



186 years behind us.

A sparkling future ahead.



# Bosca



Based in Canelli (Asti), Italy, Bosca specializes in the production of spumante and wine and is known throughout the world for its Verdi, Sparkletini, Toselli and Asti.

With a history that dates back to 1831, Bosca is synonymous with strong Italian family values of unity and stability, distinguishing features that helped carry on a centuries-old tradition always geared toward innovation.

Ever since its establishment and through generations Bosca has strongly felt the allurements towards innovation. From our tradition, which springs from our expertise of 186 years we draw our strength to daily redefine their future.



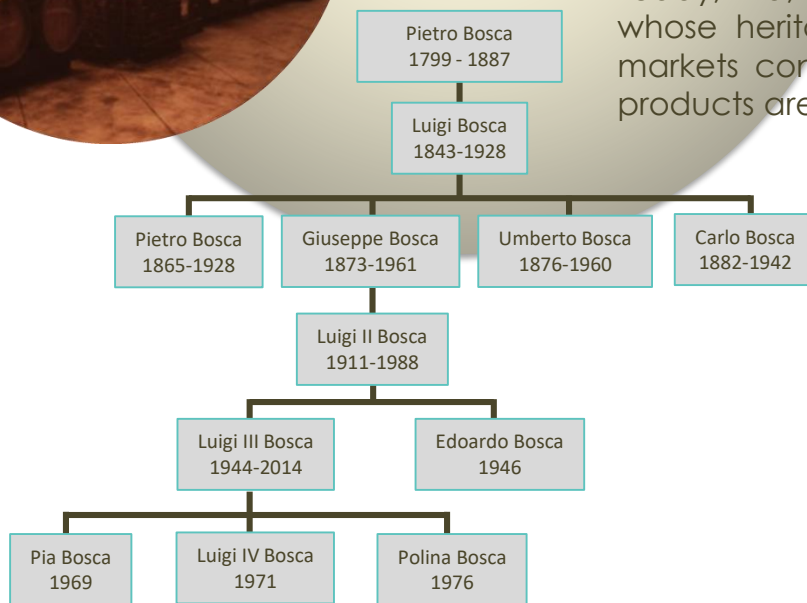
# Our history



Pietro Bosca established the company in Canelli in 1831, ambitiously wanting to transform his life from humble and hard working grape grower to determined entrepreneur.

His successors followed in his paths, always searching for novelties, yet strongly powered by tradition; they expanded the company's markets all over the world and achieved international recognition for the Bosca brands. They always focused on technology and at the same time heavily invested in land: today 700 acres of vineyards produce part of our excellent grapes. Expansion was stressed through acquisitions of various companies, search of always new markets, and creation of products in line with consumer's always new expectations.

Bosca products continue to be sold in markets all over the world always trying to bring together innovation and tradition. Today, Pia, Gigi and Polina are at the helm of a Company whose heritage is still very much felt and defined. The new markets continue to be the priority, and to reach them new products are still considered to be their winning horse.



Pia, Gigi, and Polina - the 6th generation



## Some numbers

300 hectares in Asti, Alessandria and Cuneo provinces

295 kilometers of planting rows

700.000 meters of thread to hold vines up

27.967 hours per year spent in our vineyards

1.212 hours per year in hoeing, fertilizing and plowing

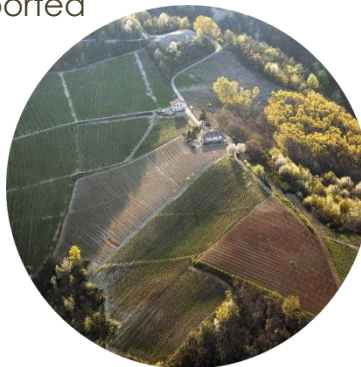
3.200 steps each day along our planting rows

1.800 hours per year of working with our tractors

75 millions bottles, produced by our plants in Italy, Lithuania, Russia and Switzerland.

