



POGGIO ANIMA

Italy

Background

Ronnie started Poggio Anima with Riccardo Campinoti of Le Ragnaie in 2008, and today, it's one of our most beloved labels. The idea was to create a line of varietal wines that offer serious value on many of Italy's iconic wine regions (Abruzzo, Puglia, Sicily, and Tuscany). These are not bulk wines nor leftover juice from a winery; they are each made with fruit owned by a single grower with long-term contracts, and they're almost all farmed organically. At \$14.99 SRP, these wines crush the retail & BTG game. Plus, many of them come in kegs, so for those looking for a sustainable, 'economy' option, Poggio is a great choice. Why the ancient pagan labels? The Eastern ideology of Yin Yang is the core of this 'balance' in the Poggio Anima concept. Thus, the whites & rosé are named after religious archangels while the reds are named after fallen angels. As for the winemaking side, a few different well-respected winemakers throughout Italy make these wines. The use of oak is limited, choosing to focus more on the fresher, drinkable side of these native Italian grapes.

Highlights

- 1 The wines are each made with fruit from a single grower with long-term contracts, and they're almost all farmed organically.
- 2 The lineup includes varietal wines from many of Italy's iconic wine regions: Abruzzo, Puglia, Sicily, and Tuscany.
- 3 These wines crush the retail and BTG game at \$14.99 SRP. Plus, many come in kegs, so it's a great sustainable, 'economy' option.

Wines



Whites & Rosé SRP \$15

- 'Gabriel' Pecorino – lemony & bright
- 'Uriel' Grillo – medium bodied with saline notes
- 'Rosato' Zibbibo/Syrah – a light rosé blend

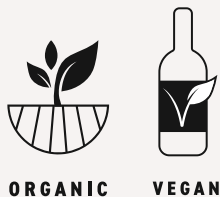
Reds SRP \$15

- 'Asmodeus' Nero d'Avola* – grippy & spicy
- 'Belial' Sangiovese – youthful, fruity & herbal
- 'Lilith' Primitivo – savory, earthy, full-bodied
- 'Samael' Montepulciano – deep, big tannins

*Old oak aging. All others are aged in stainless steel.



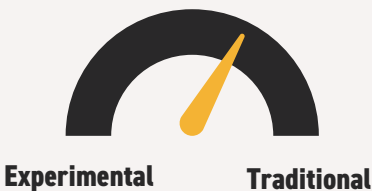
Ethos



ORGANIC

VEGAN

Packaging



Experimental

Traditional

Press

“

...[like] sipping rosé in an Italian grandmother's backyard garden...

BEST ROSÉS OF 2023

VINEPAIR

'Raphael' Rosato 2022