



PRESS KIT

VERDUNO È UNO ASSOCIATION

10 September 2026 – Verduno Pelaverga DOC Time

VERDUNO PELAVERGA DOC – UNIQUENESS HAS A HOME: VERDUNO

A rare grape variety, a tightly circumscribed production area, surprisingly complex geology, and a wine that immediately conveys the character of the place where it is made. This is the story of **Verduno Pelaverga DOC**, one of Piedmont's smallest and most distinctive denominations, inextricably linked to the municipalities of Verduno, Roddi and La Morra and to **Pelaverga Piccolo**, the variety that has found its ideal home here.

Its uniqueness lies not only in the rarity of the grape variety or the limited size of the production area. It lies in the remarkable relationship between **grape variety, soil, exposure and microclimate**.

In Verduno, the ridge on which the village stands divides two profoundly different worlds: two slopes, two geological origins, two sets of soil conditions and two microclimates. It is within this small and complex mosaic that Pelaverga Piccolo expresses its most distinctive traits: freshness, elegance and a characteristic spiciness, marked by an unmistakable peppery note that has become its aromatic signature.

This identity is safeguarded and promoted by the **Verduno È Uno Association**, which brings together producers committed to protecting the denomination and promoting its territory.

ONE TERRITORY, TWO WORLDS - Geology as the key to uniqueness

Verduno's uniqueness begins with the land. The village's particular geographical position creates a genuine territorial divide: the ridge on which the settlement lies separates **two geological worlds, two landscapes, two sets of soil conditions and two microclimatic environments**.

Edmondo Bonelli, who has studied the relationship between geology, soils, climate and vine behaviour in the area, explains their characteristics.

On the slope facing the Barolo Langa, layered sedimentary rocks predominate, particularly rich in silt, calcium carbonate and clay: these are the **laminated Fossil Marls of Sant'Agata**.

The western slope, by contrast, has a profoundly different geological makeup, characterised by the presence of **gypsum**, with the Vena del Gesso formation and the Conglomerates of Cassano Spinola. Gypsum is also found in some areas beneath the village and around the Rocche dell'Olmo.

This different geological origin gives rise to soils with distinct characteristics.

The western slope is characterised by deep soils rich in silt, clay and calcium sulphate, which have undergone a long process of evolution over time. The moderate gradient of the slope has favoured processes of weathering and soil transformation, resulting in a higher clay content, greater fertility and enhanced water-retention capacity.

The microclimate is also different: exposure to the moist, cool winds coming from the Cuneo plain contributes to a cooler, more humid environment, with greater water availability in the soil.

On the south-southeastern slope, conditions change dramatically. The steeper gradient keeps the soils closer to the underlying marl, resulting in lighter-coloured, less weathered, less fertile and drier soils. The orientation towards the inner Langa also creates an environment that is more sheltered from westerly winds.

Here too, however, the proximity of the Tanaro River contributes to keeping atmospheric humidity levels significantly higher than in other parts of the Alba Langa.

It is therefore the **extraordinary coexistence of different conditions within such a confined area** that represents one of the most important elements in understanding Verduno's viticultural identity.

THE GRAPE VARIETY

The origin of the name *pelaverga* is, according to some sources, linked to the Latin *pellis virga*, referring to a particular technique once used to encourage grape ripening, involving the partial removal of bark from the vine shoots.



In Piedmont, the name **pelaverga** refers to two distinct indigenous grape varieties, genetically and morphologically autonomous, cultivated in two separate areas: one is known as “grosso” and the other as “piccolo”, reflecting their principal difference in berry size.

Pelaverga Grosso originates in the foothills of the Saluzzo area, in the province of Cuneo; in the Turin area it is known as Cari, after Chieri, another historic centre of cultivation.

Tradition attributes the introduction and spread of **Pelaverga Piccolo** in the Langa to Blessed Sebastiano Valfrè in the 18th century, who is said to have brought it from the Saluzzo area to his native Verduno. Studies (Mannini et al., 1991), however, demonstrate that *Pelaverga Piccolo* is unrelated to *Pelaverga Grosso*: *Pelaverga Piccolo* has its own ampelographic, agronomic and oenological characteristics, making it a distinct cultivar.