40 markets reached all over the world

85% of the Italian production is exported

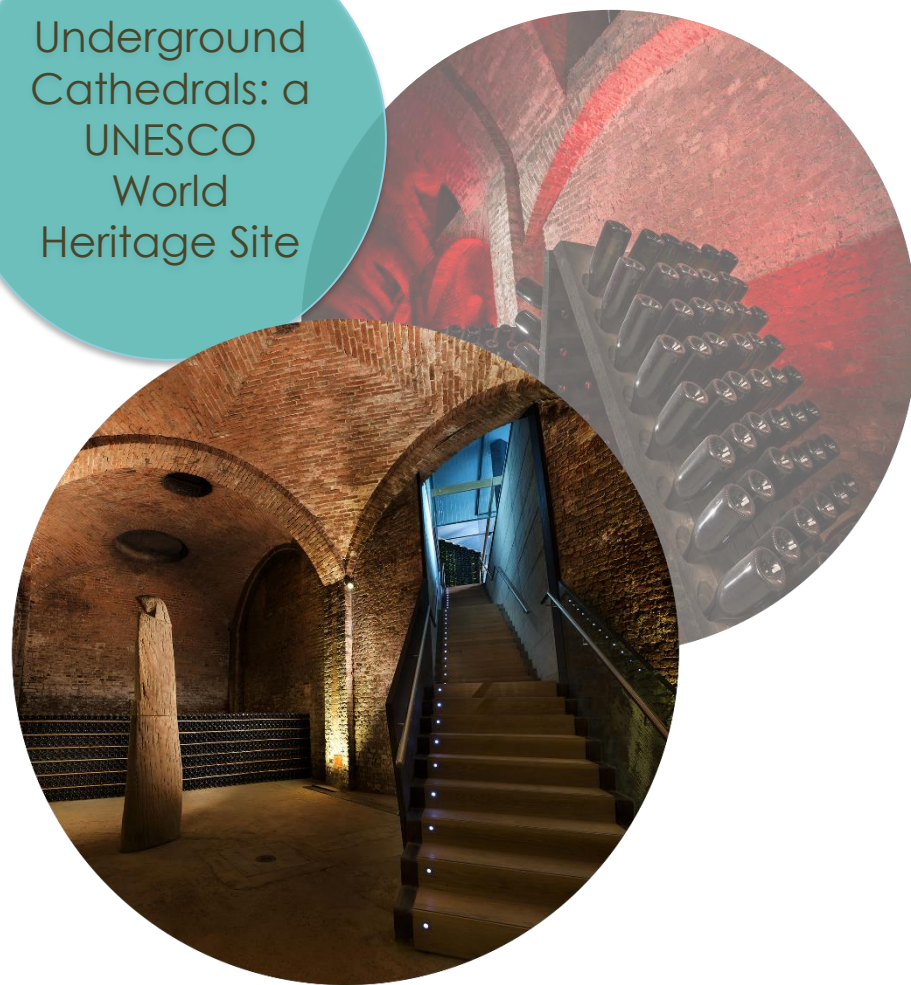




## Underground Cathedrals: a UNESCO World Heritage Site

BOSCA's ancient cellars have been included by UNESCO within the World Heritage of Humankind, together with the whole system of historical of cellars of Canelli, the sumptuous Underground Cathedrals, with their vaulted ceilings of spectacular size.

Bosca, the owner of two different sites that are among the largest and best-preserved of these historical cellars, is particularly proud of this important recognition. The cellars, a family heritage since the earliest days and now declared a UNESCO World Heritage Site, have been newly enlightened in occasion of the International Year of Light, 2015.



## Using the past to invent the future

1. From the 60's on wine slowly starts to become an up-scale and luxury good instead of being perceived as a simple and basic nourishment as it once was.
2. The idea of DOC is developed along with an homogenization of wine varieties and profiles dictated by law which revolutionizes the wine industry (polarization of quality perception among DOC and non DOC)
3. Spumante producers try to apply the DOC idea to sparkling wine, especially the sweet moscato type, but the endeavor doesn't work out properly. (the "industry" approach gets in the way)
4. Spumante starts to loose its hand-crafted status because of the difficulties to exploit the DOC advantages (due to production technology and market perception) and starts to become a commodity over the 70's and 80's.
5. The historic sparkling wine producers from Piedmont are overwhelmed by a new plethora of companies flooding the market with enormous quantities. (sparkling wine technology becomes easily available)
6. Bosca was on one side crushed by the major producers of vermouth and aperitifs and, on the other side, by new companies unburdened by tradition.
7. The "palio syndrome": seeing one's rival harmed is preferable than winning the race yourself.
8. A combination of worship for tradition - with respect to the local moscato grape - and the palio syndrome killed any possibility of rebirth of the old dominance of the spumante industry that was once the pride of piedmont.
9. Bosca mainly focused on its sole chance of survival: *using the past to invent the future*
10. From purveyor to the émigrés to caterer for the masses
11. Bosca caters for all those consumers around the world who want to approach the wine experience but are not yet ready to its new complexity of taste.
12. What now?





## The idea



In order to grow and succeed the spumante industry, as every other industry, must be able to produce and sell “brands” rather than “commodities”.

