



GREEN *to the*
EXTREME!

Purato

Purato

A range of pure and expressive wines that are **green to the extreme!**



Purato

At **Purato** we are pioneers of regenerative organic viticulture, working *with* nature to create unique character and expressive personality in our wines.

The brand name originates from the purity reflected in a carefully crafted range of **organic Sicilian wines with a conscience.**



OUR VALUES...



SICILIAN EXCELLENCE

Making great wine requires **patience, innovative** thinking and the sharing of the same team vision.

We stand for quality & character - a Sicilian organic wine brand with confidence.



100% ORGANIC

We bottle exactly what mother nature has given us, nothing added and nothing taken away.

Our wines are 100% organic.



ENVIRONMENTAL AWARENESS

Our packaging is carefully sourced and **sustainably produced**, now and always.

We are **"Green to the Extreme!"**



RESPONSIBLE BUSINESS

We are proud to be a **Carbon Neutral** business and are committed to sustainable practices.

So far Purato have offset the equivalent of 4,220 tons of CO2!



SICILIAN EXCELLENCE

Sicily boasts diverse, unique climates, soils and topography - ideal growing conditions and fertile ground for **organic agriculture** which requires **limited intervention**.

Due to the unique terroir and climatic conditions, Sicilian wine has a distinctive **Mediterranean personality** with a freshness and elegance that sets it apart from other southern wines.

Purato takes its complexity and character from our terroir, the concentration of fruit and full flavour from the Sicilian sun and its freshness from the sea breezes...and all **100% natural** - the ladybird is a symbol of our **respect for the environment**.

With an enduring love of island tradition and **commitment to sustainability and innovation**, the future of **Purato** and Sicilian wines looks bright.



OUR VINEYARDS AND WINEMAKERS

The grapes that make **Purato** so unique are grown in organic vineyards in the **Trapani** area, which is north of **Marsala**, to the extreme west of the island.

Trapani has long been known for the quality of its grapes and is perfect for organic production, with the utmost respect for the land and the environment.

We train our vines using the traditional Spalliera system.



STEFANO CHIOCCIOLI

Stefano graduated with honors in agricultural science, before becoming a winemaker.

He has more than 25 years consulting experience, working for prestigious estates in Italy, France and Hungary. Wines signed by Stefano have won multiple awards - a true force to be reckoned with!

MATTIA GIACOMELLI

Mattia was born in Trento. He specialises in organic and vegan friendly products.

His skills include the management of wine production, vineyard management and advising on replanting programs.



RESPONSIBLE BUSINESS...

At Purato we have adopted environmentally sustainable practices throughout our supply chain. We are proud to call ourselves "Green to the Extreme" and here's how we do it...



Certified Carbon Neutral since 2016

We are committed to minimising our carbon footprint, and proudly use renewable energy.



Equalitas certified in 2022

The Equalitas standard focuses on the social, environmental and economic pillars of sustainability.



Certified Organic since 2009

We are working for a better future, we love creating wines in perfect harmony with nature.



100% Vegan friendly since 2015

It is not necessary to use animal-derived products during the vinification process in order to get the best results - so we don't!



Sustainable materials since 2009

From bottling, to labelling, to packaging – we cut absolutely no corners.



Our labels are made with paper from FSC-certified responsible forests.



Our glass bottles are made from at least 80% recycled glass. The rosé is 70% recycled glass.



Our cases are made from 100% recycled cardboard.

GREEN to the EXTREME!



Link to the new Purato Website!



THE EVOLUTION OF PURATO...

2009

We we launched our range of quality, characterful, typically Sicilian organic wines.

2012

Organic wine starts to gain traction in the UK market

2016



Purato becomes a carbon neutral brand, demonstrating our absolute commitment to the environment.

2019

Organic wine is the star performer in supermarkets, with sales rising 47% in the year ending 28 Dec 2020*

2019

Purato takes on a radical new look and we add Siccari Rosso Appassimento to our range.

2021

Purato offset the equivalent of 4,220 tons of CO2!!!

2022



Purato is proud to gain an Equalitas certification.

2022 and the future...

As global populations adopt a greater social conscience, particularly around our health and the environment, knowing where our food comes from and the impact it has on the planet will continue to become increasingly important.

Purato is in perfect alignment with consumers' requirements and shares the same values for a brighter, more sustainable future.

Scan below find out more.



*data sourced from <https://www.thedrinksbusiness.com/2020/02/sales-of-organic-wine-rise-by-47-in-the-uk/>



AN EVOLUTION...

As Purato celebrates its 13th birthday we have taken steps to **modernise and update** the branding and key messaging on the label:

Organic call out at the top of the label

Our logo now sits proud in a new handwritten style, reflecting our pure ethos

Illustration artwork has been made brighter and simplified and the addition of copper foiling adds a premium feel.

We are proud of our environmental credentials - we now call out our Carbon Neutral message in the centre of our label in foil.



