

GREAT STORIES HAVE REMOTE BEGINNINGS.

CHERCHI. WINEGROWERS IN USINI SINCE 1970.





## WHERE WINES AND PEOPLE INTERTWINE

The history of wine in these lands is intertwined with the history of our family.

It all began in far-off 1970 with the commitment and enthusiasm of a wine-grower who firmly believed in his dream: to promote both the typical wines of Usini and his region with its unique features.

Far-sighted and wise, and supported by a passionate desire to know and experiment, the patriarch Giovanni Cherchi brought an ancient native grape species, Cagnulari, to the fore once more.

Giovanni Cherchi is considered a pioneer of Sardinian viticulture and winemaking, not just because he rediscovered Cagnulari, but also thanks to his work to improve the qualities of Vermentino.



# A LIFE DEVOTED TO GRAPEVINES AND LAND

He was one of the first to launch “Vermentino di Usini” on the market with a clear identity linked to its area of origin.

Despite the success achieved, we remain true to our roots and consider ourselves first and foremost winegrowers; protagonists of each production phase, from the vineyard to the bottle, and custodians of this farming, cultural and human heritage.

Today, we still safeguard and promote the environment in which our wines have originated: an intertwining of fragrances and sensations of wind and sun, of land and people.



OUR HISTORY IS THE  
HISTORY OF OUR LAND




A land that tells of wine and features wine in its most beautiful, fascinating stories.

There is a hospitable village in north-west Sardinia that has always been known as the “place where they make good wine”.

Usini is a municipality of the province of Sassari, nestled in the Logudoro hills. These lands have a centuries-old vocation for grape-growing, with their alternating limestone hills and valleys clothed by a patchwork of vineyards, olive groves, vegetable gardens and pastures. The particular features of the soil and climate provide us with full-bodied, fragrant grapes.

Sea breezes, due to the short distance from the coast, the wind and temperature excursions enrich the organoleptic characteristics found intact in our wines.



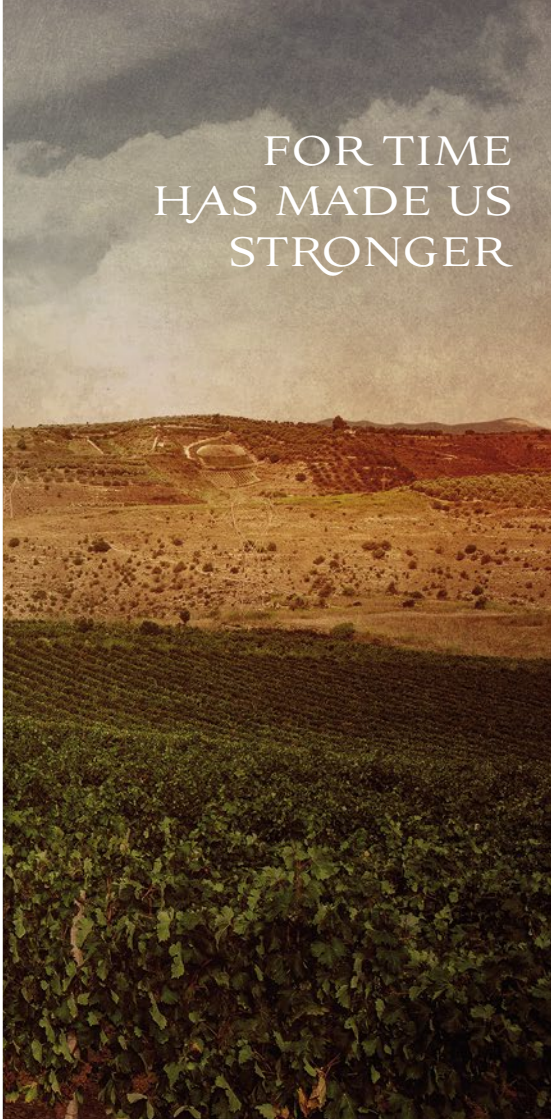


LET THINGS  
TAKE THEIR  
TIME

We tend our vines from pruning to harvest, aligning ourselves with the seasons and the rhythms of nature.

Thanks to the professional skill and experience stemming from our long-standing grape-growing tradition we are able to use plant protection products sparingly, so as to safeguard the environment and the unique features of our grapes.

Environmental sustainability lies at the heart of our way of living and working. This is our contribution to improving our territory.



FOR TIME  
HAS MADE US  
STRONGER

In the country, as in life, time is the supreme judge. Knowing how to be patient is the secret for achieving great objectives.

Our vineyards lie on the hills of Usini, 200 metres above sea level.

The company estate spreads over some 30 hectares, 60% of which devoted to Vermentino, 35% to Cagnulari and the remainder to Cannonau. The vines are mainly vertical trellis-trained with Guyot pruning.

Our vineyards grow on land with a variety of soil compositions: more limestone on the south-east slope, with clay soil prevalent in the north-west. This gives our grapes different characteristics that enable us to obtain balanced, round wines.



With the same philosophy of respect for nature and its fruits, the grapes are collected in the modern, efficient winery surrounded by the vine rows, equipped with state-of-the-art processing, aging and bottling equipment.