In every sector of consumer goods this is the rule except, it would seem, for the spumante industry. It appeared logical to us to try to pursue a definitely original way and abandon old schemes attempting to follow a more modern industrial way.

Our aim is to transform a “celebration” product into a sophisticated and affordable drink for every occasion.

Our goal is rendering our world accessible to consumers that would have normally been excluded from it, providing them with drinks that suits all their needs, and expectations, yet involving them in our party. Technologically advanced innovations made it possible to obtain products of high, consistent and superior quality that are answering to these particular needs.

In this line, we also provide solutions for the production of our exciting drinks, with the very same top-notch standards, wherever in the world we find an interest!

Riserva  
del  
Nonno

TRADITIONAL  
METHOD

Patience, care and skilled hands make this dry spumante our most precious treasure. Time is the real secret of the elegance of Riserva del Nonno, all hand made, for more than 30 months of refinement in our World Heritage Underground Cathedrals.





# Sparkling Sparkles

## PROSECCO DOC

A bright straw yellow color with the tones of the sunrises of a warm summer dawn. A fine and fragrant perlage obtained by a skillful second fermentation in autoclaves pressure tanks with the Martinotti method.

A gently sparkling bouquet with hints of acacia flowers, jasmine and ripe citrus suggests a whirlwind of fragrances and aromas, granting persistence on the palate, a result of the Glera vines originating from the Veneto area. Sweet and acid elements perfectly blended together: bubbles gently tickling the palate, release intense and persistent aromatic sensations.

11,5% alcohol content.

## PIEMONTE DOC

Piedmont, a region perfectly nestled between the mountain range and the silver sea; Piedmont, a region with a strong oenological character; Piedmont, a P.D. O. Protected designation of Origin sparkling wine. A strong link with its past, yet with an eye to the future.

A sparkling wine perfectly blending the powerful hints of the Chardonnay grapes, international vines perfectly grown on our territories obtained with the Martinotti method, with the more delicate hints of a small percentage of Pinot grapes, added to perfectly hone the sensations that this wine can offer. The characteristic bright straw-yellow color with hints of gold immediately brings to mind our sunny September hillsides. The bouquet is rounded and enveloping with scents of apple and tropical fruit, it reminds us of our childhood memories and its delicate honey scent. A sparkling and lively spirit lightly pirouetting like an on stage ballerina enchanted by the notes of a gentle melody.

12% alcohol content



On-premises



## The Bosca Five Stars Collection

### PIEMONTE DOC

A dry sparkling wine made with 100% Chardonnay grapes from our vineyards and obtained by a skillful second fermentation in autoclaves pressure tanks with the Martinotti method.



### PROSECCO DOC

This fresh dry sparkling wine has a lively, memorable flavor.

Originating from the Glera vines of the Veneto area, it guarantees a delicate persistence on the palate, the result of a light aromaticity – the main feature of this particular grapevine – kept intact by its fermentation in pressure tanks.

Off-premises



## ASTI DOCG THE FIVE STARS COLLECTION

This spumante, an authentic product of our gentle hillsides, originates from white Moscato di Canelli grapes ripened in the hot summer sun; the grapes are harvested almost exclusively by hand, delicately pressed and carefully turned into wine only as needed, in order to maintain the unmistakable flavor of this unique grape intact in the wine.

Its taste is fresh and fruity with a harmonious sweetness, fizzy with bubbles and stimulated by light notes of peach, almond and citrus.

Pure and unforgettable, this wine offers a true taste of the richness of our enchanting Piedmont, and is the proud holder of the Controlled and Guaranteed Designation of Origin.

7,5% alcohol content.

## ASTI SECCO DOCG THE FIVE STARS COLLECTION

Asti Secco is the new Bosca challenge: make Moscato the protagonist of trendy aperitif with its hints of sage and citrus and its balanced, pleasantly acidic taste. An innovative product, strong of its Controlled and Guaranteed Designation of Origin and a dedicated Disciplinary. Accepted challenge: the purest tradition, transformed into innovation, is already fascinating the world.

10,5% alcohol content.

The  
Bosca  
Five Stars  
Collection





## Buon Anniversary BIO



### BUON ANNIVERSARY BIO

What happens when the best grapes, cultivated according to the European Organic Agriculture criteria, meet the experience and the inventiveness of Bosca cellar masters?

The reply lies in the fine perlage of our dry sparkling wine Bosca Organic Buon Anniversary, a straw-yellow enchantment that evokes summer nights and sea breeze. It can amaze for its intense aroma or its full flavor, yet it is impossible not to love this new version of Bosca Anniversary and to avoid getting caught by hand and dragged away to unknown places.

