DIEGO MORRA



Cascina Mosca.37,12060 VERDUNO, CN, Italy – www.morrawines.com

DIEGO MORRA

LAND, HISTORY, FAMILY

OUR LOGO IS TALKING ABOUT OUR IDENTIY, OUR VALUES, OUR ORIGIN

At the heart of Diego Morra's production these are the focus point:

- **our territory, our local microclimate**, the unique and different expression that the wine obtains only from the grapes grown on this area
- **the family and the deeply agricultural origins** of the 3 generations that preceded Diego, always strongly connected to the land and to cultivation
- **the agricultural farmhouse** where the winery was born
- **Verduno**, the heart of our business

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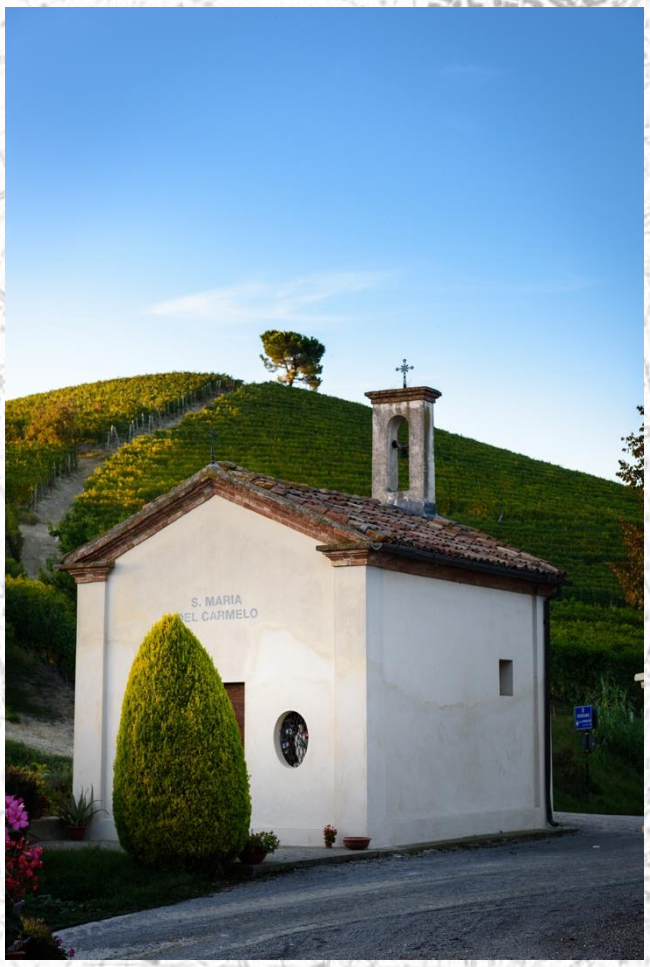
MONVIGLIERO – MOSCA – MORRA







DIEGO MORRA

VERDUNO

THE ”V” OF VERDUNO IS ON THE CENTRE

Verduno village, where Diego Morra’s winery is located: one of the 11 municipalities where Barolo is produced.

Verduno is called "the sentinel" of the Langhe because from its position it dominates the entire Barolo region.

500 people are living in Verduno

Verduno is the heart of the production of one of the smallest DOCs in Italy, the Verduno Pelaverga DOC.

**THE »V» OF VERDUNO TAKES DIFFERENT COLORS IN OUR LABELS,
AND THESE COLORS ARE REPRESENTING
OUR IDEAS ABOUT THE WINES**

A way to convey our thoughts through color.

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THE WINERY – THE VIEW



DIEGO MORRA

MAP - LAND

OUR PHILOSOPHY

THE ORIGIN OF THE WINE IS **ALWAYS** IN **THE VINEYARDS**

The 3 generations preceding Diego have developed a deep knowledge of the territory, the soil, the climate evolution, the needs of the vine and of the land, and this is the first and fundamental starting point of production:
being able to always adapt the management choises of the vineyard based on the season and the needs of the vines.
Only from a very careful management of the vineyard can you have high quality grapes, balanced and able to give rise to great wines.

