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Lungarotti Unveils Whimsical 'Il Pometo' Line, Celebrates 50 Years of Torgiano Wine Museum

Polish Artist Andrzej Kot's Playful Designs Grace Lungarotti's New 'Il Pometo' Labels

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Lungarotti, a historic Umbrian winery, has unveiled a fresh look for its Il Pometo line, featuring a whimsical label designed by the renowned Polish artist Andrzej Kot. This restyling coincides with the 50th anniversary of the Torgiano Wine Museum, where Kot's artwork is proudly displayed.

Il Pometo is a celebration of the heritage and innovation that defines Lungarotti. The name itself harks back to the Fattoria del Pometo, an orchard of ancient apple and pear varieties in Torgiano. This area has been a fertile ground for Lungarotti's viticultural experiments, leading to the creation of four distinctive monovarietal wines: Grechetto, Trespo, Pinot Grigio, and Sangiovese. Each wine embodies the character of the region

and the meticulous care taken in their production.

Grechetto Il Pometo - Umbria IGT

Grechetto Il Pometo is a quintessential expression of the Grechetto grape, a staple of Umbrian viticulture. This white wine boasts intoxicating floral notes, including jasmine, rose, and aniseed, which harmonize with its savory, intense, and fruity palate. It is a refreshing and approachable wine, perfect for leisurely summer evenings.

Trespo Il Pometo - Umbria IGT

Trespo Il Pometo is crafted from Trebbiano Spoletino, an iconic Umbrian variety. Due to regulatory constraints, the grape's name cannot appear on the label outside its DOC appellation, but Trespo cleverly hints at its origins. This wine is characterized by its vibrant freshness, making it an enjoyable and easy-drinking choice.

Pinot Grigio Il Pometo - Umbria IGT

Introduced to Umbria by Giorgio Lungarotti in the early 1970s, Pinot Grigio has found a unique expression in the Il Pometo vineyards. This wine balances elegant floral aromas and delicate fresh fruit notes with a full-bodied, decisive character. It marries the playful and delicate aspects of the variety with the distinctive terroir of Torgiano.

Sangiovese Il Pometo - Umbria IGT

Sangiovese thrives in Torgiano, producing wines with pronounced sapidity, textural fruit layers, and a crispness influenced by the local soil. The Sangiovese Il Pometo, with its delicate tannins, is versatile enough to be served slightly chilled, making it a delightful choice for warm summer days.



The Legacy of Lungarotti

Lungarotti's story is one of passion, innovation, and a deep connection to the Umbrian land. Founded by Giorgio Lungarotti, a pioneer of modern Italian viticulture, the winery transformed from a family farm into a beacon of success after World War II. Today, the third generation of the Lungarotti family continues this legacy, blending tradition with modernity.

Their vineyards, located in Torgiano and Montefalco, are a testament to their commitment to sustainability and biodiversity. The Tenuta di Torgiano is VIVA certified, and the Tenuta di Montefalco is certified organic, reflecting the winery's dedication to responsible viticulture.

Beyond their exceptional wines, Lungarotti is also dedicated to promoting wine tourism and cultural heritage. The Torgiano Wine Museum (MUVIT) and the Olive and Oil Museum (MOO) showcase the rich history and artistry of winemaking and olive oil

production, attracting enthusiasts from around the world.

With the new Il Pometo line, Lungarotti not only offers a taste of Umbria's rich viticultural heritage but also a visual delight through Andrzej Kot's engaging label design. Each bottle tells a story of tradition, innovation, and a profound respect for the land, making Il Pometo a perfect companion for those cherished moments shared with friends and family. Whether savoring the floral notes of Grechetto or the crisp freshness of Sangiovese, Il Pometo invites wine lovers to experience the essence of Umbrian winemaking.