In the underground cellar, excavated from the rock, our finest wines mature in oak barrels.



ORIGINS  
IDENTITY  
DEDICATION

*Vermentino grape*

The origins of Vermentino are uncertain.

It is assumed to have arrived in Sardinia a few hundred years ago from Spain, passing through Corsica; another theory has its origins go back to the Middle East, from where it reached the Mediterranean coasts, passing through Greece.

The wines obtained from this grape variety may have different characteristics, due to interaction between soil type, climate, processing and the grape's features; here in Usini, our Vermentino takes on the typical organoleptic characteristics of the territory.



FAMILY  
ROOTS  
LAND



## *Cagnulari grape*

Cagnulari is one of the lesser-known traditional grape species of Sardinia but is very old, and nothing certain is actually known of its origins.

The grape bunch has a distinctive shape and is compact, with two wings and small grape berries with a very delicate skin. In the past, Cagnulari grapes were mixed with other grape varieties to make strong wines suitable for blending with lighter wines. Its use then declined, and it seemed destined to disappear in favour of other more productive varieties.

Giovanni Cherchi was the first to focus attention back on this native grape and to enhance its exquisite features with expert care.

Still today the Cherchi family produces and bottles single-grape Cagnulari wine, a hallmark of the territory of Usini and strongly associated with the Cherchi brand.



TRADITION  
SARDINIA  
FORCE

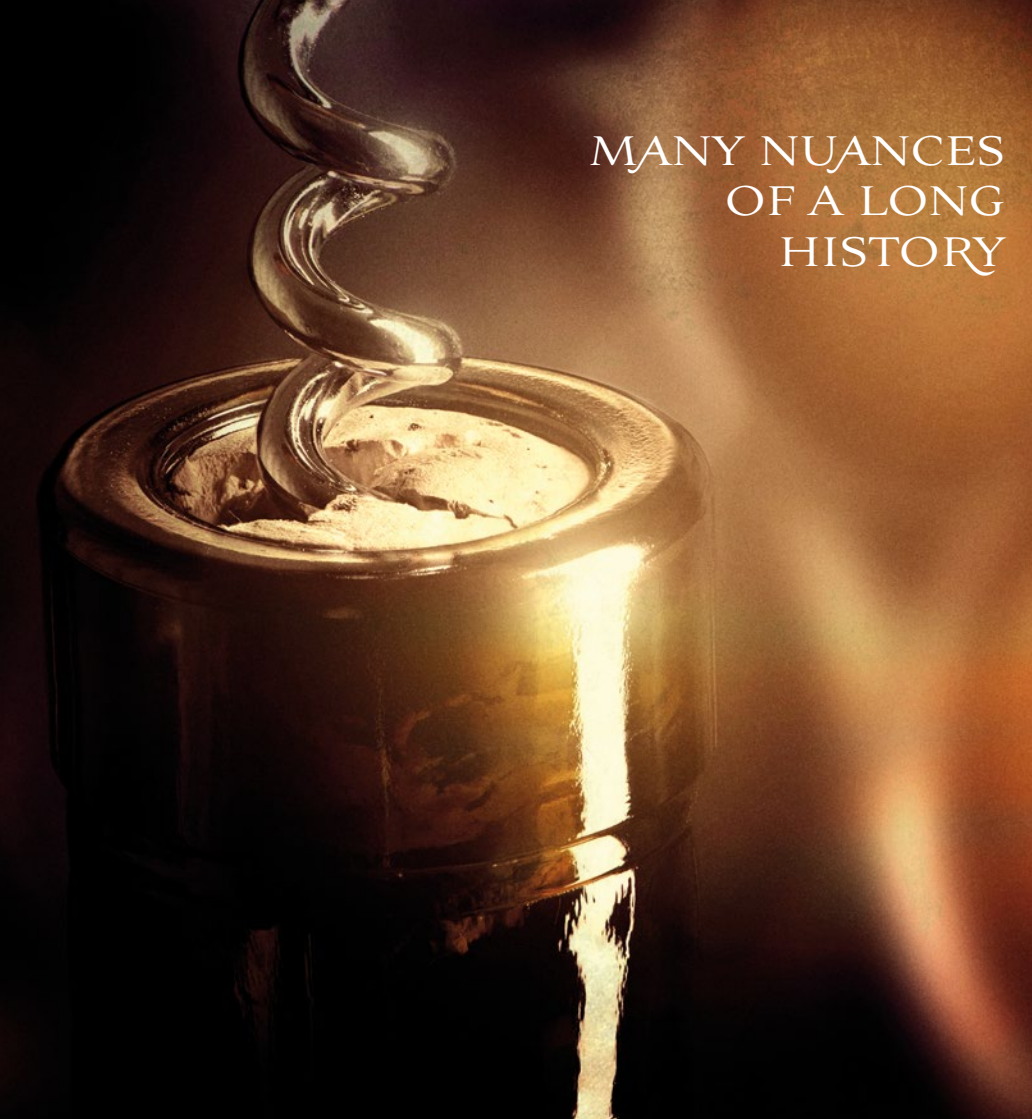
## *Cannonau grape*

Cannonau is the best-known red grape variety in Sardinia.

