

# MERCATO

## Pesce



Italy > Veneto

### Variety

Proprietary blend of Italian varietals



### Terroir

Gravel and clay marl. Sustainable farming.



### Winemaking

Winemakers:

Paolo Demarie and  
Adam Richard



### Production

500 cases



*Mercato Pesca*

“Red wine with meat, white wine with fish.”

There are exceptions to the ages old axiom for sure. Still, nothing pairs better with fish or shellfish dishes than a zippy and refreshing white wine. Pesca – fish in Italian – is a gentle reminder that sometimes rules ARE meant to be followed!

But fish isn't the only great pairing for an approachable Italian white wine like Pesca. We stopped into an alimetary just across the Arno River in Florence one hot day. After engaging with the third generation owner, he offered to make us an “Italian grilled cheese sandwich.” The bread had been baked by his wife that morning, the cheese was made by a cousin and the sundried tomatoes came from his aunt.

He handed over a small wine glass and pointed to a pair of small kegs on the wall. “Bianco is on the right,” he said. “Help yourself.”

The white wine was robust and brimming over with character. “What are the grapes,” we asked? He simply shrugged and indicated we should fill our glass again. And we did.

That typifies what you will find in every glass of Pesca. Tropical aromatics give way to a refreshing white wine that is easy to drink and enjoy. Stone fruit flavors fill the mouth and the finish is clean – with just enough acid to tease your taste buds into another quick sip.

### VARIETAL NOTES

Italy is home to more than 2000 grape varietals. We search through and find the best blend of these varietals to bring you a refreshing white wine that is immediately drinkable, enjoyable and represents a superb value.

### FOOD PAIRING

Obviously, fish and shellfish dishes – fried fish, smoked shrimp, grilled fish. Don't forget to try Pesca with lighter cheeses like mozzarella, salty parms or Spanish Manchego. Serve at gatherings with antipasti.



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*Personally selected, hand-harvested wines  
from the best family vineyards.*



*Grapes for the Mercato labels are sourced in Veneto and Abruzzo*



**Winemakera:**

Paolo Demarie and Adam Richard



**Farming and Land:**

Both sources are sustainably farmed. Carne vineyards reside on medium density clay; Pesce grapes are grown on gravel and clay marl.



**Production (cases):**

Carne: 500  
Pesce: 500



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# MERCATO

**M**ercato – Italian for market – is fitting for this proprietary line of Uva Imports wines. While we all thrill at the experience of tasting Italy’s premium wines, there is no doubt that some of our most memorable wine experiences came tapped from unmarked kegs in markets, an Osteria and even simple, tiny alimentary.

That is the goal for these value-driven, ready to drink wines. Whether enjoying the red (Carne) or white (Pesce), the experience should be the same – a highly enjoyable, approachable glass that expresses the essence of Italian winemaking and wine culture.

Each vintage varies slightly from the blend used in the last but each bottling is blended by and has oversight from Adam Richard, founder of Uva Imports and the Winemaking consult of Paolo Demarie. Utilizing relationships with growers and knowledge of the Italian wine industry, you can be assured that Mercato will consistently deliver on its goals.