

## **BOLLA REDISCOVERS CRESO, A WINE CREATED IN THE EIGHTIES BY THE BOLLA FAMILY**

**THE WINERY'S HISTORY IS IN THE SPOTLIGHT WITH THE REDISCOVERY OF THE WINES  
THAT DECREED ITS WORLDWIDE SUCCESS.**

Founded in 1883, BOLLA is one of the most important and most prestigious brands in our country's winemaking tradition today. In 2013, as it celebrates the 130<sup>th</sup> anniversary of its foundation, Bolla wants to give the event a profound resonance with the discovery of its past successes.

As was already the case two years ago with Soave Rêtro – another iconic wine in Bolla's history and past – the public can once again enjoy **CRESO**, a wine created in the eighties by Franco Bolla, the last descendent of the family to run the winery.

**CRESO** is a noble wine with powerful tannins, mainly produced from Corvina grapes – a typical vine in the lands of Valpolicella – and from slightly raisined Cabernet Sauvignon ones. The combination of these two varieties gives rise to a wine that harmoniously brings together elegance and structure.

**CRESO** takes its name from Croesus, the last sovereign of Lydia, who accumulated enormous wealth. In Greek and Persian culture his name assumed the meaning of 'rich' and has continued to be associated with this concept of luxury right down to the present day.

"Recover a myth and recover it with long view into the future": these are the words that Christian Scrinzi, director of the Bolla winery, uses to tell us about his interpretation of Creso. Scrinzi believes profoundly in the values and in the history of this famous winery and it is these ideals that spurred him on to let the successes of the past live again with the rediscovery of the legendary wines that wrote the most significant pages of Bolla's history. **CRESO** has unquestionably been one of the stars of the story.

In order to reinforce the link with its land of origin, Creso was recently previewed in Verona with its presentation to a selected number of local restaurateurs in the splendid setting of the medieval Palazzo della Ragione.

*Pedemonte della Valpolicella, February 2013*

