

G.D. VAIRA

BAROLO

PIEMONTE

DENOMINAZIONE DI ORIGINE CONTROLLATA

BARBERA FREISA 2024



DESCRIPTION: Those familiar with our tasting room may recall a small collection of ancient bottles. One, in particular, stands out. Its thin, elongated neck, hand-blown brown glass and squared base give it an almost fragile presence. The stained ivory label, framed in sugar-paper blue, reads: Barbera Freisa 70. Behind its humble appearance lies a precious piece of family history. This wine was made by Carlo "Carlin" Vaira—Aldo's grandfather—from a vineyard planted with mostly Barbera and a single row of Freisa. It was crafted for family and close friends, and yet carried enough pride to be bottled and labeled—a rare dignity for non-commercial wines in those days.

VARIETY: 55% Barbera, 45% Freisa.

VINEYARD AND TERROIR: This wine is sourced from vineyards planted on laminated Sant'Agata Fossili marls, interspersed with alluvial debris and stones. These soils provide excellent drainage and complexity, allowing both Barbera and Freisa to express their distinctive character in balance and harmony.

GROWING: In 1971, Aldo Vaira, then still a university student, was among the earliest to embrace organic farming in Piemonte. For more than five decades, our vineyards have been nurtured through permanent grass cover and spontaneous vegetation, preserving soil structure, enhancing microbial life, and fostering natural balance. These practices also encourage deeper root systems and ensure good water retention and soil oxygenation, allowing the vines to explore the subsoil and build natural resilience. The estate is certified organic and Equalitas sustainable. With an extraordinary level of manual work per hectare, farming at Vaira remains a labor of love, guided by observation, humility, and daily presence in the vines. Continuous research supports the vitality of our soils and the biodiversity of flora and fauna, extending beyond the vineyards into surrounding fields and woodlands, with the purpose of strengthening the resilience of the entire ecosystem.

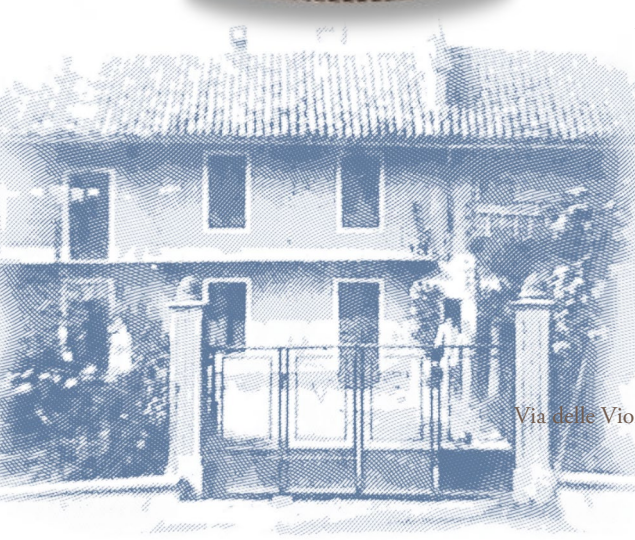
VINTAGE: 2024 is set to deliver wines of fresh aromatics, moderate alcohol level and irresistible drinkability. Winter came late and so did the snow on the mountains. Budbreak was first recorded on March 11th, threatened by frost a month later. Starting in May, abundant rain marked the growing season, causing sustained fungal pressure and intense vineyard work. Temperatures rose eventually, turning 2024 into a warm vintage, with a significant hailstorm episode in early August on the western slopes between La Morra and Novello. Harvest started on August 30th and finished—intertwined by numerous rainfalls—on October 24th. This was one of the most demanding vintages since 1972, with close-to-heroic work in the vineyards. We are proud to confirm that we persevered in our organic commitment and we were able to harvest gorgeous fruit, if in reduced yields.

HARVEST AND WINEMAKING: Harvest took place on September 16th, 2024. The fruit, 55% Barbera and 45% Freisa, was co-fermented for 16 days. This spontaneous fermentation enhances the integration of the two varieties, preserving their energy while expressing their distinct personalities in harmony.

AGING: The 2024 Barbera Freisa was aged for approximately 8 months in stainless steel and bottled on June 19th, 2025.

TASTING NOTES: The 2024 Barbera Freisa opens with a vibrant, expressive bouquet, revealing notes of prune, blackberry, violet, and dried fig, with a subtle hint of tamarind. Gentle smoky nuances and graphite add depth and complexity. On the palate, Barbera brings energetic, juicy fruit, while Freisa contributes structure, spice, and a lifted floral finish that lingers with grace.

FORMAT: 0,75L.



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