

New Look for Pizzolato Italian Organic Red Wines

Our Italian organic wine partner [Cantina Pizzolato](#) recently unveiled a brand new look and feel to their line of three Italian organic red wines with no sulfites added. The new label designs are both more contemporary and have important call outs that will appeal to eco-conscious Italian wine lovers:

- The addition of the emphasis on "Italian" before the varietals
- The addition of the verbiage "Contains No Detectible Sulfites" (most stringent level possible)

The new label has been in the market for several months in Europe and has been very well received.

[See Old Pizzolato Italian Red Organic Wine Labels Vs. New](#)

New Pizzolato Labels



Italian Rosso Convento No Sulfites Added, USDA Organic Cabernet-Merlot Red Blend
Italian Cabernet No Sulfites Added, USDA Organic
Italian Merlot No Sulfites Added, USDA Organic

Pizzolato No Sulfites Added Italian Organic Red Wines

The line of Organic No Sulfites Added Italian red wines (IGT Veneto) were developed by Settimo Pizzolato, a 5th generation winemaker. **These wines are USDA Certified Organic and carry the USDA organic seal.** The Pizzolato estate is located in the rich and flourishing countryside in the north of Treviso, Italy. The NSA wines are developed using classic red vinification without the addition of sulfites. Only the best and healthiest grapes are rigorously chosen and carefully harvested. The fermentation is activated with selected indigenous yeasts while the juice lies with the skins at a low temperature. The wine is then filtered and stored in steel tanks with a controlled temperature to avoid possible oxidations. The wines utilize a screw cap design to avoid any potential exposure to oxygen once bottled.

What is Certified Organic NSA Wine?

All wines in the Natural Merchant's catalogue are Made with 100% Organically Grown Grapes, but most have a small amount of sulfites. **Wines labeled as "Certified Organic" and carry the**

USDA organic seal on there label must contain no added sulfites and any naturally-occurring sulfite levels must be under 10 parts per million (ppm). This is the designated level at which wines be labeled as "Contains No Detectible Sulfites." Sulfur dioxide, a compound formed from sulfur and oxygen, occurs naturally during fermentation in small quantities. Pizzolato has developed proprietary methods to ensure the wines' stability as well as outstanding vintages.



"We understand that without high quality grapes, we cannot not have good wines without added sulfites," said winemaker Settimo Pizzolato. "We work in the vineyards every day to give the plants the best conditions that ensure healthy grapes for our NSA wines."

Settimo Pizzolato

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It's All About the Dragonfly

Dragonflies are among the most mystical insects in the world. Because of their strange and almost scary appearance, they play a very colorful role in world's mythology. The word Dragonfly has its source in the myth that Dragonflies were actually once Dragons.

In some cultures the Dragonfly is feared, but in many others it is revered. For the Navajo Indians they symbolize pure water. For the Japanese, dragonflies are symbols of courage, strength, and happiness, and they often appear in art and literature, especially haiku. They have also been used in traditional medicine in Japan and China for centuries.

In agriculture, the Dragonfly is one of the insects most susceptible to pesticides and many other types of environmental contamination. They are reliable indicators of water quality and helpful, voracious mosquito eaters. Chemicals reaching rivers and streams from agricultural run-off can disrupt Dragonfly breeding patterns, and in some countries such as Great Britain, this has made the Dragonfly in danger of extinction.

The Pizzolato vineyards are blessed with healthy swarms of dragonflies, attesting to the purity of the land, its chemical-free environment and thriving biodiversity. The Dragonfly is respected and revered, and that's why the label design for Pizzolato's No Sulfites Added Wines honors one of nature's most fascinating and fragile creatures. The pure white background of the label is combined with colorful and lively caps that embody the style of these fruit-forward wines. The wines are a Pure Expression of the Grape manifested in these delightful wines without ANYTHING added.



Certified Vegan Wines and Non-GMO Project Verified

In addition to the wines being certified organic, all Pizzolato wines are also [Certified Vegan](#) by the [Vegan Society of the UK](#), using no animal byproducts in production. The wines are also [Non-GMO Project Verified](#).

All of these delicious NSA Organic wines can be found at [Whole Foods Market](#), [365 by Whole Foods Market](#) and other fine retailers nationwide.



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