



CHERCHI. WINEGROWERS IN USINI SINCE 1970.

GREAT STORIES HAVE REMOTE  
BEGINNINGS



**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.

Is considered a pioneer of Sardinian viticulture and winemaking also thanks to his work to improve the qualities of Vermentino.

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.

**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.

A close-up photograph of an elderly person's hands, showing deep wrinkles and a weathered texture. The hands are firmly gripping a dark, polished wooden cane. The person is wearing a dark, textured jacket. A silver ring with a decorative pattern is visible on the ring finger of the left hand. The background is softly blurred, focusing attention on the hands and the cane.

WHERE WINES AND  
PEOPLE INTERTWINE

**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.

**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.

**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.

This wine is a tribute to the founder of the winery, Billia Cherchi. From Vermentino grapes we make a fresh wine, pleasantly fruity and with intense floral notes. As an aperitif or paired with soups, white meat and fish.

**Designation:** still white.

**Grapevine:** Vermentino 100%.

**Production area:** hilly soils located at about 200 metres above sea-level.

**Soil composition:** vood calcareous structure associated to clayey fractions.

**Training system:** vertical shoot positioning. The pruning system is Guyot.

**Productivity in grape - wine:** nearly 90 q/ha - nearly 60 hl/ha.

**Harvest time:** 10<sup>th</sup> - 20<sup>th</sup> September.

**Wine-making:** once in the wine cellar the grapes are destalked, crushed and then pressed in a soft way. The must ferments in steel tanks at the temperature of 17-18°C, with selected autochthonous yeasts.

**Organoleptical characteristics:** the colour is brilliant straw yellow with light greenish reflexes. The aroma is delicate but persistent, pleasantly fruity of apple with intense floral notes, that makes it particularly elegant. It is dry and delicate, pleasantly fresh and mineral. It has got balanced body and structure, with good taste-olfactory correspondence. Ready to drink.

**Combining and service:** Excellent as aperitif and with fish dishes. It is particularly suitable with shellfishes, delicate appetizers, first dishes with light seasonings and boiled fishes or delicate meat roasts. It is recommended to serve at the temperature of 10/12°C, uncorking the bottle just before pouring it.

**Gradation:** 13,5% vol.



This wine is a tribute to the founder of the winery, Billia Cherchi, who rediscovered this ancient grape variety. From Cagnulari grapes we make a fresh wine, elegant and inviting, with scents of red fruits and spices.

**Designation:** still red.

**Grapevine:** Cagnulari 100%.

**Production area:** hilly soils located at about 200 metres above sea-level.

**Soil composition:** vood calcareous structure associated to clayey fractions.

**Training system:** vertical shoot positioning. The pruning system is Guyot.

**Productivity in grape - wine:** nearly 85 q/ha - nearly 55 hl/ha.

**Harvest time:** 15<sup>th</sup> September - 30<sup>th</sup> September.

**Wine-making:** the grapes come in the wine cellar where they are destemmed and crushed. Maceration on the skins for 8/10 days at the temperature of 25/28°C. The malo-lactic fermentation naturally occurs in autumn or in the spring following the harvest.

**Refinement:** the evolution takes place in steel tanks. It is bottled after a light filtration.

**Organoleptical characteristics:** 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.

**Combining and service:** suitable with salted meats, first dishes in red and tasty sauces, legume soups, white and red grilled meats or in saucepan, middle aged cheeses. It is recommended to serve at the temperature of 14/16°C, uncorking the bottle just before pouring it.

**Gradation:** 13% vol.

**BILLIA**

CAGNULARI  
ISOLA DEI NURAGHI  
*Indicazione Geografica Tipica*



Wine made in limited quantities from a selection of Vermentino grapes in our vineyards of Usini. Due to its characteristics can be enjoyed also some years after the harvest.

**Designation:** still white.

**Grapevine:** Vermentino 100%.

**Production area:** hilly soils located at about 200 metres above sea-level.

**Soil composition:** good calcareous structure associated to clayey fractions.

**Training system:** vertical shoot positioning. The pruning system is Guyot.

**Productivity in grape - wine:** nearly 75 q/ha - nearly 50 hl/ha.

**Harvest time:** 10<sup>th</sup> - 20<sup>th</sup> September.

**Wine-making:** the grapes, prevalently deriving from the homonymous vineyard, are carefully selected and once in the wine cellar, they are destemmed, crushed and then pressed in a soft way. The must ferments in steel tanks at the temperature of 17/18°C with selected autochthonous yeasts.

**Organoleptical characteristics:** 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.

**Combining and service:** it is suitable as aperitif and also with a lot of fish dishes, mixed grilled foods, shellfish and sea food. It is recommended, to exalt at the most its characteristics, to serve it at the temperature of 10/12°C, uncorking the bottle just before pour.

