LORNANO
DAL 1904

2025 LORNANO ROSSO TOSCANO IGT – $18.95 Estimated Retail Price

KEY SELLING FEATURE #1: Lornano is a trusted brand in Ontario at the LCBO, significant **Sales History** in Vintages with Chianti Classico, Riserva and Super Tuscan. The Rosso Toscana gives Ontario consumers the opportunity to purchase Lornano wines all year long…while they wait for their favorite premium wines from Lornano to release in Vintages

KEY SELLING FEATURE #2: Lornano Rosso Toscano significantly over delivers on **Price/Quality at $18.95** estimated Retail Shelf Price.
This wine would normally be positioned at $18.95 or $19.95 for Vintages or other export markets

KEY SELLING FEATURE #3: Lornano Rosso Toscano has the **Package**, clearly labeled and carrying on in the same fashion as the highly popular wines sold currently in Vintages – consumers will recognize the name and trust this wine to over deliver

Established in 1904, Fattoria Lornano has been producing Super Quality wines from Chianti Classico for over 120 years and selling to the LCBO for the past decade or more. Situated in the heart of Chianti Classico in Castellina UGA, an area rich in history and tradition for incredible wines using centuries-old winemaking tradition and now adding new techniques to produce tremendous consumer friendly wines for global consumption.

Appellation: Castellina in Chianti Classico, Tuscany, Italy

Varietals: 70% Sangiovese, 30% Merlot

Color: Ruby Red

Aroma: Fruity & Floral, Blackberries and Violet

Taste: A velvety IGT Toscana Rosso, Well Structure and Soft.

Winemaking: From a selection of Sangiovese bunches, are vinified in modern stainless-steel tanks. The maceration lasts around 25-30 days at medium temperatures. When the alcoholic fermentation is completed, the wine begins its malolactic fermentation after which it is transferred in second use French oak barriques for 6 months. It stays in the bottle for another 6 months.

Alcohol: 13.5% - Less than 1g/rS per L

With its exceptional price quality, strong marketing investment, and commitment to growth in Ontario, Lornano Rosso Toscano IGT is perfectly positioned to capture consumer attention and drive sales at the LCBO

