

# POGGIO ANIMA

a fresh, new concept in italian wines

Vine Street Imports has always been at the forefront of quality wine coupled with radical packaging. We have always viewed wine very, very seriously and the vehicle for which it comes not so seriously. There are certainly exceptions to this but when we have 'full' control of the product, it generally comes out with a little flair and fun.

Poggio Anima is a joint venture between Montalcino superstar Riccardo Campinoti of Le Ragnaie and his importer Vine Street Imports. The idea is pretty simple: to source the best **vineyards** from existing relationships and produce a **real** wine that conveys a **place** and a **grape**. These wines are not bulk wines, nor leftover juice from a winery, but long term contracts that we have signed with reputable growers.

## **where did the name come from?**

Poggio Anima translates to 'Hill of Soul.' Going back to the concept of Poggio Anima we wanted to capture the 'soul' of each vineyard and grape. No manipulation, no water, sugar, etc. Just the pure expression of the fruit and site. I would argue that many wines have a 'soul,' but very few weeknight wines share this. Poggio Anima has come along to change this.

## **why the ancient pagan labels?**

Simply put, Vine Street Imports founder Ronnie Sanders has a very twisted sense of humor and marketing! In all seriousness though there is an everyday dichotomy between good and bad in the world. Looking for balance in all things (including wine) is a vital quest for many. The Eastern ideaology of Yin Yang, is the core of this 'balance' in the Poggio Anima concept.

Fusing this Eastern belief with Western philosophy is apparent when you look at the contradiction of red and white (wines), good vs evil (demons vs angels) and modern ideas with old world winemaking practices (catchy, fun packaging with classic old world wine).

This is Poggio Anima.

# POGGIO ANIMA

the clash between light and darkness

## THE ANGELS

### ***Uriel* - Sicily IGT, 100% Grillo**

*Uriel*, the archangel of repentance. Uriel played a very important role in ancient texts as the rescuer of Jesus' cousin John the Baptist from the Massacre of the Innocents ordered by King Herod. The translation of *Uriel* is 'God of Light.' *Uriel* was the angel who checked each of the doors during the Passover in order to ensure safety for God's people. Grillo is a very resilient grape and one that withstands a lot of heat and wind on Sicily. It is probably best known as the foundation for Marsala but in its 'dry' form has many interesting characteristics. It is the most important white grape on Sicily and therefore the 'principal light.'

### ***Gabriel* – Basilicata IGT, 100% Greco**

In the ancient Hebrew Book of Enoch, Gabriel, along with Michael, Raphael, Uriel and Suriel, hears the cries of humanity as there was much blood shed. They literally begged the 'Ancient of Days' (interpreted as Yaweh) to come to earth and save mankind from themselves. Because of this and various other acts, Gabriel is recognized as the most important archangel in many texts in various religions. From revealing the Quran to Muhammad to announcing the birth of Jesus to Mary, his importance is noted throughout historical texts. As is such, Greco arguably the most important grape in all of Italy, due to its use in various liqueurs as well as fine wines. It is often better known by its mutation moniker of Trebbiano. It is the second most planted grape in the world where in France it is known as Ugni Blanc.

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## THE FALLEN

### ***Belial* - Toscana IGT, 100% Sangiovese**

One of the four crown princes of hell. Roughly translated to 'without yoke' in Hebrew. It is believed that *Belial* is the purest definition of 'lawlessness.' The correlation is that much of what has come to be known as 'Supertuscans' or 'IGT' is simply lawless. People blending international varietals with indigenous varietals, etc. This is a pure expression of Sangiovese from the Grattamacco vineyard in Montecucco that is owned by famed Montalcino estate, Poggio di Sotto. Organically farmed and treated lightly with oak.

### ***Samael* – Montepulciano d’Abruzzo DOC, 100% Montepulciano**

In Jewish texts, *Samael* is better known as the 'Angel of Death.' It is believed that *Samael* is both good and evil in that he does the work of God but desires man to do evil. *Samael* is viewed as a seducer as was first spoken of in the Talmud as assuming the role of the serpent and tempting Eve in the Garden of Eden. The correlation here is that Montepulciano can be a very alluring and seductive grape that lends itself to pleasurable drinking. That said, often time Montepulciano is simple, thin and insipid. It is both good and bad.

### ***Asmodeus* – Sicily IGT, 100% Nero d’Avola**

In the Book of Tobias, an ancient Hebrew text, *Asmodeus* is the Demon of Lust. It is said that when Cain killed Abel, Adam and Eve separated for 130 years. During this time, Adam was tempted by *Naamah* and *Lilith*, two demons of prostitution. *Asmodeus* is the offspring of the relationship between *Naamah* and Adam. Of all of the varietals of Italy, Nero d’Avola is as lustful and pleasurable as it gets. Rich, peppery and opulent. It has many of the same characteristics of Syrah and is the most important grape of Sicily.

### ***Lilith* – Basilicata IGT, 100% Primitivo**

According to Jewish folklore, Lilith was the first wife of Adam. She was banished from the Garden of Eden when she refused to make herself subservient to Adam's sexual requests. When she was cast out of the Garden, she was made into a demon, and Adam was given a second wife, Eve, who was fashioned from his rib to ensure her obedience to her man. Where Adam was created from dust, *Lilith* was created from filth and sediment. Primitivo refuses to be submissive to the oenology that it is the same grape as its close relative Zinfandel. Many subscribe to this idea, though they are both mutations of Crljenak, a Croatian varietal. Primitivo always brings plenty of flesh and ripeness to the table with a solid spine of certainty and structure.