



Luca Maroni

sens *of* wine

NEW YORK

Grand Tasting of over 70
Top Italian Wines
Wine Producers 2010

TASTE THE DIFFERENCE!

NEW YORK CITY

CIPRIANI 42ND

110 EAST 42ND - N.Y. 10017

FEBRUARY 4, 2010

BUONITALIASM
THE REAL TASTE OF ITALY



MINISTERO DELLE POLITICHE AGRICOLE
ALIMENTARI E FORESTALI



VERONAFIERE



MINISTERO DELLE POLITICHE AGRICOLE
ALIMENTARI E FORESTALI



BUONITALIA[®]
THE REAL TASTE OF ITALY


VERONAFIERE

PARTNER




Regione Lombardia
Agricoltura

alta
cucina
inc.
an epicurean society

vini di sicilia

Istituto Regionale
della Vite e del Vino



Luca Maroni's Lm was originally an Italian publishing company focusing on wine and food-related publications. Today, the Lm brand is an authoritative, trusted reference point for a large audience of winemakers and wine lovers alike.

Luca Maroni is widely recognized in the wine industry thanks to **his wine tasting method** - a tool to measure and evaluate wine's pleasantness which is the basis of all Lm's publishing works.

Books are the fulcrum of a series of activities: large events such as **Sensofwine** (www.sensofwine.com), wine tastings, team building and incentive events, consulting services for major Italian trade shows, content providing to publishing companies such as RCS-Fabbri or Sperling & Kupfer, training workshops through the newly established **SensAcademy**.

Lm focuses on selecting quality. The **Lucamaroni.com** portal site allows users to access Lm's major wine tasting data bank, totally free of charge, and express personal judgements on featured wines. In Punto Lm (Lm Point) registered users are presented with a variety of exclusive opportunities to improve and cultivate their passion for wine.

Sensorial analyst and professional wine taster:
Luca Maroni is the center of Lm's world.

Born in Rome, on September 19th, 1961. Between 1987 and 1989 he worked with Luigi Veronelli, wrote for "L'Etichetta" magazine and founded "Ex Vinis", Italy's first wine-oriented newsletter. In September 1990, Luca started the Lm editing company by creating "**The Taster of Wine**", a magazine dedicated to wine and wine-tasting. In 1993 he published the first issue of **Annuario dei Migliori Vini Italiani**, a special report on enological production in major Italian winemaking companies.

In 1994, Luca concluded a five-year research on the existing relationship between the chemical-physical components of wine and its effect on your senses: Maroni managed to identify a formula which is able to translate the chemical structure and physical components in wine to a numerical equivalent of the pleasantness of wine on your palate. The technical reproducibility of a given pleasantness - already discovered and applied to food - is finally a reality for wine as well.

Still in 1995, he penned the "**Wine tasting**" entry for the **Treccani Italian**

Encyclopedia; a further study will be added to the 2000 Appendix.

The book "La Piacevolezza del Vino" ("**The Pleasantness of Wine**") was written and published in 2000, hoping to introduce the tasting method to a larger audience, composed of readers that may be unfamiliar with the world of wine. In the same year **SensOnline** was launched, the world's largest web portal dedicated to wine, featuring over 150,000 web pages.

In 2003 Luca was asked by the Presidency of the State Cabinet to write the chapter illustrating wine and food in their publication "**Le Eccellenze Italiane**" ("Italian Excellence"). In 2003 he also began an ongoing column on the weekly "Panorama" magazine, and was chosen as "house expert" for Decanter, a nightly radio show on Radio2 RAI.

In 2005 Luca wrote 5 volumes on wine for Italian daily Corriere della Sera, which were sold with the newspaper in May 2005. With over 1 million copies published, this represents the largest circulation ever for a work dedicated to wine.

