

MONTE DEL FRÀ[®]

A Z I E N D A A G R I C O L A

Wine is not just a liquid -with some alcohol- that quench our thirst, wine is more; it is liquid culture, companion of human' travels through history like the vine' tendrils, wine is interwoven with us.

In Italy wine is part of everyday life, it is a food's companion, it is a toast to special occasion or an unwinding moment after a long day at the office.

But wine could also be a travel ticket, quite a cheap way to travel, with its power to take you in the places where it grows, you'll find a landscape inside your glass while wine will whispers little stories of people and families and land

Monte del Frà is a story of three generations of human's will and the potential of a territory. A stretch of gentle rolling hills crowning – nestling- Verona where our vines lay and are recognized as the best vineyards of the area. The gentle afternoon breeze of lake Garda lull the grapes and helps to keep them away from rot (the noble and, the not so noble...) and other problems caused by stagnant humidity. The area has been famous for wine and olive oil production since the beginning of time or, at least, the beginning of written history. We do have written notes, going back to 1492, mentioning what today is Monte del Frà settlement.

But being a family this is mostly it is the story of Eligio Bonomo, an extraordinary human being that will never accept to surrender. He inherited what, at the time, was really a strip of land and all the responsibilities that come with it. His dad passed away when he was 22 and when he found himself on the verge of deciding his future Eligio turned his sight on the land and choose the hard task.

Anyone who actually have tried to work the land, being a hobbyist gardener or a professional farmer, knows what we are talking about. It is hard work and it most often means working the extra hours, not knowing the meaning of Sunday or holidays . A job where you have to deal with “mother nature” the most demanding entity of all.

And it is thanks to my Eligio and his brother Claudio, who joined MdF later on, that this year, 2018, we salute and toast 60 years of MdF and its wines.

It all started with the vineyards in 1957 followed by the first owned cellar in Custoza, opened in 1988.

Today the winery has state of the art cellar machinery that allows us to goes back to vinification's traditional protocols. It could sounds as an oxymoronic phrase but going back to nature means you need to operate in the most, and spotless, environment to letting natural yeasts doing their job and starting the fermentation. You need, then, to control temperatures in the stainless vats or you need to allow time to cocoon red wines to mature in the oaks. Producing wines is not magic but we love to think that some magic is involved. This is the reason wines created, and create, still, fascination.

This is the reason humans story has always been interlaced with wines and for us, as Italians, it make even more sense 'cause in our language “vite”-lives- and “vite”-vine-are represented by the same word.

Monte del Frà wines are some sort of a paramount for extra quality wines coming only from the grape we personally grow. No compromises or wine bought from other producers and no compromises with the environment. We live where the vines grow and we care for the land and the air we breathe therefore our choice to operate in balance with nature using what it is called “low impact viticulture”. Respecting good insects and wild fauna, leaving the woods that contouring the vineyards in order to promote a living environment for us and the generations to come.

We are, so proud of our achievements which see our wines ranging in the top list of accolades from international specialist press, it does not come easy and the awards are a little recognition to our painstaking work. A recognition to Eligio work and stubbornness , to Marica, his daughter, unstoppable ambassador of Monte del Frà, building bridges between Custoza and the world, travelling to extend the markets with their, all different, challenges. A praise to Claudio meticulously work in the cellar along with his son, Massimo, and Silvia his daughter the smile and the soul of the welcoming visits and events as well as all the social media relations.

Our team is made by some 37 people, working in the vineyards, in the cellar and in the offices. Our goal is to grow even more creating not opportunities but relations, relations that will last for years.

Choosing Monte del Frà wines is to choose a family, to choose love and respect, to prize ideas and ideals and to honor hard work and the knowledge that come from it.

