



Aqua di Venus Toscana IGT 2020
A new label in the Aqua di Venus product line by Ruffino
dedicated to the feminine soul of the Tuscan Maremma

Pontassieve – 08 March 2021. **Ruffino**, the historic winery based in Pontassieve synonymous of Tuscany worldwide since 1877, officially presents a new label: **Aqua di Venus Toscana IGT 2020**.

The **Aqua di Venus product line**, launched with a rosé in April 2020, in a **tribute to art and femininity**, is now expanding with a white wine that conveys another essence of the Maremma coast: intense aromas with a bold and seductive personality. The **unusual texture of the glass bottle**, which distinguishes the Aqua di Venus range, and the concept inspired by an iconic artwork of the Italian Renaissance, Botticelli's *Birth of Venus*, recalls the shell in which the goddess was born, forever a symbol of **beauty, harmony and elegance**. The openwork on the label enables light to pass through the bottle and is reminiscent of the intensely hot sun along the Tuscan coast. Elegance and femininity are constant in the immaculate attention to detail.

Aqua di Venus Toscana IGT Bianco is a blend that tells the story of the wine region: **Vermentino**, the ubiquitous varietal in great white wines along the Tuscan coast, lays the foundation; Chardonnay provides breadth; and **Sangiovese**, unusually vinified in white in a dash of innovation, gives structure, character and uniqueness.

The Vermentino and Sangiovese grow a short distance from the coast in southern Tuscany, in the **Maremma**, while the Chardonnay comes from the **La Solatìa** estate, near the medieval town of Monteriggioni, close to Siena. The Maremma vineyards boast **clay and sandy soils with an abundance of organic substances and iron**. Their position allows the vines to enjoy perfect exposition and the influence of the nearby sea. The wine region benefits from hot, dry summers and frequent sea breezes, which are key to growing healthy, perfectly ripe and aromatic grapes.

For the production of Aqua di Venus Toscana IGT Bianco, each varietal is harvested at the height of ripening. On reaching the cellar, the hand-picked bunches are softly pressed in order not to lose the primary aromas. After the natural clarification, only the top must is selected for the alcoholic fermentation in temperature-controlled steel. The wine ages for at least a month in the bottle.

Aqua di Venus Toscana IGT Bianco is a beautiful shade of straw yellow in the glass. Intense tropical and white fruit aromas alternate with citrus notes, accompanied by

striking minerality. Undertones of the Mediterranean shrub – sage and rosemary – ensue.

The typical **citrusy feel of Vermentino** and the **softness of Chardonnay** return on the palate, followed by the **structure and personality of Sangiovese**. The wine provides a savory and mineral tasting experience that never tires. Aqua di Venus Toscana IGT Bianco is a fine white wine that seduces with aromatic richness, which is perfect for adding an elegant touch to a special dinner.

Ruffino, founded in 1877 in Pontassieve, near Florence, is synonymous of the history of wine in Tuscany. Great Tuscan classics, wines like Chianti Classico Riserva Ducale, Riserva Ducale Oro, Chianti Ruffino and Brunello di Montalcino Greppone Mazzi, have always been at the heart of Ruffino's production. At the same time, the willingness to take on new challenges has resulted in the creation of striking Supertuscans, including the award-winning Modus, and the launch of innovative and young wines like the Aqua di Venus range. At the end of 2011, Ruffino was acquired by Constellation Brands, the #1 wine company in the United States, marking an exciting new chapter in Ruffino's history. A focus on sustainability plays a central role in the company strategy. With the acquisition of two Veneto estates for the production of Prosecco in 2018, Ruffino embarked on an organic transition, which will see all the company's vineyard become organically managed within a few years. Today, Ruffino is firmly rooted in Tuscany, while always embracing the complex challenges of the global market. Distributed in almost 90 countries worldwide, Ruffino wines are proud ambassadors of Italian lifestyle and good taste.

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