

Aqua di Venus: Ruffino presents the Rosé born along the Tyrrhenian coast, showing the characteristics of the Tuscan Maremma

Pontassieve, April 2020 – Ruffino, a historical winery of Pontassieve, synonymous of Tuscany in the world since 1877, officially presents its Rosé born along the Tuscan coast: **Aqua di Venus**.

This name resonates beauty and the reference to art is immediate: Botticelli portrayed the origin of Venus in one of the most iconic artworks of the Italian Renaissance, known as *The Birth of Venus*, commissioned by the court of Lorenzo the Magnificent and completed in 1485. Botticelli's Venus continues to be a universal icon of sensuality and elegance, a reference to absolute beauty, perfection and love.

Aqua di Venus originates from this idea: it has its roots in the **Maremma**, a land of rich and clayey soils, and is inspired by a Provençal style, bringing to light a unique product in terms of **freshness** and **great aromatic delicacy**.

An elegant wine on the nose, long and vibrant on the palate, captivating for its fascinating appearance, and showing a remarkable aging potential.

Water is the element that brings life and beauty, as represented in Botticelli's painting: and likely, Aqua di Venus comes from the sea, inheriting from it the **sensuality** of delicate **mineral notes**; it shows **elegance** and **character**, the expression of a territory where the vines breathe the breeze of the Tyrrhenian Sea and they carry the light it reflects.

“Shaped by the breeze of the Tyrrhenian Sea, precious and powerful, sensual like the archaic reference to the Goddess of Love. This is Aqua di Venus”

In the coastal area of Southern Tuscany, in Maremma, the **vineyards are located a few kilometres from the sea**, in a place that offers **perfect exposure**. The area enjoys very sunny summers with continuous sea breeze; daytime temperatures vary considerably compared to the inner areas, bringing in cool and dry nights that allow the grapes to mature slowly and uniformly, helping the development of the plant and reducing over-ripening in the vineyard, even during the hottest and driest years. The excellent result is enclosed in the grapes, which are healthy and perfectly mature, preserving the aromas and the distinctive characteristics of the single varieties.

Produced in limited quantities, this label is made with a blend of different grapes: **Syrah**, **Sangiovese** and **Pinot Grigio**. The Syrah builds its **body**, giving it intense, fruity notes of cherry, hints of spices and smoothness; the Sangiovese grants **aromatic complexity**, hints of flowers, of the Mediterranean scrub and minerality; finally, the Pinot Grigio offers **harmony** and **freshness**, with notes of citrus.

Its colour, the sum of each single identity, is light cherry pink, properly highlighted by the glass of the bottle, created with a unique and distinctive texture that resembles the shell in which Venus was born. A mark of quality, emphasized by the engraved name of Aqua di Venus on the bottom of the bottle.

The label also recalls a delicate notion of beauty, as seen in the use of light colours and in the stylized image of a flower with “glass” petals, as if forming an Italian-style garden seen from above. Elegance and femininity in the attention to every detail.



RUFFINO
DAL 1877

2019 Vintage

The 2019 vintage has been characterized by an extremely cold winter, although mitigated by the closeness to the sea, and a rainy spring. A delayed summer has brought hot and dry winds, especially in the coastal area of the Maremma. Harvesting took place regularly, in conditions of sunny days and cool nights. Particular attention has been given to identify the most propitious harvest time for each variety, followed by a gentle pressing in order to not lose the primary aromas. Malolactic fermentation has not been carried out. Aging has taken place in steel tanks, first in thermo-regulated vats and then in the bottle, for at least three months.

#sorsidibellezza #sipsof beauty #latoscanadiruffino #ruffinowines

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 multi-award-winning Modus, and in 2018 the acquisition of two Veneto estates for the production of Prosecco. 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. 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.