It is an adaptable and versatile grape variety, with vigorous growth. Its late budbreak provides good protection against spring frosts, while yields are high and consistent. It is predominantly trained on trellises. The bunches are medium to large in size, conical or elongated pyramidal in shape, winged and compact. The berries are medium-small, spherical to ellipsoidal, with medium-thick skin, violet hues and a pronounced bloom. Classified as a mid-to-late-ripening variety, it was traditionally harvested in the first ten days of October, after Dolcetto. Today, the harvest window has shifted forward to around the second half of September.

The two *Pelaverga* varieties, Grosso and Piccolo, were officially entered in the Italian National Register of Vine Varieties between 1981 and 1994.

THE VERDUNO PELAVERGA DOC

Approved as a DOC by Ministerial Decree of 20 October 1995 (and subsequently amended in 2007, 2011, 2014 and 2015), the **Verduno Pelaverga DOC** regulations define a small production area encompassing the municipality of Verduno and portions of the neighbouring municipalities of Roddi and La Morra.

Only one wine style is permitted: a **dry, still red wine** made from at least 85% *Pelaverga Piccolo*. The remaining 15% may consist of other black grape varieties authorised for cultivation in Piedmont, although almost all wines currently on the market are made exclusively from *Pelaverga Piccolo*. The regulations do not specify minimum ageing requirements or the type of vessel to be used for maturation.



THE PEPPERY SIGNATURE

If there is one element above all others that identifies Verduno Pelaverga DOC, it is its **spiciness**. The wine has a delicate ruby-red colour with violet hues and an immediately recognisable aromatic profile. The most recurrent descriptor is **pepper**, both white and green, while the aromatic spectrum may also evoke curry and coriander.

Scientific research provides an interesting confirmation of this sensory characteristic.

A study conducted by researcher Maurizio Petrozziello detected approximately **40 ng/L of rotundone** in Verduno Pelaverga DOC, the compound associated with its characteristic peppery note. The study indicates an olfactory detection threshold of approximately **16 ng/L in wine**: the concentration found is therefore above the perception threshold. The spiciness of Verduno Pelaverga DOC is thus not merely a descriptive impression, but one of the elements that concretely contributes to its distinctive identity. On the palate, the wine is balanced and streamlined, with moderate acidity, gentle tannins, medium-light body and good alcohol content.

A WINE BORN FOR THE TABLE

Its freshness and agile structure make Verduno Pelaverga DOC a wine with a strong **gastronomic vocation**.

Piedmontese cuisine is naturally its first territory of choice: **vitello tonnato, carne cruda, tajarin, agnolotti del plin, finanziaria and mixed boiled meats** are among its traditional pairings.

Its versatility, however, allows it to move beyond regional boundaries and accompany fish dishes such as **cacciucco** or stuffed squid.

This ability to engage with different cuisines and gastronomic cultures is another of the denomination's strengths.

THE VERDUNO È UNO ASSOCIATION

Between the two World Wars and in the post-war period, the Comm. G.B. Burlotto winery kept alive the longstanding tradition of making Pelaverga Piccolo as a single-variety wine. In the 1950s and 1960s, production had dwindled and rarely exceeded 1,000 bottles a year. The grapes came from separate harvesting of the remaining



Pelaverga Piccolo vines planted among Nebbiolo, Barbera and Dolcetto vineyards owned by the winery and by several local growers.

In 1972, on the initiative of Castello di Verduno, new vineyards planted entirely with Pelaverga Piccolo were established. Other producers gradually followed suit.

This marked the historical foundation of the project that led to the creation of the association of Verduno producers, officially established in 2000, although it had been operating informally since the 1980s. The six founding wineries were Castello di Verduno, Fratelli Alessandria, Commendator G.B. Burlotto, Gian Carlo Burlotto – Cantina Massara, Bel Colle and Vinandolo di Antonio Brero.

The project was supported by technicians and winemakers. Local institutions embraced the initiative, beginning with the Municipality of Verduno, which made municipal land in the Monvigliero cru available for the creation of an experimental vineyard. The research activities involved the Faculties of Agriculture and the Institutes of Tree Crops of the Universities of Turin and Milan, the Experimental Institute for Viticulture in Asti, and the Luigi Veronelli Permanent Seminar.