THE CELLAR HELPS THE EXPRESSION OF WINE
WITH A PRUDENT AND ELEGANT TOUCH,
IDENTITY AND PERSONAL,
BUT NEVER INVASIVE

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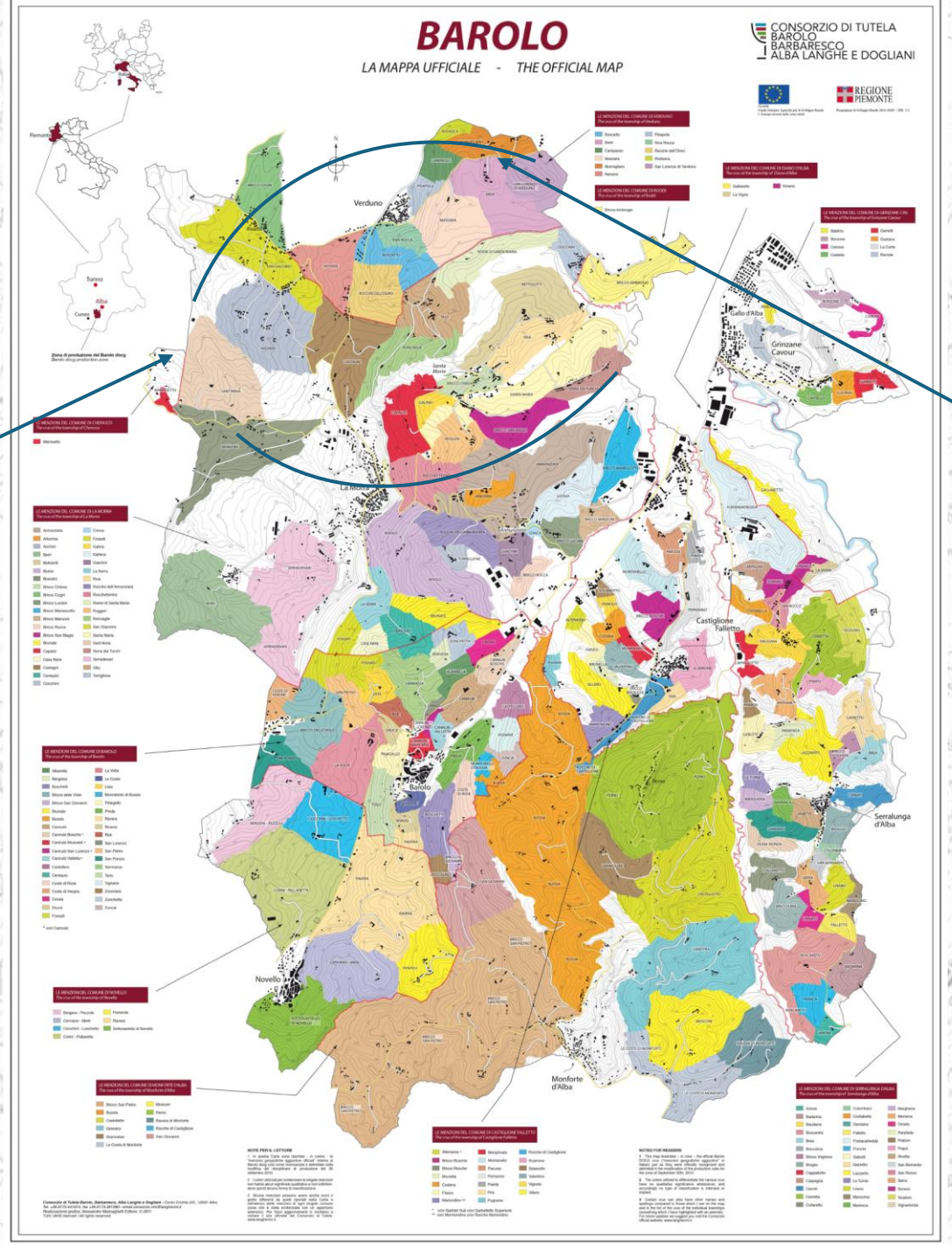
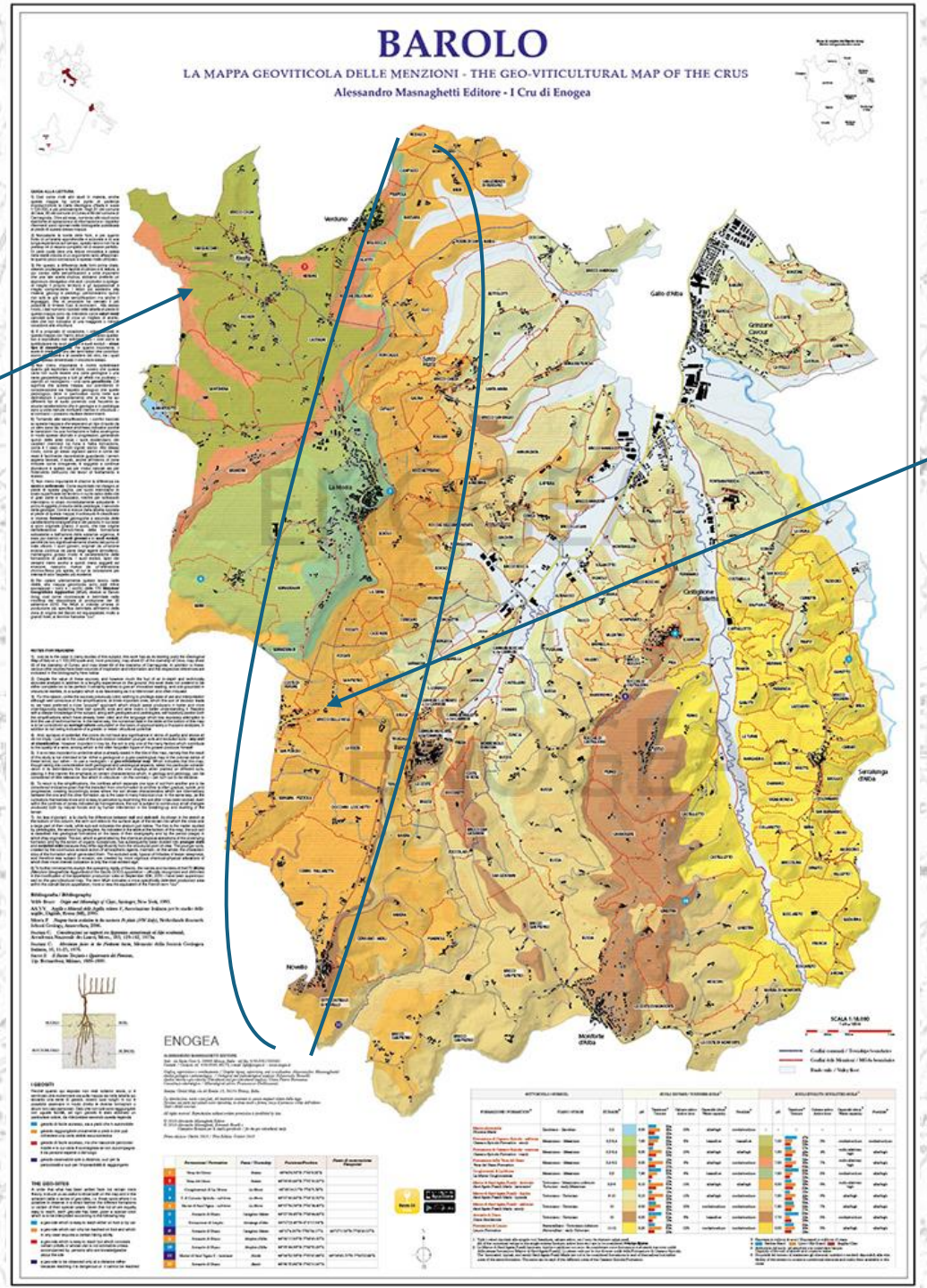
Our vineyards, located in the North part of Barolo Wine Region: 10different MGA



