

# PRIMOSIC

## INTERPRETERS OF THE COLLIO TERRITORY AND GUARDIANS OF THE TRADITION OF OSLAVIA

The culture of the vine is a genetic heritage that has been passed down for many generations in the **Primosic** family. Their history, as often happens when we talk about land, vineyards and wine, is made up of proper names: names of places naturally adapted to the cultivation of grapes – Collio and Oslavia – but above all names of people who through their work have made a centuries-old tradition grow.

### • TERRITORY

The Primosic winery is located in **Oslavia**, near Gorizia, at an altitude around 190 meters, where pedoclimatic characteristics give origin to a combination that is not possible to find elsewhere, a unique microcosm in the heart of the **Collio**, nestled between the peaks of the Julian Alps and the Adriatic Sea.

The Collio is surrounded by the Julian Alps, that protect this area from the cold coming from Northern and Central Europe; the climate is further mitigated by action of the Adriatic Sea.

The hills of the Collio are constantly ventilated by the “Bora” wind, that eliminates humidity from the air and prevents the formation of mold.

The richness of Oslavia and of the Collio is the peculiar type of soil, locally called “**ponca**” (technically flysh), a marl-sandstone of Eocene origin, very rich in mineral sediments like iron and manganese, that allows vines to produce small quantities of high quality grapes, and that gives an unmistakable minerality to the wines from this area.

Oslavia can be considered the “cradle” of the **Ribolla Gialla**, because the history and the tradition of this village are inextricably linked to this native grape variety. It is a variety characterized by big and juicy grapes, and by a thick skin, with a golden yellow color, very versatile: if it is vinified in stainless steel, it gives a fresh, crisp and citrusy wine; thanks to the high acidity, it gives great results if made sparkling. The skin is the true richness of the Ribolla Gialla grape: being very thick, it is perfect for maceration, and transfers to the wine its color and a rich variety of aromas and polyphenols.

### • HISTORY

The history of the **Primosic** family has ancient roots: in the Theresian Cadastre of 1751, Primosic was registered as owner of some lands, cultivated under vines, in Oslavia. The first name to remember is that of Karlo Primosic who, at the end of the 19<sup>th</sup> century, used to make bulk wine that, through the “Transalpina” railway, was transported to Vienna in large wooden barrels.

# PRIMOSIC

On the Collio hills, like in Gorizia, the First World War was a catastrophe for men and crops. However, after the war, a hard reconstruction began. Farmers in Oslavia replanted their vineyards, and in particular the Ribolla Gialla, because they knew that the “ponca”, that brittle and poor soil, was the one that the Ribolla prefers to express itself at the best.

Only after the Second World War the economic recovery allowed a revival of the wines from the Collio. Primosic winery also flourished again, and in 1964 produced the first harvest totally bottled, thanks to the efforts of **Silvan Primosic**.

Silvan, Karlo's grandson, started to work at the winery when he was very young, taking the place of his father **Jožef**, and dedicated himself to a program of development of the vineyards, with the maximum attention to the terroir and to the valorization of native grape varieties. Silvan reserved special attention to the Ribolla Gialla, a grape variety that he felt very linked to. At that time, this variety had not been inserted in the Collio DOC regulations, therefore Silvan decided to use the name “**Ribolla di Oslavia**”.

The tradition of the Collio, that links people, families and companies, brought in the 1967 to the constitution of the Collio Consortium: Silvan Primosic was among its first members. The “**Numero 1**”, the very first bottle with the Collio DOC appellation, is a Tocai vintage 1967 with the brand “S. Primosic”, and today it proudly testifies the long company history and the engagement for the quality of wine and for the respect of the land.

Starting from 1989, **Marko and Boris Primosic** started working at the winery together with their father, and began a program of selections of the oldest vines and the best crus. The result of this work today is represented by the wines of the Collio Collection: Klin, Chardonnay and Metamorfosis.

