

Bruno Rocca,
Langhe Nebbiolo `Fralù` 2023
Langhe, Piemonte, Italy


BRUNO ROCCA
Azienda Agricola Rabajà



Grape Varieties	100% Nebbiolo
Winemaker	Bruno and Francesco Rocca
Closure	Natural Cork
ABV	14%
Residual Sugar	0.5g/L
Acidity	5.67g/L
Wine pH	3.48
Bottle Sizes	75cl
Notes	Vegetarian, Practising Organic, Vegan

PRODUCER

Bruno Rocca took charge of the family business when his father died in 1978. Previously, Bruno worked at Ferrero Rocher in Alba as the family farm could not support more than one family by selling its grapes. After taking over, he started bottling the wine and soon established a name for himself as one of the finest producers in Barbaresco, thanks in no small part to his vineyards on the prized hill of Rabajà. Today, Bruno runs the 15-hectare estate with daughter Luisa and son Francesco and has a total production of around 65,000 bottles. Stylistically, Bruno is a consummate modernist, making wines of great fruit intensity that retain the structure and elegance of the Langhe at its best.

VINEYARDS

The name Fralù combines the names of Francesco and Luisa, the son and daughter of Bruno Rocca. The wine is made from Nebbiolo grapes sourced from young vines, just 6 to 7 years old, planted in the estate's own vineyards. These are located on the hills of Barbaresco, between the villages of Barbaresco and Neive. The soils are predominantly white marl interspersed with blue marl and sandy veins—rich in limestone and microelements—providing ideal conditions for Nebbiolo.

VINTAGE

The 2023 vintage was shaped by the lingering effects of the previous year's drought, with limited winter precipitation followed by heavy rainfall in May and June—raising concerns about downy mildew. Despite these challenges, the harvest took place in October, with Nebbiolo grapes showing stronger results than Barbera and Dolcetto. The wines are marked by excellent colour, balanced acidity, and overall quality, without excessive alcohol levels.

VINIFICATION

Maceration took place in stainless steel vats for 10– 15 days to preserve the fresh fruit aromas and the distinctive freshness of Nebbiolo. The wine was then aged for 8– 12 months in large French oak barrels before bottling.

TASTING NOTES

This wine is ruby garnet in colour. On the nose, there are aromas of raspberry, black cherry, and floral notes. Silky and elegant on the palate with ripe tannins. The finish is smooth and persistent.