Diego Morra located in Verduno

DIEGO MORRA



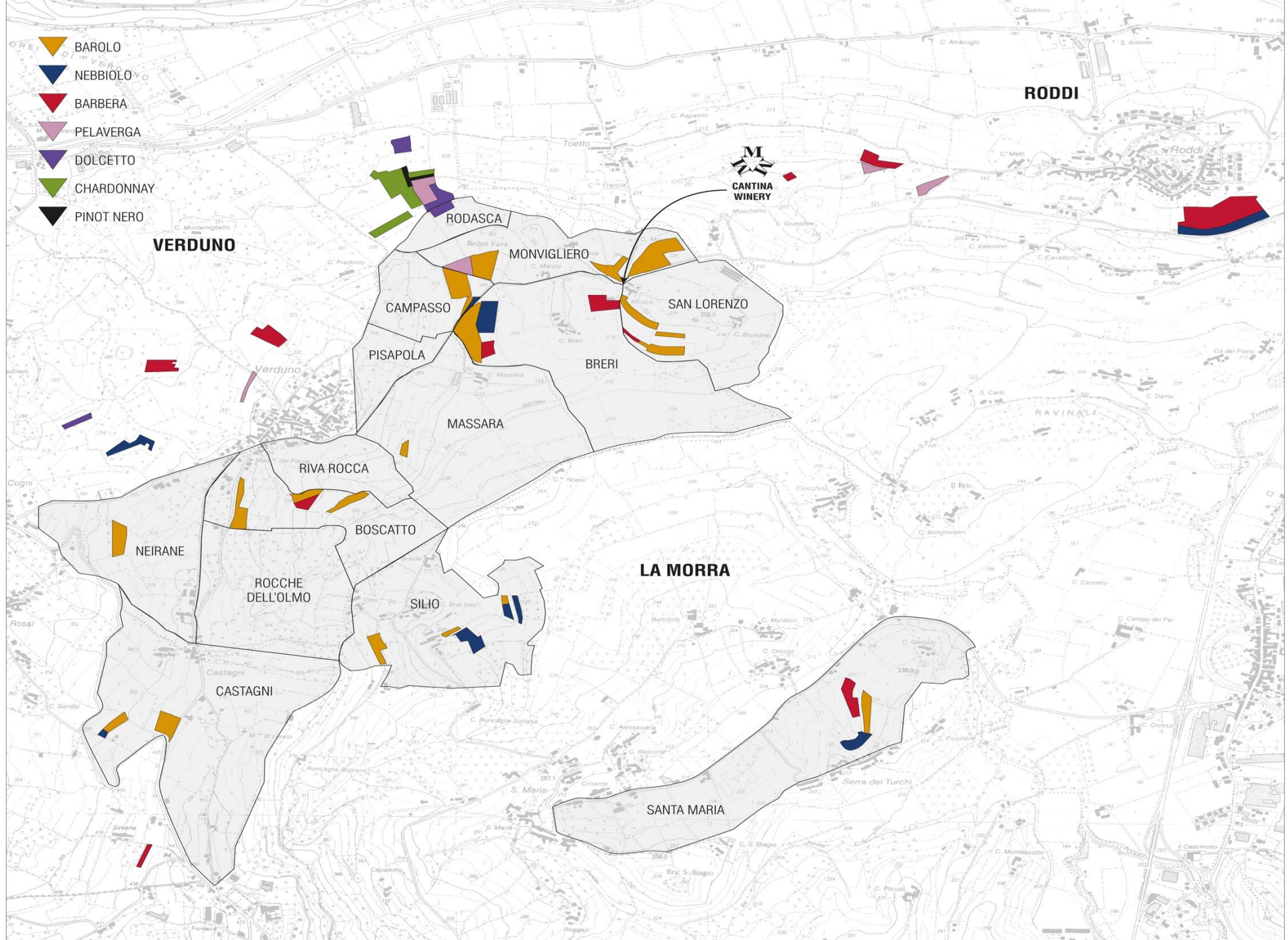
This is a «**chalk vein**» that descends from the Roero area, develops in some areas of Verduno and arrives in La Morra.

This type of soil greatly influences the fruity aromas of the wines that come from here, in particular aromas of cherry, berries, typical especially of the La Morra area.

Monvigliero is one of the mentions distributed along this »orange» long area, that starts from the north and reaches the south and is characterized by the presence of Sant'Agata marls of fossil origin, laminated, Tortonian soil, which has a geological age between 7 and 11 million years.

Many different MGA from which come some Barolos of great intensity and elegance are located on this line.

DIEGO MORRA


BAROLO
NEBBIOLO
BARBERA
PELAVERGA
DOLCETTO
CHARDONNAY
PINOT NERO
VERDUNO
RODDI
LA MORRA
CANTINA
WINERY
RODASCA
MONVIGLIERO
CAMPASSO
SAN LORENZO
PISAPOLA
BRERI
MASSARA
RIVA ROCCA
BOSCATTO
NEIRANE
ROCCHE
DELL'OLMO
SILIO
CASTAGNI
SANTA MARIA

DIEGO MORRA

LANGHE DOC CHARDONNAY 2024



Denomination: Langhe DOC Chardonnay

Grape variety: Chardonnay

Vineyard location: municipality of Verduno

Yield per hectare: 100 q. / hectare

Harvest period: first ten days of September

Vinification: after manual harvesting, a soft pressing o the whole bunches releases the free-run must whic after racking, begins a slow and constant off-whit fermentation conducted at low temperatures (ma 20°C) to best preserve the varietal expression of international vine interpreted in the Langa hills. Part c the mass is vinified (alcoholic and malolact fermentation) in wood, oak tonneaux. The remainin part does not carry out malolactic fermentation and th entire process is conducted in stainless steel containers Subsequently the two masses are combined and refine in stainless steel containers, before proceeding wit bottling

Alcohol content: 13%

Organoleptic characteristics: varietal wine with a brigh yellow colour, delicately scented with notes of apple citrus fruits, peach and white flowers. The right acidit enhances the high freshness of the product.

Pairings: the classic white vinification of a international vine grown in the Langa makes this win an excellent companion to fish dishes, white meats, c vegetable-based appetizers. Suitable for risottos with delicate flavour. For an optimal interpretation it shoul be served cool (8-10°C)

LANGHE DOC CHARDONNAY 2025



Denomination: Langhe DOC Chardonnay

Grape variety: Chardonnay

Vineyard location: municipality of Verduno

Yield per hectare: 100 q. / hectare

Harvest period: first ten days of September

Vinification: after manual harvesting, a soft pressing on the whole bunches releases the free-run must which, after racking, begins a slow and constant off-white fermentation conducted at low temperatures (max. 20°C) to best preserve the varietal expression of a international vine interpreted in the Langa hills. Part of the mass is vinified (alcoholic and malolactic fermentation) in wood, acacia tonneaux. The remaining part does not carry out malolactic fermentation and the entire process is conducted in stainless steel containers. Subsequently the two masses are combined and refined in stainless steel containers, before proceeding with bottling

Alcohol content: 14%

Organoleptic characteristics: varietal wine with a bright yellow colour, delicately scented with notes of apples, citrus fruits, peach and white flowers. The right acidity enhances the high freshness of the product.

Pairings: the classic white vinification of an international vine grown in the Langa makes this wine an excellent companion to fish dishes, white meats, or vegetable-based appetizers. Suitable for risottos with a delicate flavour. For an optimal interpretation it should be served cool (8-10°C)

DIEGO MORRA

THE WINE MAKING PROCESS

The harvest and wine making choices depend greatly on the final result that you want to obtain in the wines produced.

