

STORYTELLING TIPS – The WINE case

1. 'Puglia's star continues to rise in the Italian wine firmament'.
2. 'Apulia has its must-try wines'.
3. 'Some of the best Italian wines come from this sunny, dry region. Most Puglia wine is red, full-bodied and will pair well with a wide variety of foods.'
4. 'Puglia, in Italy has a long history of producing exceptional wines enjoyed by occasional sippers and wine aficionados the world over.'
5. 'The warm, dry climate and sea breeze sweeping in from three sides, coupled with fertile soils and around 300 days of sun a year, make Puglia the ideal environment for thriving vineyards.'
6. 'Puglia's wine production has been brought to mainstream attention in recent years thanks to winning an abundance of international awards.'
7. 'And the region's wine production looks set to continue tantalising taste buds for years to come.'
8. 'Producing mainly red wines, the region's most widely grown grape variety is Negroamaro which is a must try. Meaning 'black bitter', it is almost exclusively nurtured in Puglia and is used to produce some of the region's best wines, such as Salice Salentino.'
9. 'The title for the most famous grape produced in the region, however, goes to the Primitivo with its delicious full-bodied taste.'
10. 'Red wines are the bread and butter of Puglia, making up most of the region's wine. If you like fruit forward, full red wines then this is the region for you! And rosé fans? Many of these grapes make some of the best rosés in Italy as well!'
11. 'If you love Italian wines, this is definitely the region to keep your eyes on.'