

A YEAR OF LAUNCHES

James Lawrence and Felicity Carter look at the wines that were launched in 2020.

the Covid-19 pandemic has not stopped both major producers and small growers launching new brands onto the market. Celebrity cuvées, rosé, low-and no-alcohol, low sugar, interactivity and sustainability are the current driving forces of wine marketing and innovation.

(...)

Passopisciaro - Contrada PC 2018

Passopisciaro is one of Sicily's leading producers, releasing small volumes of terroir-driven, handcrafted wines. Chardonnay grown on the volcanic terroir of Mount Etna is manually harvested and then fermented in large neutral oak barrels of no more than 20HL. The resulting wine is rich, complex and structured. In May, consumers were given the chance to try this exceptional wine, although only 2,660 bottles were made. The price of their inaugural prestige Chardonnay is certainly ambitious at €60. However, the owners are confident that it will sell quickly.



JL