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Tedeschi promotes Maternigo Valpolicella DOC Superiore for Christmas tables

The winery says the Verona-area red suits filled pasta, roasted meats, mushroom dishes and cheese at year-end gatherings

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Tedeschi, a winery based in Pedemonte di Valpolicella near Verona, is promoting its Maternigo Valpolicella DOC Superiore as a wine for Christmas tables and year-end gatherings, using the holiday season to highlight one of its red wines from the Valpolicella area.

In a November 2026 announcement issued from Pedemonte di Valpolicella, the company said it wanted to connect the wine with the rituals of the season, including family meals, shared dishes and traditional celebrations. The campaign places Maternigo at the center of holiday dining and presents it as a bottle suited to meals built around conversation and familiar recipes.

Tedeschi described the wine as deep and balanced rather than powerful, with a profile built on red fruit and layered aromas. According to the company, the nose shows small red fruits, cherry and raspberry, followed by floral notes, spice and light herbaceous hints. On the palate, the winery said, the wine is fresh and dynamic, with refined tannins, savory notes and a silky finish.

The company also used the release to stress the wine's role at the table. Tedeschi said Maternigo is intended to work with richer seasonal dishes while keeping enough freshness to avoid overwhelming a meal. It pointed to filled pasta, roasted meats, mushroom-based dishes and cheese as suitable pairings, presenting the wine as a flexible option for holiday menus rather than as a bottle reserved for a single course.

The message reflects a broader pattern in the wine industry in the weeks before Christmas, when producers often tie specific labels to entertaining, gift-giving and seasonal meals. In this case, Tedeschi's approach focused less on limited-edition packaging or pricing and more on taste profile, pairing potential and the emotional value of sharing wine during the holidays.

Tedeschi referred to Maternigo as a wine that expresses the character of Valpolicella through refinement and a contemporary style. The company framed the bottle as a way to link place, tradition and hospitality, all themes that appear regularly in Italian wine marketing during the final months of the year.

The release did not specify the vintage being promoted, production volume or retail price. It also did not announce a new launch or change in distribution. Instead, the communication centered on positioning an existing wine for seasonal consumption and reinforcing the estate's identity as a historic producer in the Verona area.

By making Maternigo the focus of its Christmas communication, Tedeschi is aiming to keep attention on classic regional wines at a time when consumer buying often shifts toward festive meals and gifts. The winery's statement made clear that it sees the bottle not simply as a product for tasting, but as part of the atmosphere of a holiday table, where food, wine and company are expected to work together.