Here are some specific production choices:

LANGHE DOC CHARDONNAY: harvest at the end of August, first week of September. After gentle pressing:

- **30% of the must is transferred to French oak tonneaux** (first or second passage), where alcoholic fermentation and malolactic fermentation take place, to obtain a soft, gastronomic, rounder and more delicate wine nuance
- **70% of the must is kept in stainless steel tanks**, to do alcoholic and malolactic fermentation, to best enhance the fresh and fragrant expressions of the grapes
- **No maceration**
- after 6 months separated, the two parts are joined in a stainless steel tank and left to refine for another 2 months, and then 2 months in bottle

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THE HARVEST





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THE HARVEST

The harvest time is the most delicate and important moment of the year.

Start: end of August **- End:** mid-October

The harvest is manual, in 20 kg cases.
The picked grapes are usually **cooled in a cold room** for one night minimum. **This is our personal choice**, to protect and enhance the aromas of the grapes and then of the wines.

The exactly moment to harvest is done by Diego and Davide.
First through sampling and **empirical evaluations** of the grapes in the vineyard (they check when the grape seeds are ripe, brown in color and not bitter, and they evaluate the sugar content) and then - through laboratory analysis - to evaluate the relationship between phenolic and technological ripeness.

Weather conditions are also crucial: the forecast of heavy rains can anticipate the choice of harvest, to guarantee the healthiness of the grapes.

Only from safe grapes it's possibile to obtein high quality wine.

DIEGO MORRA

THE HARVEST





DIEGO MORRA

THE HARVEST



DIEGO MORRA

THE HARVEST

Agronomic knowledge is fundamental, just as it is fundamental to know exactly - step by step, meter by meter – alle the vineyards and the vines, the characteristics and the potential of each one, based on the age of the plant, the soil, the local microclimate.

At the same time, **it is essential to be clear about which wine you want to produce from that grapes**, what you want to enhance to the fullest (the body or the aromas), to make an informed and right decision.

Each portion of the vineyard is intended for a specific wine production and the harvest is done with the type of wine that is intended to be produced, well clear in mind.

The selection of the grapes takes place in 2 stages, first in the vineyard and then in the cellar, to be sure to crush or press perfect and safe grapes.

DIEGO MORRA

VERDUNO PELAVERGA DOC

This wine is coming from Pelaverga »small»: native, indigenous variety, which in the Verduno soil knows how to best expression. The secret of the peppery notes that characterize Verduno Pelaverga DOC is the aromatic molecule "rotundone" found in the grape, the same one that is recognized in Sirah

In the 70s many wineries used it as a "blend grape" useful only to incrase the quantity of wine produced from other varieties (Barbera, Nebbiolo for example). Many pelaverga vines among other rows.

In the 70s, encouraged by some producers from Verduno, from the University of Turin, it was decided to start an **experimental vineyard exclusively dedicated to Pelaverga**, to understand its potential and its evolution. Antonio Morra, Diego's father, given his great experience in agriculture, was entrusted with managing this vineyard.

The wine became a DOC in 1995. This is one of the smallest DOC in Italy.

Actually they are 18 producers of Verduno Pelaverga DOC, and there is an Association «Verduno E' Uno» of the producers of this wine. This association promotes the wine in the world.

Diego Morra is the President.

DIEGO MORRA

VERDUNO PELAVERGA DOC 2024



Grape variety: Pelaverga Small

Vineyard location: municipality of Verduno

Harvest time: third ten days of September

Vinification: after soft destemming and crushing, the tumultuous fermentation takes place in 4-6 days with constant temperature control (max 25°C), short but frequent pumping over and racking in about 8 days to best preserve the varietal aromas. Vinification, malolactic fermentation and aging take place in stainless steel containers for about 4/6 months and then 2 months in the bottle

Alcohol content: 13% vol

Organoleptic characteristics: the color, with a not too marked intensity typical of the variety, gives way to lively and brilliant red tones, synonymous with sincerity and joviality. The predominant varietal characteristic is the olfactory richness: a riot of spices that delicately alternate leaving plenty of room for peppery, warm, intense, enveloping notes

Pairings: highly versatile wine, it goes well with rustic dishes, excellent with cured meats and aged cheeses, but also with first and second courses with characters that leave room for the wonderful sensory journey of this wine itself. If served at a low temperature it is suitable as an aperitif and goes very well with fish main courses

VERDUNO PELAVERGA DOC 2025



Grape variety: Pelaverga Small

Vineyard location: municipality of Verduno

Harvest time: third ten days of September

Vinification: after soft destemming and crushing, the tumultuous fermentation takes place in 4-6 days with constant temperature control (max 25°C), short but frequent pumping over and racking in about 8 days to best preserve the varietal aromas. Vinification, malolactic fermentation and aging take place in stainless steel containers for about 4/6 months and then 2 months in the bottle

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DIEGO MORRA

THE WINE MAKING PROCESS

VERDUNO PELAVERGA DOC:

Harvest in the middle of September, from different plots, in different moments:

- **Some parcels in south face** (a very hold parcel in Monvigliero MGA), to obtein body, structure, intensity on the wine
- **Some parcels in north face** (to keep perfumes, freshness, aromaticity, to preserve the spicy and elegant olfactory notes)
- It's important to ensure correct harvest times to guarantee **olfactory elegance and body**, **spice on the nose and in the mouth**
- alcoholic fermentation and maceration at controlled temperature, between 16°C and maximum 22°C)
- No aging process in wood

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LAND – VINEYARDS - SOIL

PROPERTY

30 hectars of vineyards - 74 acres
3 villages: Verduno, La Morra, Roddi
56% is nebbiolo, mostly to produce Barolo
20 hectares of hazelnut groves – 49 acres

THE SOIL

MAINLY TORTONIAN SOIL – geological age 7/11 million years

Sant'Agata Marls "laminated fossils": a complex of fine sediments – a mixture of clay, silt and sand – with a strong calcareous component and a grey-blue colour
Good fertility thanks to the laminated marls
High content of clays and fine silts that allows a good capacity to retain water during the dry summer phases, allowing the plant to always have a regular development.

Powerful wines (given the important presence of the marl)
AND
elegant wines (given the important presence of sand, silt and fine clay).

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LAND – VINEYARDS - SOIL





DIEGO MORRA

LAND – VINEYARDS - SOIL



DIEGO MORRA

SUSTAINABILITY

Respect for the land, its times and needs.

