



Gulf of Salerno  
Campania - Italy



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## TECHNIQUE AND RURALITY IN ORGANIC AREA

Technique and Rurality in Organic Area is the certified base of Agricola Villa Lupara which is also recognized as an Eco-Sustainable company. This philosophy has led to this research project on the study of chemical and physical structure of the grape and its nutritional properties, called: "WINE WITHOUT SULFITES".

The project started in 2006 and led to the birth of the wines "Il Puro Black and Il Puro White".

These wines are made from organic grapes, vinified with skilled and innovative winemaking techniques, which guarantee - among other things - the complete absence of sulfites in all processing stages.

Due to the fermentations at controlled temperatures, the particular geometry design of the containers (fermentini) and the perfect control of oxygen during fermentation, we are able to extract and preserve everything nature gave to this high-value healthy fruit.

Following this methodology, we are able to produce a wine without sulfites, which lasts over time, preserving the typical aromas and flavors of the grape and its region of origin.



With their belief in the research of a healthy product, Agricola Villa Lupara created red and white wines that due to their characteristics, became the subject of university studies in "Nutraceutical and Pharmacy Departments" which have in turn emphasized the high value nutraceutical of the structure.

Il Puro wants to become a new philosophy of drinking wine.



In 2009 il Puro it becomes the object of studies by:

**Università di Napoli Federico II**  
Department of Pharmaceutical Chemistry and Toxicology

Department of Biochemistry and Biophysics

**Università degli Studi di Salerno**  
Department of Pharmaceutical and Biomedical Sciences

WINE  
WITHOUT  
SULFITES



## Black

IGP Colli di Salerno  
Rosso  
100% merlot

"il Puro Black", created in 2006, is our first born, as such we are proud of being able to create a dream by transforming our passion for well-being into a natural wine that maintains still today young its features.

The last bottles of this first vintage, are witnessing the long-life stability of our natural wines although produced without sulfites.

In 2017, after years of production tests, we finally managed to give life to our first red obtained by spontaneous fermentation.

WITHOUT YEASTS

### Sizes



Altitude vineyards	450 MAMSL
Hectares of vineyards	0,7
Form of farming	Low espalier guyot pruned 100% BIO
Plants/Hectares	4500
Yeld/Hectar	50ql/ha
Bunch Thinning	Always at beginning of varaison
Primary fermentation	10 Days in steel

Malolactic	In tonneaux
Aging in steel	1 months
Aging in tonneaux	2 months
Aging in bottle	3 months
pH	3,5
Total acidity	5,8
Dry extract	31
Sulfites residues	<10 mg/l
Sugar	<1 gr/l



## White

IGP Campania  
100% falanghina

In 2008, full of our excellent results achieved, we decided to apply our production system also to white grapes creating "il Puro White".

We have thus obtained a wine produced in complete anaerobiosis without any filtering, characterised by a slow oxidative degradation process, and then a continuous evolution in time and great longevity.

In 2014, the desire for a completely natural wine led to the first vintage of white wine obtained from spontaneous fermentation.

WITHOUT YEASTS

### Sizes



Altitude vineyards	400 MAMSL
Hectares of vineyards	1,3
Form of farming	Hight espalier guyot pruned 100% BIO
Plants/Hectares	5200
Yeld/Hectar	65ql/ha
Bunch Thinning	Always at beginning of varaison
Primary fermentation	30 Days in steel

Malolactic	In tonneaux
Aging in steel	5 months
Aging in tonneaux	No
Aging in bottle	12 months
pH	3,4
Total acidity	6
Dry extract	25
Sulfites residues	<10 mg/l
Sugar	<1 gr/l



## Dirty

IGP Colli di Salerno  
Sparkling red wine  
100% merlot

Dirty in English means dirty, and is indeed a label created to dress wines that in the past have been the subject of non-filtering tests

In 2017 it has become a witness to the sparkling red wine that has not turned out and left on the lees

This wine has continued its natural settling process in the bottle, and today you can enjoy the scents and tastes a little on generis and very genuine.

It is recommended to decant the wine before serving.

### Sizes



Altitude vineyards	450 MAMSL
Hectares of vineyards	0,5
Form of farming	Low espalier guyot pruned 100% BIO
Plants/Hectares	4500
Yeld/Hectar	50ql/ha
Bunch Thinning	Always at beginning of varaison
Primary fermentation	In steel without yeasts

Malolactic	In steel
Refermentation	in bt with selected yeasts
Aging in tonneaux	No
Aging in bottle	2 months
pH	3,2
Total acidity	7
Dry extract	29
Sulfites residues	15 mg/l
Sugar	+/- 2 gr/l



## Aglianico

IGP Colli di Salerno  
100% aglianico

In 2014 we was also had the production of the first hectolitres of red single-variety "il Puro Aglianico".

The introduction of French oak barrels and a patient ageing enabled us to boast a highly structured and complex wine that wants to live in time.

### Sizes



Altitude vineyards	360 MAMSL
Hectares of vineyards	1
Form of farming	Hight espalier guyot pruned 100% BIO
Plants/Hectares	4000
Yeld/Hectar	45ql/ha
Bunch Thinning	Always at beginning of varaison
Primary fermentation	14 Days in steel

Malolactic	In tonneaux
Aging in steel	1 months
Aging in tonneaux	11 months
Aging in bottle	3 months
pH	3,43
Total acidity	6,3
Dry extract	35
Sulfites residues	<10 mg/l
Sugar	<1 gr/l



## Falanghina

IGP Colli di Salerno  
100% falanghina

In 2015 testing a new protocol of vinification and the particular degree of maturation of the grapes gave birth to the "il Puro Falanghina" a natural white created after a long fermentation.

### Sizes



Altitude vineyards	400 MAMSL
Hectares of vineyards	1,3
Form of farming	Hight espalier guyot pruned 100% BIO
Plants/Hectares	5500
Yeld/Hectar	70ql/ha
Bunch Thinning	Always at beginning of varaison
Primary fermentation	50 Days in steel

Malolactic	Yes
Aging in steel	5 months
Aging in tonneaux	No
Aging in bottle	3 months
pH	3,33
Total acidity	5,9
Dry extract	20
Sulfites residues	0 mg/l
Sugar	0 gr/l



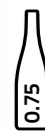
## Curly

IGP Colli di Salerno  
Sparkling rosé  
100% merlot

In 2015 in anticipation of an abundant harvest and after a massive bloodletting in the vineyard and a fermentation "in white" of Merlot, the idea of the creation of "il Puro Curly" becomes reality.

Using the white must as "liquer de tirage" in the bottling stage we managed to get a second fermentation in the bottle and after a few months of waiting we obtained a classic method sparkling wine really nice on the palate.

### Sizes



Altitude vineyards	450 MAMSL
Hectares of vineyards	0,7
Form of farming	Simple tent
Plants/Hectares	4500
Yeld/Hectar	60ql/ha
Bunch Thinning	Always at beginning of varaison
Primary fermentation	7 Days

Malolactic	In tonneaux
Aging in steel	2 months
Aging in tonneaux	No
Aging in bottle	9 months
pH	3,25
Total acidity	6,8
Dry extract	25
Sulfites residues	<10 mg/l