

LIONEL COLLECTION

10 GOAT

PRIMITIVO I.G.T.
PUGLIA
INDICAZIONE GEOGRAFICA TIPICA



A TRIBUTE TO GREATNESS. CRAFTED WITHOUT COMPROMISE.

Lionel Collection 10 GOAT Primitivo IGT Puglia is a premium Italian red wine crafted in collaboration with soccer legend Lionel Messi and Swiss producer MM Winemaker. A bold expression of Puglia's heritage and passion.

LEO MESSI
OFFICIAL PRODUCT



1. VITICULTURE & VINIFICATION

Grape Variety:	100% Primitivo
Vineyard Age:	15–25 years old
Soil Type:	Red earth rich in iron oxide, clay, and limestone layers.
Harvest Method:	Hand-harvested in early September to preserve fruit acidity.
Fermentation:	Controlled temperature stainless steel tanks for 10–12 days.
Maceration:	Skin contact for 2 weeks to extract deep color and soft tannins.
Aging:	6–8 months in French oak barrels, followed by 3 months of bottle refinement.



2. CHEMICAL ANALYSIS

Alcohol by Volume (ABV):	14.0%
Residual Sugar:	6.5 g/L (Dry to off-dry profile, characteristic of Puglia Primitivo)
Total Acidity:	5.8 g/L
pH Level:	3.62



3. ORGANOLEPTIC CHARACTERISTICS

Color:	Deep, intense ruby red with violet reflections at the rim.
Bouquet:	Pronounced aromas of ripe blackberry, dark cherry, plum jam, and sweet tobacco.
Palate:	Full-bodied, velvety, and warm. Well-balanced tannins with notes of vanilla and cocoa.
Finish:	Long, persistent finish with lingering notes of dark fruit and baking spice.



4. SERVING & PAIRING

Serving Temperature:	16°C – 18°C (60°F – 64°F)
Decanting Time:	30 minutes prior to serving is recommended.

Food Pairings:



Grilled
ribeye steak



Roasted
lamb shank



Rich pasta
bolognese



Aged
cheeses

MM
WINEMAKER
SWITZERLAND

LEO MESSI
OFFICIAL PRODUCT

PRODUCT OF
ITALY

LIMITED
EDITION
PRESTIGE AND
COLLECTIBLE WINE