**Gradation:** 13,5% vol.

# TUVAOES

VERMENTINO DI SARDEGNA  
*Denominazione di Origine Controllata*





An old grape variety rediscovered and developed by Giovanni Cherchi, relives today in this rich wine. Aromas of red berries, underbrush and spices blend and enhance the balanced and persistent taste.

**Designation:** still red.

**Grapevine:** Cagnulari 100%.

**Production area:** hilly soils located at about 200 metres above sea-level

**Soil composition:** good calcareous structure associated to clayey fractions.

**Training system:** vertical shoot positioning. The pruning system is Guyot.

**Productivity in grape - wine:** nearly 85 q/ha - nearly 55 hl/ha.

**Harvest time:** 15<sup>th</sup> September - 30<sup>th</sup> September.

**Wine-making:** the grapes destalked and crushed. Maceration on the skins for 8/10 days at the temperature of 25/28°C. The malo-lactic fermentation naturally occurs in autumn or in the spring following the harvest.

**Refinement:** the evolution takes place in steel tanks and in wood casks, for 6 months minimum. It is bottled after a light filtration.

**Organoleptical characteristics:** 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.

**Combining and service:** suitable with salted meats, first dishes in red and tasty sauces, legume soups, white and red frilled meats or in saucepan, middle aged cheeses. It is recommended to serve at the temperature of 14/16°C, uncorking the bottle 30 minutes before pouring it.

**Gradation:** 13% vol.



Typical grape variety of Sardinia, here in Usini develops unique features that you find in this dry wine. It's warm and voluminous and it pairs with game dishes, roasts and aged cheeses.

**Designation:** still red.

**Grapevine:** Cannonau 100%.

**Production area:** hilly soils placed at about 200 metres above sea-level.

**Soil composition:** good calcareous structure associated to clayey fractions.

**Training system:** vertical shoot positioning. The pruning system is Guyot.

**Productivity in grape - wine:** nearly 70 q/ha - nearly 50 hl/ha.

**Harvest time:** 20<sup>th</sup> September - 30<sup>th</sup> September.

**Wine-making:** the grapes are destalked and crushed. The maceration on the skins lasts 8/10 days at the temperature of 25/28°C. The malo-lactic fermentation naturally occurs in autumn or in the spring following the harvest.

**Refinement:** the evolution takes place in steel tanks and in big wood casks, for minimum 6 months. It is bottled after a light filtration.

**Organoleptical characteristics:** 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.

**Organoleptical characteristics:** first dishes from the tasty seasonings, roast of white and red meats not excessively fat, aged cheeses. The temperature of ideal service is of 16/18°C, uncorking the bottle half hour before pouring it.

**Gradation:** 14% vol.

# CANNONAU

CANNONAU DI SARDEGNA  
*Denominazione di Origine Controllata*



From the vinification of the two typical grape varieties of our territory, we make this red wine in limited quantities. After aging in oak barrels, the wine continues its aging in the bottle for at least one year.

**Designation:** still red.

**Grapevine:** Cagnulari 50% - Cannonau 50%.

**Production area:** hilly soils located at about 200 metres above sea-level.

**Soil composition:** good calcareous structure associated to clayey fractions.

**Training system:** vertical shoot positioning. The pruning system is Guyot.

**Productivity in grape - wine:** nearly 65 q/ha - nearly 45 hl/ha.

**Harvest time:** 20<sup>th</sup> September - 30<sup>th</sup> September.

**Wine-making:** harvested and selected the two grapes come separately in the wine cellar where they are destalked and crushed. The maceration on the skins lasts 8/10 days at the temperature of 25/28°C. The malo-lactic fermentation naturally occurs in autumn or in the spring following the harvest.

**Refinement:** the evolution takes place in new and half-new barriques of French oak, minimum 8/12 months. The two wines, aged separately, are blended before bottling; it follows a refinement in the bottle.

**Organoleptical characteristics:** 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.

**Combining and service:** It is combined with dishes based on poultry and noble game, red grilled meats and aged cheeses. It is recommended to serve at 18°C, uncorking the bottle an hour before pouring it.

**Gradation:** 14,5% vol.



A classy and prestigious sparkling wine made exclusively with Vermentino grapes. Straw yellow with greenish hues, and persistent perlage due to the fermentation in the bottle according to the Classic Method.

**Designation:** sparkling white wine Classic Method.

**Grapevine:** Vermentino 100%.

**Production area:** hilly soils located at about 200 metres above sea-level.

**Soil composition:** good calcareous structure associated to clayey fractions.

**Training system:** vertical shoot positioning. The pruning system is Guyot.

**Productivity in grape - wine:** nearly 90 q/ha - nearly 60 hl/ha.

**Harvest time:** 50% in the 2<sup>nd</sup> week of August; 50% 1<sup>st</sup> or 2<sup>nd</sup> week of September.

**Wine-making:** the grapes are carefully selected and once in the wine cellar, they are destemmed, crushed and then pressed in a soft way. Fermentation with autochthons yeasts at a temperature of 17/18°C; it follows an aging period of 6 months in steel tanks. The wine is re-fermented in the bottle and it matures for 18 months.