Use of techniques with **low environmental impact,**
Certificated according to the National Integrated Production Quality System, **SQNPI**

Grassing between the rows and use of ***cover crop*** to help the organic on the soil.

Practices of ***sexual confusion*** in vineyards to avoid some harmful insects.

Manual elimination of the "noctuas (lepidoptera family)" which, in the month of March/April (when the first Nebbiolo buds arrive) climb the vines during the night and "eat" the buds

Very careful and frequent selections in the vineyard, in search of the ripness of each single bunch, **limited yields.**

Frequent and scrupulous interventions (before and after rain) to protect the vines from fungal diseases through the use of **natural products, copper and sulphur.**

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SUSTAINABILITY







DIEGO MORRA

MICROCLIMA AND CLIMATE CHANGE





The Verduno area and the northern part of the Barolo region is **rather cool and positively influenced by the currents of the Tanavo river which flows nearby.**

To better manage climate change, we are work differently in the vineyards.

The harvest time is also established to better guarantee a correct balance in the grapes and therefore in the wines, a balanced and non-aggressive tannin, good acidity.

To preserve the aromas, during the last hot harvests, the grapes, after picked, are stored in a cold room for a few hours, to lower the temperature and be able to best enhance the olfactory expression.

DIEGO MORRA

MICROCLIMA AND CLIMATE CHANGE

To best manage the consequences of climate change, **it is necessary to work in the vineyard in a careful and prudent way.**

In case of very hot, dry and sunny seasons, **we keep vine shoots very long for a long time**, to better protect the bunches from solar radiation.

The shoots are mostly cut in cooler exposure part of the row, to encourage the good ripening of the grapes.

The rows are grassed with different crops (cover crops) to help the fertility of the soil, maintain freshness/humidity and promote biodiversity.

The grape harvest takes place early in some areas , which are warmer and exposed to more intense sun, and, after harevested, cooling in a cold room helps keep the aromas intense and elegant.

DIEGO MORRA

DOLCETTO D'ALBA DOC 2025



Grape variety: Dolcetto

Vineyard location: Municipality of Verduno

Harvest period: Second ten days of September

Vinification: Following gentle destemming and crushing, the vigorous fermentation takes place over 4–6 days with constant temperature control (max. 25°C), frequent short pump-overs, and racking after approximately 8 days. Vinification, malolactic fermentation, and aging all occur in stainless steel tanks over a period of about 6 months.

Alcohol content: 13% ABV

Organoleptic characteristics: A quintessential expression of the grape variety, the wine displays an intense ruby-red color with violet highlights. Its vinous, exceptionally fresh aromas are complemented by pleasant fruity notes—such as peach and blackberry—along with floral hints of wild violet. On the palate, it is inviting and well-rounded, striking a perfect balance between youthful vibrancy and soft tannins, making it highly enjoyable even at a young age.

Food pairings: A remarkably versatile wine, it pairs well with meat-based appetizers and first courses, and is also an excellent match for medium-aged cheeses.

DIEGO MORRA

LANGHE DOC NEBBIOLO 2023 IL SARTO



Grape variety: Nebbiolo

Vineyard location: municipality of Roddi, La Morra, Verduno

Harvest period: first ten days of October

Vinification: after soft destemming, the tumultuous fermentation takes place in 8-10 days with constant temperature control (max. 26-28° C), short but frequent pumping over and racking in about 10-12 days. A parte of the maceration took place according to the carbonic maceration technique. The vinification, the malolactic fermentation and most of the aging (which also involves a passage in wood in tonneaux/large barrels) take place in stainless steel containers in about 12-18 months.

Alcoholic content: 14,5% BY VOL

Organoleptic characteristics: maximum expression of varietal characters, the not too marked coloring intensity is given by the ruby red with garnet notes. The vinous aromas and hints of ripe red fruits and small fruit jam are accompanied by marked floral notes of rose. Light hints of wild herbs complete the olfactory sensations. The aging in wood allows the right combination of the tannic richness typical of Langa Nebbiolo and the softness of the palate, making this wine balanced but long-lived.

Pairings: Its fresh, yet intense and persistent interpretation places the wine in a wide range of pairings: well-structured appetizers, first and second courses with meat, semi-mature cheeses, and even fatty fish.

LANGHE DOC NEBBIOLO 2024 IL SARTO



Grape variety: Nebbiolo

Vineyard location: municipality of Roddi, La Morra, Verduno

Harvest period: first ten days of October

Vinification: after soft destemming, the tumultuous fermentation takes place in 8-10 days with constant temperature control (max. 26-28° C), short but frequent pumping over and racking in about 10-12 days. A parte of the maceration took place according to the carbonic maceration technique. The vinification, the malolactic fermentation and most of the aging (which also involves a passage in wood in tonneaux/large barrels) take place in stainless steel containers in about 12-18 months.

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DIEGO MORRA

THE WINE MAKING PROCESS

LANGHE DOC NEBBIOLO «IL SARTO»:

Harvest time in the middle of September, from 3 different plots, in 3 different villages:

- **Roddi:** calcareous soil, warm southern exposure, so marked tannins, good structure and acidity
- **Verduno**: fresh exposure, floral and aromatic notes, spicy, delicate notes
- **La Morra**: these are our highest altitude vineyards, around 400 metres, from which we obtain very distinct red fruit notes

The name «Il Sarto» is exactly because - just as a tailor sews different fabrics to make a suit - we combine grapes from different vineyards to obtain our Langhe DOC Nebbiolo.

- **Carbonic maceration for 30% of the grapes**, for about 12 days, to extract notes of ripe fruit, especially cherry notes
- **70% of the grapes are destemmed and crushed**
- Alcoholic fermentation at a controlled temperature, slow, to then reunite the 2 parts (this part and the part resulting from the carbonic maceration) to conclude the alcoholic fermentation together and then the malolactic fermentation
- **This process affects the wine by giving it intense fruity notes, delicate and fresh aromas, but also good tannins, body and structure**

DIEGO MORRA

THE WINE MAKING PROCESS





DIEGO MORRA

THE WINE MAKING PROCESS

Pressing grapes (or destemming and then crushing them) is always done delicately.
Even when crushed, the grapes are never completely crushed.
Sometimes, for some wines, it is preferable **to keep a part of the whole bunch** (for single vineyard Barolos for example) and a part of the destemmed bunch.

