT HAVE ALWAYS DEFINED THE PHILOSOPHY AND IDENTITY OF OUR BRAND :

ITALIAN IDENTITY
HISTORY & TRADITION
RESEARCH
TERROIR
CRAFTMANSHIP
PRECISION
MODERNITY
CONTINUITY
DESIGN
EVOLUTION

THE BOTTLES

THE TYPICAL DESIGN OF THE PITARS SPARKLING BOTTLES SHAPE CONFERS AN ORIGINAL IMAGE AMONGST THE NUMEROUS BOTTLES ON THE MARKET.

IT IS THE QUEST FOR THIS IMPORTANT DISTINCTIVE TRAIT THAT HAS PUSHED OUR WINERY TO SEARCH FOR THE PERFECT 'PITARS SPARKLING WINE BOTTLE'.



PITARS
CUVÉE
Heritage

PITARS
PROSECCO
MILLESIMATO

PITARS

PITARS

THE LABELS

THE ROUND LABELS, INSPIRED BY THE SHAPE OF A BUBBLE, WITH ITS VINTAGE FLORAL THEMED FRAME, IS COMPLETED BY A MODERN SHINY TEXTURE TO EXPRESS VIVACITY AND THE CELEBRATION OF LIFE, WHICH IS WHAT WE BELIEVE SPARKLING WINES ARE ABOUT.

THE PITARS CONCEPTUAL SYNTHESIS : WINE AS A CREATIVE PRINCIPLE

THE LABELS' VISUAL IMPACT, IS SUBTLE, ELEGANT AND PLEASANT TO THE EYE AND TOUCH. A REFINED ATTENTION TO DETAILS OPENS UP ON A REFRESHING AND CONTEMPORARY IMAGE.



PROSECCO MILLESIMATO

THE GOLD LABEL

PRINTED ON A METAL WATERPROOF SUPPORT, THE LABELS SHOW NUMEROUS QUALITY TRAITS.

THE GOLD HOT STAMP FOIL AND LAMINATED DETAILS IN DUOTONE, PUSHES UP THE CHROMATIC CHARACTERISTICS OF THE PROSECCO MILLESIMATO : THE GOLD.

CUVÉE PRESTIGE

THE BLUE LABEL

HAVING THE SAME TEXTURE QUALITIES AS THE GOLD LABEL, THE CUVÉE PRESTIGE LABEL, CONTRASTING ON THE DARK GLASS BOTTLE, CONFERS, WITH ITS SHINE QUALITY AND LIGHT SILVER BLUE COLOUR, THE FEELING OF FRESHNESS WE WERE LOOKING FOR.



THE CAPSULE

THE CAPSULES, SHINY, ECHOE THE GLOSSY QUALITY FOUND ON THE LABELS.

THE DESIGN AND FINISH OF THE CAPSULE IS ELEGANTLY COVERED BY THE PATTERNED SHINY FLANGE WHICH WRAPS NICELY AROUND THE BOTTLE NECK.





REMOVING THE CAPSULE WILL UNCOVER A COLOURED CORK CAGE COVERING THE PITARS LOGO-PRINTED CORK; A VISUAL IMPACT WHICH WILL MAKE THE OPENING OF EVERY BOTTLE A UNIQUE MOMENT.



THE PACKAGING

THE COMPLETE RANGE OF THE NEW PITARS SPARKLINGS PACKAGING WAS REALISED WITH DETAILS AND MATERIALS THAT WAS RESEARCHED SO TO REACH A STRONG VISUAL IMPACT.



MERCHANDISING

THE WHOLE PACKAGING RANGE SUPPORTS THE PROMOTIONAL AND COMMUNICATION OPERATION OF THE NEW PITARS SPARKLING WINES, CARRYING THE PHILOSOPHY AND IDENTITY OF OUR BRAND :

ITALIAN IDENTITY

HISTORY & TRADITION

RESEARCH

TERROIR

CRAFTMANSHIP

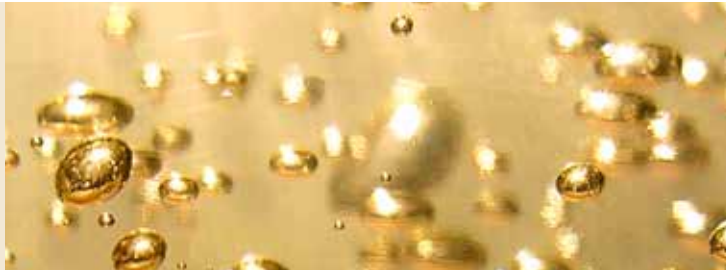
PRECISION

MODERNITY

CONTINUITY

DESIGN

EVOLUTION



AWARDS P R E M I

PROSECCO MILLESIMATO 90PTS JAMES SUCKLING • **CABERNET FRANC** YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI • **CABERNET SAUVIGNON** YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI • **CHARDONNAY** YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI / 82PTS SELECTED BY WINE ENTHUSIAST MAGAZINE / GUIDE OF THE BEST FRIULIAN WINES • **FRIULANO** YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI / GUIDE OF THE BEST FRIULIAN WINES • **MERLOT** YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI / SELECTED BY WINE ENTHUSIAST MAGAZINE • **PINOT GRIGIO** YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI / 'VERY GOOD', NEW YORK TIMES / SELECTED BY WINE ENTHUSIAST MAGAZINE 86 PTS / BEST PINOT GRIGIO OF THE YEAR, IL MIO VINO MAGAZINE • **REFOSCO DAL PEDUNCOLO ROSSO** YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI, 82PTS / SELECTED BY WINE ENTHUSIAST MAGAZINE • **SAUVIGNON** GOLD MEDAL AT THE NATIONAL WINE COMPETITION OF PRAMAGGIORE / GRAN MENZIONE AT THE VINI DA PESCE NATIONAL WINE SELECTION / GUIDE OF THE BEST WINES OF FRIULI VENEZIA GIULIA REGION / YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI / SELECTED BY WINE ENTHUSIAST MAGAZINE • **TRAMINER AROMATICO** GOLD MEDAL AT THE NATIONAL WINE COMPETITION OF PRAMAGGIORE / GRAN MENZIONE AT THE VINI DA PESCE NATIONAL WINE SELECTION / GUIDE OF THE BEST WINES OF FRIULI VENEZIA GIULIA REGION / YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI • **VERDUZZOFRIULANO** GUIDE OF THE BEST WINES OF FRIULI VENEZIA GIULIA REGION / YEARBOOK OF THE BEST ITALIAN WINES BY LUCA MARONI ...



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A CAMPAIGN FINANCED ACCORDING TO EC REGULATIONS N. 1234/07

