CA' RUGATE
VITICOLTORI
IN SOAVE E VALPOLICELLA

CONCEPT
CERISÉ

The inspiration for this new artisanal project by Ca' Rugate stems from breathing in and experiencing Nature and its extraordinary biodiversity.

In the **Val d'Alpone area**, and specifically within the municipality of **Montecchia di Crosara**, the cultivation of **high-quality cherries** has ancient roots and, alongside viticulture and olive growing, plays a fundamental role in the local ecosystem.

The natural production process of Cerisé, made from cherries grown on our own cherry trees, **follows the principles of artisanal cider-making**, in which the harvesting, selection and fermentation of the fruit mirror the care and attention that go into crafting a quality wine.

Cerisé thus pays **tribute to the region's biodiversity**, where extraordinary vineyards, olive groves, woods and cherry trees coexist.
The cherry, to which the volcanic soil – naturally rich in basalt – lends distinctive notes of crunchiness and aroma, finds **in the Montecchia di Crosara** area and the surrounding hills an ideal growing environment, placing this region amongst the recognised **'capitals' of high-quality Italian cherries**.

As with craft ciders – from which the design draws its inspiration – Cerisé also **has a particularly low alcohol content – 5% vol** – and this intrinsic characteristic places it perfectly within the LOW ALCOHOL segment.
The market segment known as No/Lo (drinks with low or zero alcohol content) is currently undergoing a phase of growth on a global scale that makes it worthy of attention and focus.

As for when to enjoy it – served at a temperature between 8 °C and 10 °C – the ways to enjoy Cerisé can be remarkably versatile and innovative, ranging **from traditional aperitif pairings**, including with oysters and raw seafood, to the 'perfect pairing' with savoury crêpes – in keeping with the tradition associated with great artisan ciders – right through to full-fledged gastronomic pairings, such as **spicy ethnic cuisine or mature cheeses**, and then joyfully experimenting with pairings featuring dark chocolate-based dishes.

Ca' Rugate, with its **traceable supply chain project 'Cerisé'**, once again stands out for its **visionary approach** to innovation – understood as a desire to **'look beyond'**, to open new windows beyond the usual and conventional horizon, offering fresh perspectives and contemporary responses to curiosity and passion.

Michele Tessari