The must is pumped into stainless steel tanks at a temperaturecontrolled, where 3 fundamental processes take place:

- **alcoholic fermentation** (between 16°C and maximum 26°C for Barolo): temperature control is essential to verify step by step the correct and balanced evolution of fermentation, the enhancement of the aromas and structure of the wine
- **maceration through pumping over** (3/4 times a day, approximately every 3 hours initially, and then progressively less frequently): this phase is very delicate because the extraction of tannin depends on it, which must be balanced and never excessive. Furthermore, it is essential to have a clear idea of the grape's characteristics and of the ability of the skin to resist, or not, long macerations. This depends also from the characteristics of the vintage
- **malolactic fermentation**

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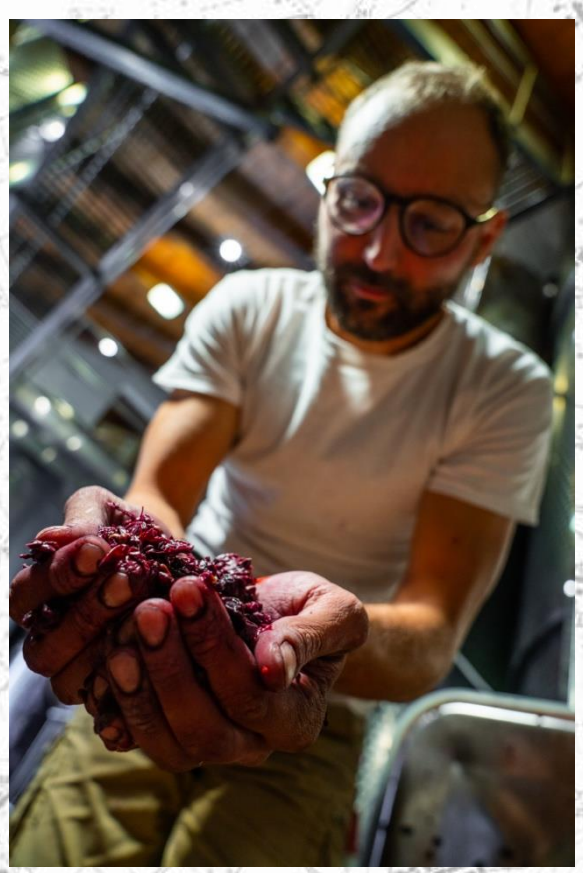
THE WINE MAKING PROCESS







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THE 10 MGA

1. **MONVIGLIERO:** Sant'Agata Fossil Marls, with sand, clay and limestone; special fresh microclima influenced by the Tanaro river. 3 different exposures and protected by the winds
2. **SAN LORENZO DI VERDUNO:** same soil of Monvigliero MGA but more warm and hot, less ventilated. So from here wines with more body, structure, notes of ripe red fruit
3. **BRERI:** same soil of Monvigliero MGA but the vineyard is less steep, less ventilated, therefore the wines are equally elegant but less intense and aromatic.
4. **MASSARA:** significant difference in altitude, open and bright position, generous and rich soils, that are influencing the wines with good structure, body and chromatic depth
5. **CAMPASSO:** is characterised by a cooler exposure due to a progressive rotation of the hill towards the east
6. **BOSCATTO:** we have both south and east, with different characteristics. The southern part has a looser and sandier soil, the eastern part is more calcareous. The highest part is adjacent to the chalk vein. From the east more freshness, acidity. From the south more vegetal part, cut grass and «china» notes
7. **NEIRANE:** characterized by the alternation between clayey marls and layers of gypsum in large crystals. The soils are therefore similar to those of the Sant'Agata Laminate marls but enriched by which increases the fertility of the soil
8. **CASTAGNI:** It is the continuation towards the west of the MGA Ascheri and San Giacomo, with red soils and crossed by the chalk vein, that influences the vibrant fruity notes of the wines come from this MGA
9. **SILIO:** clayey and slightly calcareous, moderately sandy, rich in manganese and magnesium. Steeper hill with abrupt changes in exposure, therefore cooler in some areas and warmer in others
10. **SANTA MARIA:** south /west exposure, with the typical characteristics of La Morra soil

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BAROLO DOCG 2021 ZINZASCO



Grape variety: Nebbiolo

Vineyard location: municipalities of Verduno, La Morra

Harvest period: first part of October, manual harvest

Vinification: union of Nebbiolo grapes coming for 50% from the village of Verduno and for 50% from the village of La Morra. Fermentation and maceration in temperature-controlled stainless steel containers, maximum 26/28 ºC for 25 days. The aging takes place in tonneaux (500 lt) of French oak for 6 months, and then in barrels of average size, 2500 lt each, always French oak, for another 18 months. This is followed by further refinement in stainless steel containers and then in bottle

Alcohol content: 14.5% VOL

Organoleptic characteristics: the grapes coming from 10 different sub-areas (MGA) of the Village of La Morra and Verduno give a very wide range of aromas ranging from spicy notes to the sweetest floral and fruity ones. Ample and happy aromas of strawberry, cherry, licorice and aromatic herbs, with hints of tobacco and leather. The mouthfeel is soft and velvety, balanced and with a remarkable personality. Clear, fine to the nose, deep, of great elegance and harmony, persistent and with medium tannins, without harshness

Pairings: excellent with pasta dishes with a good structure, such as creamy risotto, and with meat dishes, braised, boiled, and seasoned alpine cheeses. Try also in less usual combinations, such as fish dishes of good structure and fat.

BAROLO DOCG 2022 ZINZASCO



Grape variety: Nebbiolo

Vineyard location: municipalities of Verduno, La Morra

Harvest period: first part of October, manual harvest

Vinification: union of Nebbiolo grapes coming for 50% from the village of Verduno and for 50% from the village of La Morra, 10 different MGA. Fermentation and maceration in temperature-controlled stainless steel containers, maximum 28 ºC for 25 days. The aging takes place in tonneaux (500 lt) and in barrels of average size, 2500 lt each, always French oak, for 25 months. This is followed by further refinement in stainless steel containers and then in bottle

Alcohol content: 14.5% VOL

Organoleptic characteristics: the grapes coming from 10 different sub-areas (MGA) of the Village of La Morra and Verduno give a very wide range of aromas ranging from spicy notes to the sweetest floral and fruity ones. Ample and happy aromas of strawberry, cherry, licorice and aromatic herbs, with hints of tobacco and leather. The mouthfeel is soft and velvety, balanced and with a remarkable personality. Clear, fine to the nose, deep, of great elegance and harmony, persistent and with medium tannins, without harshness

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DIEGO MORRA

GRAVITY MATTERS



DIEGO MORRA

THE WINE MAKING PROCESS

ABOUT OUR 4 BAROLO DOCG:

BAROLO DOCG ZINZASCO – our »classic» Barolo, blend of 10 different MGA in 2 villages, Verduno and La Morra
BAROLO DOCG DEL COMUNE DI VERDUNO – our »Barolo from the village», blend of 3 different MGA ony located in Verduno
BAROLO DOCG SAN LORENZO DI VERDUNO – singular vineyard Barolo
BAROLO DOCG MONVIGLIERO – singular vineyard Barolo

The choice to produce these 4 Barolos - was done after some microvinification experiments repeated for some years, to better understand the exact expression and potential of each vineyard.