New branded copper cap across the range

Our packaging speaks to the consumer in a friendly but informative way

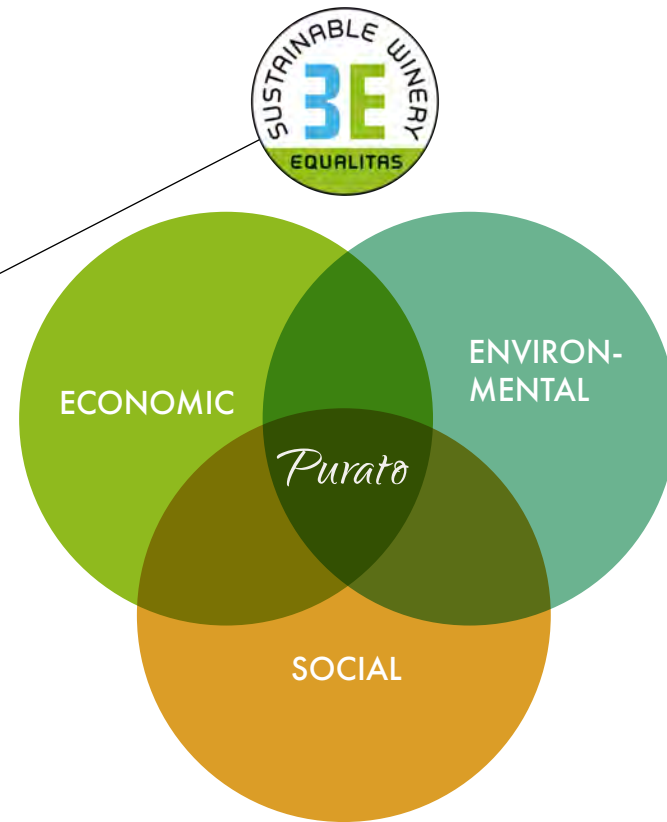


Purato

A range of pure and expressive wines that are **green to the extreme!**

SUSTAINABLE CERTIFICATION...

Our back label explains in detail how **committed** we are to **sustainable practices**. In 2022 we were proud to gain an Equalitas certification. The Equalitas standard focuses on the **social, environmental and economic pillars of sustainability**.



ECONOMIC SUSTAINABILITY

We choose **suppliers who share our sustainable vision and approach**. We aim to buy materials that have the same technical specifications, but require **less water and energy in their production**.

ENVIRONMENTAL SUSTAINABILITY

Purato is certified Carbon Neutral for the entire production process. We carefully monitor our CO2 emission and off-set them through projects in partnership with the international company **Natural Capital Partners**. We are developing plans with our partners, investing in the **protection of the environment, saving energy and reducing water consumption**.

We believe strongly that our **land is fundamentally important**.

SOCIAL SUSTAINABILITY

The company has prepared an **annual growth plan for its workers** and has defined the criteria for economic incentives, with the objective of **achieving environmental and social improvements**.



1 tonne of CO2 looks like...



ENVIRONMENTAL AWARENESS

From 2016 to 2021 Purato offset the equivalent of **4,220 tons** of CO2!!!

To put that into perspective this is equal to:



8442 months....more than 700 years(!) of gas heating (3 room apartment)



4200 return flights from New York to Italy



Driving a car for **2110 years!**



CARBON NEUTRAL... AND HOW WE HELP

The CarbonNeutral Protocol was created and is managed by **Climate Impact Partners** and aims to provide a clear set of guidelines for businesses to achieve carbon neutrality.

Climate Impact Partners works with **Purato** to deliver the following project: **Gyapa efficient cookstoves, Ghana**

To find out more about our project click [here](#)

Nearly 3 billion people in the developing world cook food and heat their homes with traditional cookstoves or open fires. The World Bank estimates 4 million premature deaths occur every year as a result. In Ghana, more than 80% of the population use solid fuels for cooking.

This project introduces families in Ghana to an efficient cookstove, the Gyapa, that cooks food more quickly, requires nearly 50% less fuel and is less smoky.



The project provides training to local metalworkers and ceramists to manufacture Gyapa stoves and distributes through a wide network of local retailers.



OUR CORE RANGE...



ROSÉ TERRE SICILIANE IGP

Grapes: 100% Nero d'Avola

Purato Rosé is testament to the **flexibility of the Nero d'Avola grape**. We pick early and skin contact is very brief.

A hugely characterful, lively and fresh rosé. Perfect as an aperitif, or with a variety of appetizers.

NERO D'AVOLA SICILIA DOC

Grapes: 100% Nero d'Avola

Nero d'Avola still reigns supreme in Sicily, and Purato shows it in its purest and best form.

Soft and perfectly balanced tannins with rich, dark berry fruits and perfect acidity. Hearty, yet approachable, this wine goes well with stews and meaty pasta sauces.

CATARRATTO PINOT GRIGIO TERRE SICILIANE IGP

Grapes: 60% Catarratto / 40% Pinot Grigio

We have found that our local Catarratto grape variety blends particularly well with Pinot Grigio, which grows very successfully in Sicily, giving a Pinot Grigio quite distinct from most of its northern counterparts.

An elegant white wine, with a good structure and weight, making it a perfect aperitif, or a great accompaniment to spaghetti alle vongole.



Purato

APPASSIMENTO...

SICCARI APPASSIMENTO TERRE SICILIANE IGP

Grapes: Mainly Nero d'Avola, with a small proportion of other local grape varieties

Siccari has a **rich and complex structure**, with very soft berryish fruits and a touch of spice.

Incredibly characterful, it has layer upon layer of intense and varied fruit flavours and a very long finish.



WHAT IS APPASSIMENTO?

Appassimento is an **age-old Sicilian tradition** and the process of natural partial dehydration of grapes to produce **a greater concentration of colours, aromas and flavours in the wine.**

WHY SICCARI?

The word 'Siccari' comes from Sicilian dialect for sun-drying.

Our Siccari was created as a **direct response to market demand** for powerful, yet approachable reds that over-deliver in flavour!



Purato

A range of pure and expressive wines that are green to the extreme!



NEW
WEBSITE
COMING
SOON!



QR links directly to website!



Purato

For more information on our wines and to stay up to date
with news and adventures follow us on social:

