

THE PONCA WINES MANIFESTO

1. The territory gives the wine its character.
2. Wines originating from the ponca are strongly characterized by the local geology.
3. Producing territorial wines for us means cultivating and preserving ponca vineyards.
4. The vineyards respect the integrity of the mother rock, preserving it as something of value. Generated millions of years ago, we want to hand it down intact to future generations.
5. With the aim of preserving the physical and biological characteristics which constitute a fundamental element of the terroir, substantial modifications on the morphology of the subsoil have been excluded. The vineyards have not been subjected to landscaping, only careful restructuring.
6. The vine roots penetrate into the layers of the ponca and always find the nutrients and water necessary for growth (without requiring irrigation).
7. The ponca's calcareous clays and calcified sands influence the mineral and organic constitution of the grapes, determining typical characteristics such as richness of flavour, and promoting longevity.
8. The varietal notes are less important with these wines. The grape variety is considered a means, an instrument at the disposal of the terroir and not the end.