The vinification style of the 4 Barolos is very similar, due to a specific production choice:
our goal for the Barolo is to express in the best way the characteristics of the vineyard, of the soil, of the microclimate and of the vintage, with a delicate, prudent and elegant influence from the cellar. Incisive but not aggressive.

DIEGO MORRA

THE WINE MAKING PROCESS

COMMON ELEMENTS OF THE BAROLO WINE MAKING PROCESS

- **Harvest during the first 15 days of October**
- **Cooling of the grapes in a cold room**, to better keep the aromas (in the last vintages October was very hot) and to ensure that the pressing of the grapes is simultaneous, also for the Barolo Zinzasco where the grapes come of 10 different vineyards/MGA
- **destemming and pressing the grapes, keeping some with whole berries/bounches**
- **alcoholic fermentation in stainless steel tanks for a period of minimun 25 to maximum 40 days**
- alcoholic fermentation at **not too high temperatures**, with maximum peaks of 26°/27 °C
- malolactic fermentation in steel during the winter period
- **aging in wood - French and Slavonian oak, untoasted, 3°/4° passage** (never new oak), preferably large size (25 hectolitres) or sometimes tonneaux (500 lt)
- **Aging time: depending from the vintage, but usally from a minimum of 24 months** until a maximum of 30/32 months
- 6 months in stainless steel tanks
- 6 month in bottle

DIEGO MORRA

THE AGING PROCESS



DIEGO MORRA

THE AGING PROCESS





DIEGO MORRA

BAROLO DOCG 2021 DEL COMUNE DI VERDUNO



Grape variety: Nebbiolo

Vineyard location: municipality of Verduno, Massara, Boscatto, and Breri MGA (Vineyards), and – only for this vintage – San Lorenzo di Verduno. Southern exposure and south-east exposure, calcareous and loamy soil

Harvest period: second ten days of October

Vinification: Nebbiolo grapes coming exclusively from 3 different vineyards in the municipality of Verduno. Fermentation and maceration in stainless steel containers at a controlled temperature, maximum 27/28°C, for 25 days. The aging takes place in large French oak barrels (2500 litres) for a period varying between 18 and 24 months. Further refinement follows in stainless steel containers and then in the bottle

Alcohol content: 14.5% VOL

Organoleptic characteristics: An intense walk in a forest, this is how one could define this Barolo. Fresh, herbaceous notes, reminiscent of alpine herbs, humid forest, notes of "china", with hints of tobacco and leather. Soft and velvety on the palate, balanced and with notable personality. On the nose it is clear, fine, deep, of great elegance and harmony, persistent and with dense tannins but without harshness. On the palate it is warm and enveloping, demonstrating great balance and long persistence

Pairings: excellent with medium-structured first courses, a Barolo to drink, to be enjoyed with different dishes, very versatile. Fresh, intense, fragrant. First courses, red meats, cheeses, but also to be dared on fish dishes.

BAROLO DOCG 2022 DEL COMUNE DI VERDUNO



Grape variety: Nebbiolo

Vineyard location: municipality of Verduno, Massara, Boscatto, and Breri MGA (Vineyards), and – only for this vintage – San Lorenzo di Verduno. Southern exposure and south-east exposure, calcareous and loamy soil

Harvest period: second ten days of October

Vinification: Nebbiolo grapes coming exclusively from 3 different vineyards in the municipality of Verduno. Fermentation and maceration in stainless steel containers at a controlled temperature, maximum 27/28°C, for 25 days. The aging takes place in large French oak barrels (2500 litres) for a period varying between 18 and 24 months. Further refinement follows in stainless steel containers and then in the bottle

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DIEGO MORRA

BAROLO DOCG 2020 SAN LORENZO DI VERDUNO



Grape variety: Nebbiolo

Vineyard location: municipality of Verduno, San Lorenzo vineyard. Southern exposure, calcareous and loamy soil

Harvest time: second ten days of October

Vinification: Nebbiolo grapes coming exclusively from the San Lorenzo di Verduno vineyard. Fermentation and maceration in stainless steel containers at a controlled temperature, maximum 26/28°C, for 30 days. Aging takes place in large French oak barrels (2500 litres) for 24 months. This is followed by further refinement in stainless steel containers and then in the bottle

Alcohol content: 14.5% VOL

Organoleptic characteristics: the grapes from Verduno give a very wide range of aromas ranging from spicy notes to sweeter floral and fruity ones. Ample and happy aromas of strawberry, cherry, licorice and aromatic herbs, with hints of tobacco and leather. Soft and velvety mouth, balanced and with remarkable personality. Clean, fine on the nose, deep, of great elegance and harmony, persistent and with dense tannins without harshness. On the palate it is warm and enveloping, showing great balance and long persistence

Pairings: excellent with first courses with a good structure, such as creamed risottos, and with second courses of meat, braised or boiled meats, and aged mountain cheeses. Also try it in less usual combinations, such as fish dishes with a good structure and fatness.

BAROLO DOCG 2022 SAN LORENZO DI VERDUNO



Grape variety: Nebbiolo

Vineyard location: municipality of Verduno, San Lorenzo vineyard. Southern exposure, calcareous and loamy soil

Harvest time: second ten days of October

Vinification: Nebbiolo grapes coming exclusively from the San Lorenzo di Verduno vineyard. Fermentation and maceration in stainless steel containers at a controlled temperature, maximum 26/28°C, for 30 days. Aging takes place in large French oak barrels (2500 litres) for 24 months. This is followed by further refinement in stainless steel containers and then in the bottle

Alcohol content: 14.5% VOL

Organoleptic characteristics: the grapes from Verduno give a very wide range of aromas ranging from spicy notes to sweeter floral and fruity ones. Ample and happy aromas of strawberry, cherry, licorice and aromatic herbs, with hints of tobacco and leather. Soft and velvety mouth, balanced and with remarkable personality. Clean, fine on the nose, deep, of great elegance and harmony, persistent and with dense tannins without harshness. On the palate it is warm and enveloping, showing great balance and long persistence

Pairings: excellent with first courses with a good structure, such as creamed risottos, and with second courses of meat, braised or boiled meats, and aged mountain cheeses. Also try it in less usual combinations, such as fish dishes with a good structure and fatness.

