Paolo Leo: tradition and protection of the environment

scritto da Agnese Ceschi | 16 Giugno 2017



Great attention and care of sustainability and valorization of the territory: this is the philosophy of the Apulian winery Paolo Leo, a modern company, which has expanded its business both in Italy and abroad.

Since the official slogan we can understand the winery from Brindisi: “Salento in purity”. This sentence represents Leo’s philosophy and its production choices.

Love and care of the vine and the wine have deeply characterized the story of Leo family since the early ‘900, when the forefather, grandfather and homonymous of the current owner Paolo Leo, began to make wine with the grapes of his vineyards in the family house in San Donaci, in the province of Brindisi.
Paolo Leo is a company that has looked beyond the Italian borders for a long time, working every day with a specific goal: the promotion of Salento and its agronomic products.

“All this commitment to promotion is also motivated by the hard work in the vineyard with the safeguarding and protection of the health of the environment and the consumer, which requires more and more healthy products” said Paolo Leo, who has inherited the family business with his wife Roberta and their sons.
The company has been promoting, for about a year, a very innovative and interesting project for the protection of alberello salentino. “In Salento there are small agricultural properties in abandoned conditions, where there are vineyards and olive groves of great historical value – said the owner – and it has been increasingly spreading the intention by companies, such as ours, to take concrete actions to protect this historic landscape as the mapping of vineyards and olive trees. We have created a wine, the Dorso Rosso, which is included in a specific project aiming to protect the Albarello salentino (Salento grapevine), which has been extinguishing”.

Alberello is a type of grapevine producing few grapes, about 30/35 quintals per hectare, and this is certainly one of the reasons leading many winegrowers to eradicate old Alberello vineyards and replace them with espalier system that guarantees a high production. “Eradication of Alberelli is a cultural and ecological disaster, only in these old vines

there are original biotypes of Primitivo and Negroamaro. Saving the Alberello from extinction is the necessary condition to make authentic and pure wines from Salento!" declares Paolo Leo.

Paolo Leo has decided to save Alberello by allowing consumers to adopt one of them, following its story till the bottling of its Dorso Rosso. So each bottle is linked to the story of that particular Alberello and it is unique.
Safeguarding the environment and enhancing the territorial traditions become for Paolo Leo a unique mission in the promotion of Salento in Italy and in the world.

www.dorsorosso.it
For any information, and to adopt an Alberello, please write to info@dorsorosso.it