Its origin is uncertain: it was long believed to have been introduced on the island during the Spanish domination, but recent studies have suggested its presence in still earlier times.

The grape bunch is of average size, with a conical shape. The grape berry is medium-small and round, with purple-black skin, relatively thick, covered with bloom and with medium-late ripening.

Our territory gives the Cannonau a wealth of aromas and an elegant flavour, so as to enable an ideal union with our Cagnulari.



MANY NUANCES  
OF A LONG  
HISTORY

Our wines are the proud expression of careful, meticulous work that starts with the soil and ends in each single bottle.

Genuine and sincere, transparent and authentic, direct and loyal, they are the faithful ambassadors of our territory and the people who live in it.

We respect the characteristics of the grapes and enhance their distinctive natural qualities. This is why our wines maintain all the unique elements of the terroir, combined with the experience and wine-making tradition of our company.

Our range includes nine wines and two distillates, distributed in Sardinia and throughout Italy, and exported to the United States, Switzerland, the UK, Australia and Japan.

*Linea Billia*

*The wine tradition of our company reviewed and renewed in a contemporary key.*



## BILLIA

VERMENTINO DI SARDEGNA  
*Denominazione di Origine Controllata*



Pale yellow color, with greenish tinges. Delicate but persistent aromas, pleasantly fruity with intense floral notes that makes it particularly elegant. It's a dry wine, pleasantly fresh and mineral, with a very balanced structure.



## BILLIA

ISOLA DEI NURAGHI  
*Indicazione Geografica Tipica*



Intense ruby red color, it has aromas of fruit with hints of jam. Dry and pleasantly sapid palate with a delicate acidity and soft tannis. Fresh and clean finish with persistent fruity notes.



## TUVAOES

VERMENTINO DI SARDEGNA  
*Denominazione di Origine Controllata*



Intense pale yellow color, with greenish hues. Good intensity and persistence with floral and vegetal scents. Notes of grass, wildflowers and tomato leaf. The acidity gives it strength and freshness; it is also warm and soft, thanks to the consistent structure. The finish is an aromatic pleasure with persistent floral notes.

Due to its characteristics it can also be enjoyed a few years after the harvest.



## CAGNULARI

ISOLA DEI NURAGHI  
*Indicazione Geografica Tipica*



Deep ruby red color.  
Good aromatic intensity, with hints of jam and geranium.  
Dry and pleasantly fruity. It has warm and lively structure, in which you perceive delicate acidity and soft tannins.  
Good persistence, with fruity and floral notes. Fresh and clean finish.  
Wine with a good aging potential.

*Cherchi brand. For those who know what they want and are looking for a strong bond between wine and territory.*



## CANNONAU

CANNONAU DI SARDEGNA  
*Denominazione di Origine Controllata*



The color is ruby with purple tinges. Medium intensity and persistence, large and composite bouquet with hints of ripe fruit, jam and blackberry, quince and plum. Dry, fruity, full bodied. It has got a very balanced acidity and soft tannins. Good persistence of taste and smell with a pleasant finish. Wine with good aging potential.



## LUZZANA

ISOLA DEI NURAGHI  
*Indicazione Geografica Tipica*



The color is deep ruby with garnet hints. Intense and elegant aromas. Rich and complex bouquet with toasted notes of vanilla, but mostly fruity plum. It is dry and full bodied; pleasant the initial tannic feeling in balance with alcohol and acidity. Tasty and fresh, it has aristocratic personality. Long persistence of taste and smell. Aging potential of 3 or 4 years and, in some vintages, even more.

## FILIGHE

VERMENTINO DI SARDEGNA  
*Denominazione di Origine Controllata*

SPUMANTE BRUT METODO CLASSICO  
*Millesimato*



The color is straw yellow, delicate and persistent perlage.

Aromas of white and yellow flowers with notes of fruit are very intense and persistent. The palate is fresh, fruity and quite soft with a slight bitter aftertaste typical of Vermentino.



## SOBERANU

CAGNULARI  
ISOLA DEI NURAGHI  
*Indicazione Geografica Tipica*



The color is deep ruby red. The aromas, very intense, offers spicy and tobacco notes along with balsamic nuances and red ripe fruit. It's a rich wine, warm and sapid. Featuring a large structure, it's balanced and elegant. It has a very long aging potential.



## TOKATERRA

VINO DA UVE STRAMATURE



The color is golden yellow with amber hues. It has a great intensity and an aromatic richness. Hints of ripe fruit alternate with spicy notes fine and refined. The taste is sweet, harmonic, full and velvety. A slight bitter aftertaste typical of the grape from which it originates.

## NONNU 'ELOGU

ACQUAVITE DI VINACCE

*Bianca e Ambrata*



### Nonnu 'Elogu Bianca

From the discontinuous distillation of our Vermentino pomace, we make this pleasantly aromatic grappa, elegant and harmonious.

### Nonnu 'Elogu Ambrata

From the discontinuous distillation of our pomace of Cannonau and Cagnulari, we make this grappa with rich flavor, mellow and delicate. It has the typical amber color after being aged for a year in oak barrels.



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