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Cantina/Winery
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PRESS RELEASE

Silver, silver, silver: Assuli's hat-trick at the Cathay Hong Kong International Wine & Spirit Competition.

Lorlando 2019, Lorlando Riserva 2016 and Carinda 2021 win the coveted recognition at the first truly Asian wine competition in the world.

An all-silver palmarès at the HKIWSC competition in which three Sicilian wines from Casa Assuli dominate, finishing in second place. An amazing result that consolidates the wine-growing quality of Northwestern Sicily. Therefore, the **Nero d'Avola**, in the **Classic** version aged in steel for a period of 3-4 months and **Riserva**, aged for 10-14 months in medium-toasted French oak barrels and then in the bottle for 12 months, were appreciated. **Insolia**, the oldest of the Sicilian autochthonous white grape varieties, aged in steel containers for 4-5 months "sur lies" and then in the bottle for at least 2-3 months, was also appreciated. All Assuli wines are vinified in purity to bring out the particular characteristics of the terroir, which includes special pairings of geography, climate, soil and viticulture that affect the grapes grown in each particular wine area.

Cathay Pacific Hong Kong International Wine & Spirit Competition is a one of a kind event. Organized in collaboration with London-based International Wine & Spirit Competition, the world's most important platform for the recognition of quality in the sector for 40 years, the award was created specifically for the Asian market by those who are closely involved. It is, therefore, the **first truly oriental wine competition**, supported by key factors such as: Chinese food and wine pairing, a jury made up of the most esteemed Asian wine professionals in China, Singapore, Japan, Korea, Taiwan and India - including the director and master of wine, based in Hong Kong, MW Debra Meiburg.

"These new awards are an important signal for our production and for the whole region as they celebrate the Italian lifestyle in relation to oriental tastes and consumption habits" comments Assuli President Roberto Caruso *"The great effort made to strengthen the recognition of our products is having tangible results, of which we are overwhelmingly proud. The 100% organic Lorlando '19 and Carinda '21 were awarded, the result of an important choice towards an ethical and respectful production of the natural resources of the production area, demonstrating guaranteed and certified quality of the agricultural phase (vineyard) and of the entire transformation chain (cellar). For years, our wines have stood out in important markets even at an international level, which certify the undisputed quality of a constantly evolving production"*.

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ASSULI
B A G L I O

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Assuli celebrates the authenticity of Sicily with 100% organic autochthonous wines.

The vineyards and the cellars are located in the westernmost part of the island, almost 130 wholly-owned hectares, in an area of magical beauty where the grapes ripen in a centuries-old dedicated wine producing area. Assuli celebrates the authenticity of the Sicilian terroir and boasts the “Sicily” Controlled Designation of Origin, reserved for wines that meet the conditions and requirements established in the relative production regulations. The wines are characterized by a style marked by winemaker **Lorenzo Landi** who focuses on the excellence of the grapes, enhancing the expressive power of the vines and manages to produce impeccable wines by enhancing the territorial originality: delicate, fresh or savoury whites reminiscent of the sea, reds with a stronger and more decisive character, influenced by heat and wind. The sun, the light, the strong minerality of the land, the scents of the Mediterranean carried by the wind differentiate bottles with a great personality. In addition, Cantina Assuli's commitment to organic farming places the production of healthy and quality wines at the centre, but it is also aimed at promoting the terroir and biodiversity. Under the impetus of the new sensitivity for environmental impact, Assuli has also embarked on a path of integration of the considerations useful for implementing sustainability.

Furthermore, attention to the land and respect for it is also expressed in the oenological research project of the **experimental vineyard**, created with the aim of rediscovering ancient vines that we will soon be able to savour. 14 relic varieties, about 600 grafts placed in as many plants: the desire to dig into the past and bring to light forgotten varieties, an element of even stronger identity that lays the foundations for a new push for wine tourism.

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