DIEGO MORRA

BAROLO DOCG 2020 MONVIGLIERO



Grape variety: Nebbiolo

Vineyard location: municipality of Verduno, MGA Monvigliero

Harvest period: second ten days of October

Vinification: selection of the best grapes within the 4 hectares cultivated in 3 different expositions - south, south / east and south / south west. Fermentation and maceration in stainless steel containers at a controlled temperature, maximum 25/26º C, for 35 days. Aging: takes place in French oak barrels of 2500 liters each for 30 months. A further refinement follows in stainless steel containers and then in the bottle.

Alcohol content: 14.5% VOL

Organoleptic characteristics: delicious on the nose thanks to the breadth of the aromas that are revealed. Energy and character with hints of red plums, dried red flowers and spices. References to cinnamon, cloves and white pepper emerge. Full-bodied. Ripe tannins and a subtle and decisive finish. On a sensory journey, from nose to mouth passing through scents of rose, ripe fruit, delicate spices, tobacco.

Pairings: the finesse and elegance of this wine goes best with second courses of meat or aged cheeses. Sipped at the end of a meal with pieces of dark chocolate, it becomes the seal of an excellent Langa meal. Also suitable for daring combinations for a Barolo such as fish or mushroom and truffle risotto. In addition, the slightly spicy notes that characterize it make it suitable even for more extravagant combinations, especially where spice dominates.

DIEGO MORRA

LAND

THE ”M” OF MONVIGLIERO

VERDUNO’S ICONIC VINEYARD FOR THE BAROLO PRODUCTION,
AT THE HEART OF OUR FAMILY HISTORY

The history of Morra family and DIEGO MORRA winery has always been closely interconnected with the Monvigliero vineyard, since the end of 19th century.

We are located in the middle between MGA Monvigliero and MGA San Lorenzo di Verduno.
We are the largest owners of this MGA: around 9 acres in 3 exposures, south / south east/ south west

- **Before ‘90 only 6 wineries** produced Barolo DOCG Monvigliero, only local wineries located in Verduno
- **Today – 2025 – 22 wineries** are producing this Barolo.18 wineries are producing this Barolo from their own grapes; 3 wineries purchase some grapes

DIEGO MORRA

MONVIGLIERO & VERDUNO VIEW



DIEGO MORRA

LAND

THE ”M” OF MONVIGLIERO

VERDUNO’S ICONIC VINEYARD FOR THE PRODUCTION OF BAROLO,
AT THE HEART OF OUR FAMILY HISTORY

Monvigliero is as a sort of **natural amphitheater** therefore, especially in the last ten years, **it has a microclimate that benefits it and protects it from the consequences of climate change.**

It is located in the northern part of the Barolo Region, and summarizes the typical characteristics of the north-western area. Geologically, the soil is primarily composed of “**laminated Sant’Agata Fossil marls**”, a complex of fine sediments – a mixture of clay, silt and sand – with a strong calcareous component and a grey-blue colour, **formed between 7 and 11 million years ago (Tortonian soil).**

The components deriving from laminated marls determine **good fertility** even if it is a young and harsh soil. Furthermore, the large content of clays and fine silts allows a good **capacity to retain water during the dry summer phases, allowing the plant to always have a regular development**.

DIEGO MORRA

LAND

THE ”M” OF MONVIGLIERO

VERDUNO’S ICONIC VINEYARD FOR THE PRODUCTION OF BAROLO,
AT THE HEART OF OUR FAMILY HISTORY

Very important characteristic of this vineyard: **the microclimate and the temperature**, strongly influenced by the proximity of the Tanaro River.

The vineyards are distributed at relatively low altitudes – our property is located between 230 and 350 meters above sea level - which determines a large temperature range between the cold and hot seasons, but also between day and night, and which has an **extremely favorable impact on the quality of the grapes**.

Here, in fact, in winter time, temperatures can be several degrees below zero and in the height of summer, temperatures can be very hot for several days.

DIEGO MORRA

MONVIGLIERO VIEW





DIEGO MORRA

HISTORY

THE ”M” OF MOSCA

THE HISTORIC FARMHOUSE WHERE THE WINERY HAS BEEN HELD SINCE THE LATE 19TH CENTURY

Mosca is the name of the farmhouse and of the small group of houses where the winery was born.

Mosca represents the place where the Morra family has always lived and worked from 19° century.

Originally, the family was owner only of 4 hectares of land distributed in various parts of Verduno, partly dedicated to the production of cereals, hazelnuts, partly for cattle breeding and partly for vineyards: **Mosca was the classic Langa farmhouse.**

Over the years, **the property has reached its current size of 30 hectares/74 acres, only of vineyards distributed in 3 municipalities**: Verduno, La Morra and Roddi.

And also 20 hectares/49 acres of haselnuts trees.

DIEGO MORRA

FAMILY

THE ”M” OF MORRA

A GRAPEGROWERS FAMILY, FROM A FEMALE LINE

Diego Morra is a family-run Winery founded in 2006 by Diego, born in 1984.
The owners are Diego and Francesca, his wife.

The winery’s history started with a women and a love story.
At the end of the 19th century, for the love of Maria, Diego's great-grandfather – Antonio Morra, the same name as Diego's father - moved to Verduno from Cherasco, a close village.

Maria, at this time, lived with her family in a farmhouse located in Verduno, right in the "Mosca" famhouse where the Diego Morra winery is located today.

The Morra’s family has always worked in the agricultural sector, but the wine making was only for family consumptiom, until 2006.
The most important part of the land investments was made by Antonio and Anna, Diego's parents, starting in 1970.

DIEGO MORRA



DIEGO MORRA



Cascina Mosca.37,12060 VERDUNO, CN, Italy – www.morrawines.com

DIEGO MORRA

SOME MORE INFORMATIONS

Current production: 80,000 bottles
Potential Production for the future: more than 200.000 bottles
We are currently selecting the best grapes, from the best vineyards and best exposures, for our production, and we partially sell the other grapes to other wineries.

Hectares of property: 30 – Acres: 74
Wines produced: 12 labels

Owners: Diego & Francesca
Ordinary workers, full time: 7
Seasonal workers: 30/40

Export Countries: Sweden, UK, US, Canada, Denmark, Belgium, Germany, France, Austria, Swiss, Russia, South Korea, Australia, Hong Kong,

DIEGO MORRA



THANKS TO EVERYONE!

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