12% alcohol content.



Our  
Tradition  
is Our  
Pride

Notwithstanding our Company mission is the continuous innovation and the constant search of alternatives that will appeal consumers for their absolute novelty, we draw great pride from keeping up the production of the most traditional wines. From our vineyards situated in the most suitable areas dedicated to the growth of our best Piedmontese grapes, we produce:



Moscato d'Asti DOCG

Piemonte Chardonnay DOC

Barbera d'Asti DOCG

Barolo DOCG



## Vermouth di Torino

### VERMOUTH DI TORINO ROSSO

This aromatized wine is the aperitif *par excellence* and its very ancient recipe goes back for centuries, having been passed down from generation to generation. It has a very delicate, pure flavor similar to an infusion; the perfect blend of superb Piedmontese white wines and traditional herbs, including the absinthe.



### VERMOUTH DI TORINO BIANCO

An aperitif with a flavor that is unforgettable, like the elegant, sloping shape of its brand-new bottle. The typical red color, arising from the use of caramel, is reminiscent of hard cherries. On the palate, a fragrant balance of aromatic herbs leads to the ultimate triumph of the absinthe.



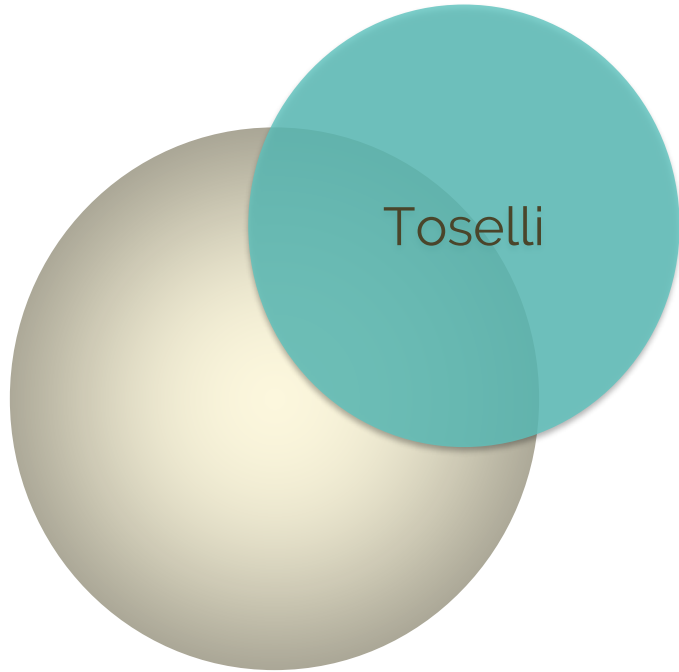
Verdi  
&  
Sparkletini



Verdi Spumante is an exciting synthesis of sensations for the palate: it is a skillful combination between spumante and cereals, delicately sweet and moderately alcoholic..

It has swarmed over the markets as a nice and up-to-date novelty in line with the habits of a wide range of today's consumers thanks to its pleasant taste and an innovative presentation. The taste is fresh, well balanced and non-committal. Its delicacy and softness make it perfect to be enjoyed on any occasion. The Sparkletini line extension is available in the Raspberry, Peach, Green Apple, Elderflower, Pomegranate, Strawberry and Açai Berries fruity notes.

Built on the success of Verdi, the Red and Rosa variants were born, which delicacy and softness make them suitable for drinking on any occasion.



TOSELLI is the natural evolution of spumante and has been introduced as a nice and up-to-date novelty in line with the habits of a wide range of today's consumers thanks to its pleasant taste, innovative presentation, and state of the art technological solutions.

TOSELLI is obtained by premium Italian grapes, using our unique know-how, developed through years of research: all this gives TOSELLI an unprecedented character.

It is crisp, slightly sparkling, delicately sweet, with an extremely pleasant taste and a great bouquet that renders it unique in its category.

It is great for all occasions and all ages. With its maximum 0,5° alc/vol, TOSELLI contains approximately 45 calories for a four ounce serving, compared to the about 80 calories of Asti.

TOSELLI is *per tutti*! Also available in the Halal and Kosher for Passover versions.



Our  
unique  
patented  
closure



Verdi, Sparkletini and Toselli bottles carry our original MultiStap unique closure, patented by Bosca.

The cork has no cage and, still, when opened, produces the classical "pop" of a spumante.

It can be reinserted on the bottle after opening so as to hold the pressure for future consumption.

The problem of preserving a fresh and sparkling beverage is thus at last resolved.





 **BOSCA**

THE NOW SPARKLING WAVE



Follow us:



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