



Apulia (Puglia) and its DOC and DOCG

Rocca dei Mori is a second project of Apollonio. The estate is located in Monteroni di Lecce.

The Apollonio story goes back to 1860, when Noè Apollonio first started to produce and sell wine.

The following generation, Marcello, opened new establishments, set up vineyards, gathered grapes, made wine and marketed it.

In 1960, Salvatore, Marcello's son, took over the company and transformed it into the present day Apollonio wine company. In 1975 he began to bottle wine with his own brand name.

Since 1995, the company has been run and managed by Marcello (marketing) and Massimiliano (enologist) who have expanded their estate, introduced advanced technology for wine production, and created their world-wide distribution.



Massimiliano e Marcello Apollonio

The estate: The estate is located in Monteroni di Lecce, a small town north of Salento.

OWNER: Marcello & Massimiliano Apollonio

The estate owns properties in Copertino, Squinzano and Salice salentino DOC areas

WINEMAKER: Massimiliano Apollonio

Rocca dei Mori

c/o Vin. Ap. s.r.l. – via S. Pietro in Lama
Monteroni di Lecce - Italy

Tel: +39 0832 327182 **Fax:** +39 0832 325238

info@apolloniovini.it
<http://www.apolloniovini.it/roccaing.html>



**Copertino
DOC**


70% Negramaro
30% Montepulciano

Wine making:

Traditional soaking for 30 - 45 days followed by fermentation of the must at controlled temperatures.

Ageing:

6 months in French and Russian barrels and 6 months in bottles.

**Salice Salentino
DOC**


80% Negramaro
10% Malvasia nera di Lecce
10% Malvasia nera di Brindisi

Wine making:

Traditional soaking of 30-45 days followed by fermentation of the must at controlled temperatures.

Ageing:

6 months in French and Russian barrels and 6 months in bottles.

**Briacò
Salento IGT**


100% Primitivo

Wine making:

Traditional soaking for 30 - 45 days followed by fermentation of the must at controlled temperatures.

Ageing:

1 year in American barrels and 1 year in bottles.

**Sursum
Salento IGT**


50% Montepulciano and 50% Primitivo

Wine making:

Traditional soaking for 30 -45 days followed by fermentation of the must at controlled temperatures.

Ageing:

1 year in French and American barrels and 1 year in bottles.

**Ujliesa
Squinzano DOC**


70% Negramaro
10% Sangiovese
10% Malvasia nera di Lecce
10% Malvasia nera di Brindisi

Wine making:

Traditional soaking for 45 days followed by fermentation of the must in large oak casks.

Ageing:

2 years in French barrels and 1 year in bottles.

This is the second line of wines from **Rocca dei Mori** with the objective of offering basic wines at very good prices.

Serie Only- White – '09



100% Garganega

Wine making:

Fermentation in steel tanks with controlled temperatures.

Serie Only- Red – '09



100% Negramaro

Wine making:

Traditional soaking for 30 - 45 days followed by fermentation of the must at controlled temperatures.

Ageing:

3 months in American barrels

Serie Only- Rosato – '09



100% Negramaro

Wine making:

Fermentation in steel tanks with controlled temperatures.

The Area: Salento is the southern end of the Puglia (Apulia) region. The region is flat, wild, covered in huge olive groves and dry stone walls, and surrounded by sea.



Salento, the southernmost tip of Puglia is a glorious area. The beautiful Salentine coastline boasts two seas, the Ionian to the west and the Adriatic to the east.



One jewel of the area is Lecce, the main city in Salento, which is also known as 'the Florence of the south'. It is crammed to overflowing with ornately carved, white stone, Baroque buildings.

Main grapes of the area: Primitivo , Negroamaro,

Primitivo: Origin unknown, its introduction into Puglia is probably due to Phoenician colonization or from later Greek arrivals. However, it is certain that at the end of the 8th century, it was selected by the primate Don Francesco Filippo Indelicati di Gioia del Colle who introduced and distributed the primitivo variety among the existing locally cultivated vines

Ageing: early - **Wine features:** Alcohol levels 12 – 16 %; pH 3.2 – 3.4;

Negroamaro: Origin unknown, it has existed for a long time in the Ionic areas. The name stems from the dialect term "niuru maru".

Ageing: late - **Wine features:** Alcohol levels 11 – 14 %



Other important grapes in the area:

Malvasia Nera Di Lecce: Well known in the Lecce pProvince, it is grown with the Negromaro variety. It differs from the original eastern aromatic wines as it does not have the classic slightly tangy moscato bouquet.

Malvasia Nera Di Brindisi: Old root stock well known throughout Puglia, particularly in the provinces of Brindisi, Lecce and Taranto.

Bianco di Alessano: Cultivated in the areas of: Martina Franca (Taranto), Locorotondo (Bri), and Cisternino (Brindisi).

Bombino Bianco: Historically cultivated in Puglia, with apparent origin in Spain.

Aleatico: Its introduction into Italy has been attributed to the ancient Greeks. It was subsequently diffused throughout Puglia.

Uva di troia: The root stock, one of the most antique and characteristic of central-south Puglia, could have been introduced from Asia Minor during the Greek colonization.