From 1989 to 2009, Luca Maroni has tasted over 150,000 wines.

sens of wine

NUSCHESE WINES - CAPITAL WINES LLC

www.capitalwinesllc.com - Ph. +1 877 290 5134

■ ABRUZZO

FARNESE

www.farnese-vini.com

Ph. +39 085 9067388

MASSERIA COSTE DI BRENTA

www.costedibrenta.it

Ph. +39 0872 895280

■ CAMPANIA

FEUDI DI SAN GREGORIO

www.feudi.it

Ph. +39 0825 986611

GRAN FUROR DIVINA COSTIERA / MARISA CUOMO

www.marisacuomo.com

Ph. +39 089 830348

VINOSIA DI MARIO E LUCIANO ERCOLINO

www.vinosia.com

Ph. +39 0825 628185

■ EMILIA ROMAGNA

VALLONA

fattorie.vallona@serravallewifi.net

Ph. +39 051 6703333

■ FRIULI VENEZIA GIULIA

STURM OSCAR

www.sturm.it

Ph. +39 048 160720

■ LAZIO

TENUTA SANT'ISIDORO

www.santisidoro.net

Ph. +39 0766 869716

■ MARCHE

VICARI

www.vicarivini.it

Ph. +39 073 163164

■ PIEMONTE

BATTAGLIO

www.battaglio.com

Ph. +39 0173 65423

LA MESMA

www.lamesma.it

Ph. +39 010 8688150

VIVALDA MASSIMILIANO

www.vivaldamassimiliano.com

Ph. +39 0141 702225

■ PUGLIA

AGRICOLE ALBERTO LONGO

www.albertolongo.it

Ph. +39 088 1539057

FEUDI DI SAN MARZANO

www.cantinesanmarzano.com

Ph. +39 099 9576100

■ SICILIA

ABRAXAS

www.abraxasvini.it

Ph. +39 091 6116832

AZIENDA AGRICOLA D'ALESSANDRO

www.dalmin.it

Ph. +39 06 42142640

CASTELLUCCI MIANO

www.castelluccimiano.it

Ph. +39 0921 542385

FIRRIATO

www.firriato.it

Ph. +39 0923 882755

OTTOVENTI - AGRICOLA MAZZARA

www.cantinaottoventi.it

Ph. +39 0923 1892880

■ TOSCANA

MAREMMALTA DI STEFANO RIZZI

www.maremmalta.it

Ph. +39 0564 453572

PODERE FORTE

www.podereforte.it

Ph. +39 0577 8885100

SADA

www.agricolasada.com

Ph. +39 0586 650180

TRAVIGNOLI

www.travignoli.com

Ph. +39 055 8361098

■ UMBRIA

CANTINA FRANCO TODINI

www.cantinafrancotodini.com

Ph. +39 075 887122

FALESCO

www.falesco.it

Ph. +39 0744 9556

TERRE DE' TRINCI

www.terredetrinci.com

Ph. +39 0742 320165

■ VENETO

ASTORIA VINI

www.astoria.it

Ph. +39 0423 6699

VALDO

www.valdo.com

Ph. +39 0423 9090

■ ZONIN FAMILY'S ESTATES

CASTELLO D'ALBOLA

CASTELLO DEL POGGIO

FEUDO PRINCIPI DI BUTERA

MASSERIA ALTEMURA

ROCCA DI MONTEMASSI

TENUTA CA' BOLANI

sens of wine

WINE BAR

NUGNES

CAMPANIA

antonio.nugnes@gmail.com

ARIOLA

EMILIA ROMAGNA

www.viniariola.it

Ph. +39 0521 637678

CASALE MARCHESE

LAZIO

www.casalemarchese.it

Ph. +39 06 9408932

ISABELLA MOTTURA - TENUTA DI TREGONIANO

LAZIO

www.isabellamottura.com

Ph. +39 335 7077931

POGGIO LE VOLPI

LAZIO

www.poggiolevolpi.it

Ph. +39 06 9426980

VELENOSI

MARCHE

www.velenosivini.com

Ph. +39 073 6341218

ANTONIO VALERIO

MOLISE

Ph. +39 0865 493043

Mob. +39 348 7679158

CANTINA DEL GLICINE

PIEMONTE

www.cantinadelglicine.it

Ph. +39 0173 67215

CANTINE LEONARDO DA VINCI

TOSCANA

www.cantineleonardo.it

Ph. +39 0571 902444