In 1998 the Primosic brothers started doing short macerations at controlled temperature, and since 2003 they have taken a further step forward with their **Ribolla Gialla**, changing its production philosophy. Silvan wanted to keep a version of the classic "Think Yellow" Ribolla Gialla, that is vinified in steel without any type of maceration, so that it preserves the authentic freshness of primary and varietal aromas. Alongside, however, a richer and more complex wine was created: it was produced with full maceration on the skins and aging in barrels. The results were immediately encouraging, and it was decided to continue in this direction: today the Ribolla Gialla Riserva Primosic is the result of this innovative technique of vinification.

Today at the Primosic winery, Boris and Marko carry on the family tradition with unchanged passion, while the **fifth generation**, composed of the cousins **Nicola, Greta, Aleksija and Elia**, is getting closer to the family business, with curiosity and respect, in a continuous confrontation among different generations. The Primosic family affirms that they have not yet reached their goal; they are in one of the many stages of the history of the family, as they are always looking for growth and improvement.

For the future, the winery is going to focus with more and more conviction on the Ribolla Gialla grape variety, respecting the unique bond between nature, technique, tradition and innovation that has always been the center of the company philosophy.

# PRIMOSIC

## • PHILOSOPHY

Perfectionist, stubborn, proud, attentive to details: for **Primosic** the art of wine is a sartorial work, made with attention and care, to produce unique wines, with a great personality.

Interpreting the territory means working to enhance the characteristics of native grape varieties, bringing out their best qualities.

The Primosic family does not like definitions; on the contrary, they act as a link between Collio and Oslavia, demonstrating that different and sometimes opposite terms, like “natural” and “conventional”, can actually coexist, and that borders exist only if we draw them.

For Primosic, Oslavia and Collio are linked in a harmonic and complementary way, as different expressions of the same territory. This vision is reflected in the wine range, where the Ribolla Gialla Riserva lives in harmony together with the Collio Bianco Klin: two different wines, but children of the same land.

## • SUSTAINABILITY

Primosic has recently obtained the certification of sustainable winery, with the **S.Q.N.P.I.** protocol (National Quality System for Integrated Production). Care and respect of the environment and of the land are important values, shared by the whole family, that result in daily choices aimed at protecting the territory: they do not use pesticides or herbicides; they choose suppliers operating in the green chain; they use solar panels to produce electrical energy; and they invested in the purchase of low consumption machinery and energy efficient equipment. The new generation is very sensitive to this topic and know that sustainability won't be an option for them, but a real and true necessity.

## • PRODUCTION

The production reflects the philosophy and the values of the family: interpreting the territory means valorizing the grape varieties in a personal way, creating something unique and unrepeatabe. Minerality, freshness, but also complexity, structure and elegance, are just some of the characteristics of the Primosic wines.

### **Native Varieties: authentic expression of the vine**

Expressing the character of native varietals means enhancing the fruit by bringing the true essence of the vine into the glass.

- Ribolla Gialla “Think Yellow”
- Refosco dal Peduncolo Rosso

### **Collio Monovarietals: minerality and elegance**

The Monovarietals are wines of elegant freshness and minerality, united by extreme cleanliness,

# PRIMOSIC

offering a complete expression of balance between grape variety and territory of the Collio.

- Friulano Collio
- Malvasia Collio
- Pinot Grigio Collio
- Sauvignon Collio
- Chardonnay Collio
- Merlot Collio

**Bolla Noir:** the sparkling marriage of local and international.

## **Collio Collection: the evolution of complexity**

Produced only in the best vintages, these long aging wines for meditation combine complexity, richness, structure, tertiary aromas and elegance.

- Chardonnay vineyard "Gmajne"
- Klin Collio Bianco (white field blend)
- Metamorfosis Collio Rosso (red blend)

## **Oslavia Collection: "Skin" the macerated, orange wine**

Expression of the tradition of Oslavia, they represent the fulcrum of Primosic's work on the concept of "Skins".

- Friulano "Skin"
- Pinot Grigio "Skin"
- Ribolla Gialla Riserva

# PRIMOSIC

## COMPANY DETAILS

Hectares under vines: 32

Medium annual production: 210.000 bottles

Year of foundation: 1956 (first bottling in 1964)

Certifications: S.Q.N.P.I.

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