

**Prima Mano means  
“finest quality” in Italian.**

*Mark Selznick*

**PRIMA MANO  
PRIMITIVO 2012**

PUGLIA – INDICAZIONE GEOGRAFICA TIPICA  
100% Primitivo

Prima Mano means “finest quality” in Italian. It shows the elegance and complexity that makes our wines different from the other Primitivos in Puglia.

Prima Mano is made only in extraordinary years and 2012 was certainly an excellent year for our red grapes. The long warm, but not too hot, summer extended into the most beautiful months of September and October. Prima Mano talks to you of the very old vines grown on sandy soils close to the Ionian Sea. The red sand reflects sunlight onto the fruit for early ripening. This is the first vineyard harvested in September, the yields are extremely low and tells us what to expect for the rest of the harvest.

Prima Mano Primitivo is Thermostyled. The grapes are crushed and put into a jacketed stainless steel fermenter. Since the grapes have evolved very reliable natural yeast, fermentation starts within hours. The must is allowed to ferment without temperature control for the first 48 hours with pump-over every two hours around the clock. Temperature will reach 30°C which gives the intense color, and because alcohol is very low at the beginning of fermentation the tannins extracted are very soft and fine. Once the color and tannin structure is correct we turn the temperature down to 15°C and allow the wine to finish fermenting for 2 weeks.

Prima Mano Primitivo is full of juicy blackberry, cherry and plum fruit, with dark mineral and peppery spice notes rounding things out. It is impressively concentrated without being heavy, and lush without being sweet. There is a freshness and an acidity that invite another sip, and then another. It is deep purple in color, and has black cherries, violet, and mocha on the nose, along with a ripe and jammy palate. Note the persistent aftertaste with a balance and structure for aging a decade. And for the first time since Prima Mano was born, for 2012 harvest we did not use any oak. Purer than this it will not get!

**Enjoy**