**Organoleptical characteristics:** 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.

**Combining and service:** excellent as aperitif, goes very well with all fish dishes. Serve at a temperature of 8/9°C uncorking the bottle just before serving.

**Gradation:** 13% vol.

# FILIGHE

VERMENTINO DI SARDEGNA  
*Denominazione di Origine Controllata*

SPUMANTE BRUT METODO CLASSICO  
*Millesimato*



From a selection of local white grapes left to dry naturally on the vine, we get this sweet wine aged in small oak barrels. Hints of dried fruit and spicy notes are blended with the full, smooth and velvety flavor.

**Designation:** sweet white wine.

**Grapevine:** our typical white grape variety.

**Production area:** hilly soils located at about 200 metres above sea-level.

**Soil composition:** good calcareous structure associated to clayey fractions.

**Training system:** vertical shoot positioning. The pruning system is Guyot.

**Productivity in grape - wine:** nearly 40 q/ha - nearly 15-20 hl/ha.

**Harvest time:** we select the bunches intended for over-ripening in late September. By cutting the cane we stop the feeding of nutrients favoring, through dehydration, the concentration of sugars and the evolution of the aromas. The bunches remain on the plant for 10-15 days and we harvest them after that a thin layer of noble rot is formed.

**Wine-making:** the overripe grapes, harvested by hand and laid on small boxes, come to the winery where they are crushed; after a maceration of about 48 hours, they are pressed in a gentle way. Fermentation, very slow, at 18/20°C of temperature.

**Refinement:** at least 6 months, part in stainless steel vats and part in oak barrels.

**Organoleptical characteristics:** 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.

**Combining and service:** ideal with aged cheese and the typical pastry.

**Alcohol:** 15% vol.



# TOKATERRA

VINO DA UVE STRAMATURE



The Cagnulari raised to its best sensory expression is found in this wine made from a selection of fully ripened grapes grown in the oldest vineyards of the winery. A wine of great structure and rich in aromas.

**Designation:** still red.

**Grapevine:** Cagnulari 100%.

**Production area:** hilly soils located at about 200 metres above sea-level.

**Soil composition:** good calcareous structure associated to clayey fractions.

**Training system:** vertical shoot positioning. The pruning system is Guyot.

**Productivity in grape - wine:** nearly 50 q/ha - nearly 30 hl/ha

**Harvest time:** 10<sup>th</sup> - 20<sup>th</sup> October.

**Wine-making:** selected from the oldest vineyards, the grapes are picked lightly overripe. Fermentation with autochthonous yeasts at 25/28°C. The maceration on the skins lasts 10/12 days. The malo-lactic fermentation spontaneously occurs in barriques.

**Refinement:** the evolution takes place in new and semi-new barriques of French oak, for about 14 months. After the assemblage, the wine is bottled without filtration. It follows bottle aging.

**Organoleptical characteristics:** 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.

**Combining and service:** superb companion of the red meats and of the great roast, it marries well the noble game and aged cheeses. It is recommended to serve to 18°C, uncorking the bottle at least an hour before pouring it.

**Gradation:** 13% vol.

# SOBERANU

ISOLA DEI NURAGHI  
*Indicazione Geografica Tipica*



By the discontinuous distillation of our pomace we make these grappas that we offer in two versions : the white one from Vermentino's pomace, and the aged one from pomaces of Cagnulari and Cannonau and aged for about a year in wood barrels.

### *Acquavite Bianca*

**Origin of the grape pomace:** Azienda Vinicola Cherchi.

**Grapevine:** Vermentino.

**Distillation process:** discontinuous with little copper steam boiler.

**Refinement:** Stainless steel for a 3-6 month-old period.

**Wood toasting:** no.

**Caratteristiche:** Clear and colourless. Soft, pleasantly aromatic. Elegant, harmonic, pronounced and clean.

**Bottle capacity:** 50 cl.

**Gradation:** 40% vol.

### *Acquavite ambrata*

**Origin of the grape pomace:** Azienda Vinicola Cherchi.

**Grapevine:** Cagnulari e Vermentino.

**Distillation process:** discontinuous with little copper steam boiler.

**Refinement:** 10-12 months in different woods barriques.

**Wood toasting:** medium.

**Caratteristiche:** Amber colour. Complex fragrance, delicate, with great personality. Among the manifold warned feelings, the cherry, the small wood fruits, the chocolate, the vanilla are detectable. At the taste is rich, delicate, of great harmony and persistence.

**Bottle capacity:** 50 cl.

**Gradation:** 40% vol.

# NONNU 'ELOGU

ACQUAVITE DI VINACCE





design: roffini&viti - photo: mauronster.com



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