Thanks to this collaborative effort, the grape variety was progressively valorised, ultimately leading to the **establishment of the Verduno Pelaverga DOC in 1995**, one year after its inclusion in the National Register of Vine Varieties (code 330).

The first bottle bearing the official DOC band was the result of a collective effort rather than the work of a single winery: an institutional edition featuring a label specially created by Swiss artist Henri Spaeti.



THE ASSOCIATION'S PRODUCERS

- **Arnaldo Rivera** – arnaldorivera.com
- **Bel Colle** – belcolle.it
- **Cadia** – cadia.it
- **Cantina Terre del Barolo** – terredelbarolo.com
- **Cantina Massara Gian Carlo Burlotto** – cantinamassara.it
- **Cascina Massara Burlotto**
- **Castello di Verduno** – cantinecastellodiverduno.it
- **Comm. G.B. Burlotto** – burlotto.com
- **Fratelli Alessandria** – fratellialessandria.it
- **Gian Luca Colombo** – gianluccacolombovini.it
- **I Brè** – ibre.it
- **Morra Diego** – morrawines.com
- **Poderi Einaudi** – poderieinaudi.com
- **Poderi Roset** – poderirosset.it
- **Ramello Gianni** – gianniramello.it
- **Reverdito Michele** – reverdito.it
- **San Biagio** – barolosanbiagio.com
- **Scarpa** – scarpawine.com
- **Sordo Giovanni** – sordogiovanni.it



THE TERRITORY: VERDUNO, RODDI AND LA MORRA

Verduno, the “Sentinel of the Langhe”, rises compactly from a sea of vineyards and woodland, perched at 381 metres above sea level, its bell tower standing prominently on the hilltop ridge. It is a magical, peaceful place with a population of just under 600. From the Belvedere, surrounded by lime and horse chestnut trees, the view stretches across the intricate pattern of vineyards, while in the distance the arc of the Alps frames and defines this picture-postcard landscape.

The Verduno area represents an intriguing cultural and oenological microcosm: for several years now, long-established producers and young entrepreneurs have been driving collective growth in wine production, with a significant increase in overall quality, the number of producers, the range of labels and investment in the territory.

A stronghold of Nebbiolo and several expressions of Barolo, including a contemporary and elegant Barolo from the Monvigliero MGA, Verduno is simultaneously working to strengthen and celebrate its historic connection with wine made from **Pelaverga Piccolo**, one of the indigenous varieties saved from extinction in the post-war period and capable of encapsulating and expressing the character of this land.

Roddi, a charming village in the heart of the Langhe, is a must-visit destination for lovers of Piedmontese history, culture and food and wine. Dominated by its imposing medieval castle, the municipality offers breathtaking views over the surrounding hills and vineyards.

Walking through Roddi's streets is a journey back in time: stone houses, ancient churches and characteristic lanes tell stories spanning centuries. Food lovers will find an ideal setting in which to enjoy traditional dishes accompanied by local wines in welcoming restaurants and osterias.

Roddi is also an excellent starting point for exploring the Langhe's trails, ideal for hiking and cycling, amid landscapes that change colour with the seasons.

La Morra, a picturesque Langhe village, is an ideal destination for anyone wishing to immerse themselves in the beauty of Piedmont's landscapes and its food and wine traditions. Known as the “Terrace of the Langhe” for its spectacular panoramic viewpoints, it offers unforgettable views across the surrounding vineyards and hills, renowned for the production of Barolo DOCG and other prestigious wines.



La Morra's historic centre is an architectural and historical gem, with cobbled streets, ancient churches and stone houses bearing witness to centuries of tradition. Among its most iconic landmarks, the bell tower offers an unrivalled view over the region.

La Morra is a paradise for food lovers. The village's restaurants and trattorias serve traditional Piedmontese dishes, naturally paired with Verduno Pelaverga DOC and the other wines of the area.

Nature and sports enthusiasts will find La Morra an excellent starting point for hiking and cycling routes, discovering landscapes of extraordinary beauty and a natural environment of rare charm. Events celebrating wine, culture and local traditions bring the village to life throughout the year.

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