MONTE DEI ROARI

VENETO

montedeiroari@libero.it

Ph. +39 340 5928100

TRABUCCHI

VENETO

www.trabucchivini.it

Ph. +39 0457833233



Regione Lombardia

Agricoltura



CA' MONTEBELLO	www.camontebello.it	Ph. +39 0385 85182
CIVIELLE	www.civielle.it	Ph. +39 0365 502002
CANTINA DI VILLA	www.cantinadivilla.it	Ph. +39 0342 795107
AZIENDA AGRICOLA MONTELIO	montelio.gio@alice.it	Ph. +39 0383 373090
AZIENDA AGRICOLA FEJOIA	www.fejoia.it	Ph. +39 035 668363
CANTINA BERGAMASCA	www.cantinabergamasca.it	Ph. +39 035 953571
TENIMENTI CASTELROTTO	www.tortiwinepinotnero.com	Ph. +39 0385 951000
LANTIERI	www.lantierideparatico.it	Ph. +39 030 736151
MARANGONA	www.marangona.com	Ph. +39 030 919379
CANTINA COLLI MORENICI	www.cantinacollimorenici.it	Ph. +39 0376 809745
CALVI	www.andreacalvi.it	Ph. +39 0385 60034
BORGO LA CACCIA	www.borgolacaccia.it	Ph. +39 030 9916044
CANTINA LA VERSA	www.laversa.it	Ph. +39 0385 7984500
CONSORZIO TUTELA VINI OLTREPÒ PAVESE	www.vinoltrepo.it	Ph. +39 0385 250261



SELECTION OF SICILIAN EXCELLENT ESTATES

Abbazia Santa Anastasia

Baglio del Cristo

Cantina Birgi - Bagliori Siculi

Caruana Roberto

Fatascià

Fazio Casa Vinicola in Erice

Ferreri

Feudo Montoni

Viticultori Associati di Canicattì

BUONITALIA^{Spa}®



THE REAL TASTE OF ITALY



WWW.SPECK.IT



WWW.PARMIGIANO-REGGIANO.IT



WWW.PROVOLONEVALPADANA.IT



WWW.TALEGGIO.IT

www.lucamaroni.com

The portal is the richest web site dedicated to the Italian wine in the entire world with

280,000 web pages - 44,000 tasting records

In this area you will find a clear exposition and evaluation, according to **Luca Maroni's**

Method, of the analytical qualities of each product and the way they reflect our senses. Each person will be able to indiscriminately pursue quality in his object of passion-wine. Analysing quality is the essential focus of this site and is reflected in our process of evaluating and describing various existing products. Surely, it is easier for all of us to pursue and appreciate a product, when we better understand the product itself.

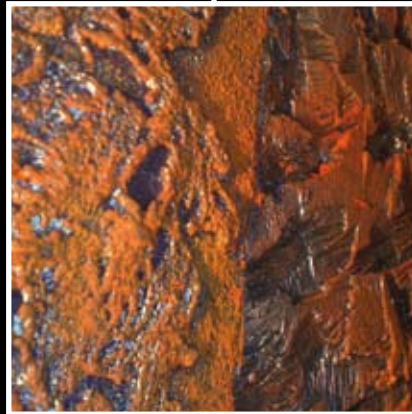
Wider knowledge therefore leads to the desire for better quality products, ones which are more pleasurable when the taste recalls the true qualities of the fruits from which it is made.

Over 800,000 contacts per month on average.

Personal exhibition
at SENSOFWINE NEW YORK event
Cipriani 42nd > February 04th, 2010

fabrizio di nardo

“Just perceptible elements,
micro-streaks, chromatic
combinations, embosses, furrows....
A subtle fascination of the alchemic
artifices of Art”.



piero orlando

“Matter stillness is just apparent...
it isn't moving but it lives,
like anything else we can mould”.

officina materia

www.officinamateria.com | info@officinamateria.com