

Exclusively new

NIRO



Boutique quality wines

Codice Citra launches the NIRO line restyling



CODICE
CITRA
VINI. VOLTI. VALORI.

Let's start again from our origins

"Niro is the combination of History, Tradition, and Uniqueness of our territory"



The name itself is full of several connections and meanings that are all linked to the history of wine in our region, Abruzzo.

In the past, in Abruzzo Montepulciano was identified as “*Vino Nero*” / «*Black Wine*» and also nowadays it is often referred to in that way.

Abruzzo is rich in witnesses of the millennial winemaking tradition that already existed in Roman times. In the NIRO label this tie is highlighted by the mosaic that is a clear reference to the wonderful black mosaics depicting the Neptune divinity and other mythological figures rediscovered in the Archeological Park of the Roman baths in Vasto municipality, that preserves some of the most important and large mosaics that have been ever since rediscovered along the mid-Adriatic coast, with its total surface of about 250sm., together with a series of utility rooms with remains of thermal pavings, basins, cisterns and a big hall paved with refined marbles.

Impetuous nature and land vocated to wine-growing



The grapes from which we obtain these wines, treasure the historical and cultural heritage of the typicality of our territory.

In those vineyards man is able to explore the deep characteristics of the grapevines by obtaining grapes that are able to express the many-sided aspects of the locals vines.

Montepulciano, in particular, is obtained by means of the ancient and rediscovered technique of the very long maceration of the skins, that produces a wine with a great concentration of extracts and polyphenols that ,challenging time and years, preserve a long-lasting tie with the peculiar features of our territory, starting from the intensity of its colour, that is so rich and dark to be almost «black», as the name of our NIRO line suggests.

What has persuaded us to that change.



Several consumer tests conducted by Citra have highlighted that the perception of the NIRO line did not reflect the real qualitative level and positioning of that wines.

That is why we have decided for a renewal of the packaging in order to mainly differentiate the NIRO line by giving it a new «dress» that can add value to the quality of these wines, that have also been awarded worldwide with many prizes and acknowledgements.

Niro Awards



2016

- Niro Montepulciano d'Abruzzo DOP 2013 - Silver Medal - MUNDUS VINI 2016

2015

- Niro Montepulciano d'Abruzzo 2012 MUNDUS VINI Gold Medal
- Niro Montepulciano d'Abruzzo 2013 CHINA WINE AND SPIRIT AWARD Silver Medal
- Niro Montepulciano d'Abruzzo 2012 INTERNATIONAL WINE AND SPIRIT COMPETITION Bronze Medal

2014

- Niro Montepulciano d'Abruzzo 2011 SIDNEY INTERNATIONAL WINE COMPETITION Gold Medal
- Niro Montepulciano d'Abruzzo 2011 KOREA WINE CHALLENGE Bronze Medal
- Niro Montepulciano d'Abruzzo 2011 GUIDA GAMBERO ROSSO Due bicchieri



Premi Niro

2016

- TERRE DI CHIETI IGP PECORINO “NIRO” 2015 - Silver Medal - Sakura Japan Women’s Wine Awards

2015

- Niro Pecorino Terre di Chieti IGP 2014 SELECTION MONDIALE DES VINS DU CANADA Gold Medal
- Niro Pecorino Terre di Chieti IGP 2014 INTERNATIONAL WINE CHALLENGE Silver Medal
- Niro Pecorino Terre di Chieti IGP 2014 CONCOURS MONDIAL DE BRUXELLES Silver Medal
- Niro Pecorino Terre di Chieti IGP 2014 INTERNATIONAL WINE AND SPIRIT COMPETITION Silver Medal
- Niro Pecorino Terre di Chieti IGP 2014 KOREAN WINE CHALLENGE Silver Medal
- Niro Pecorino Terre di Chieti IGP 2014 DECANTER WINE AWARDS Bronze Medal

2014

- Niro Pecorino Terre di Chieti IGP 2013 SIDNEY INTERNATIONAL WINE COMPETITION Medaglia d'oro
- Niro Pecorino Terre di Chieti IGP 2013 INTERNATIONAL WINE CHALLENGE Bronze Medal
- Niro Pecorino Terre di Chieti IGP 2013 DECANTER WORLD WINE AWARD Certificate of Merit

2016

- TERRE DI CHIETI IGP PASSERINA “NIRO” 2015 – 90/100 points- VINITALY INTERNATIONAL WINE AWARD 5 STAR WINES

2014

- Niro Passerina Terre di Chieti IGP 2013 DECANTER WORLD WINE AWARD Certificate of Merit
- Niro Passerina Terre di Chieti IGP 2013 INTERNATIONAL WINE CHALLENGE Silver Medal



The new packaging: Looks also counts!

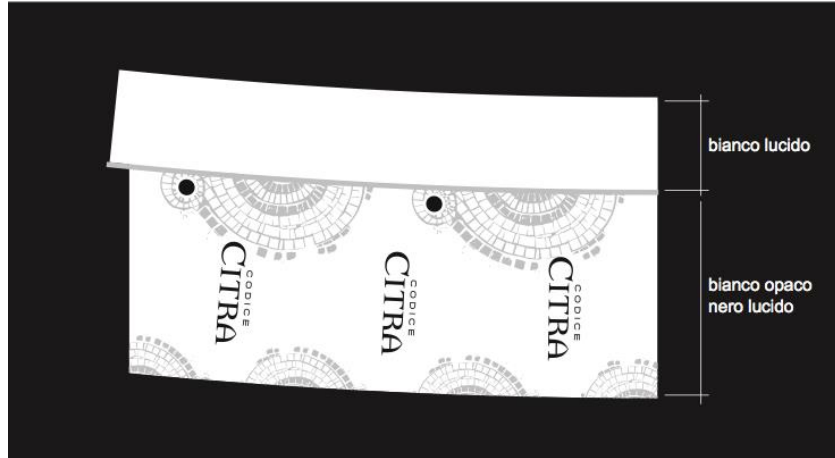
It's not only a matter of aesthetics.
A bottle with a well-finished label conveys the end-
consumer the idea that you both cared for the
packaging and the quality of the wine.

CAPULA CITRA NIRO



Stampa superiore

NIRO



A new style for the same quality.



← Customised Capsule

← Natural cork only

← Burgundy-type Bottle “Caractere” Light and recyclable glass, that allows less waste production and a CO2 saving in the atmosphere. This bottle can convey a different elegance and raise a superior perception of the product (unlike the standard bordeaux bottle)

← Label: produced on natural paper with relief work on the brand name and brand polishing

Cardboard box: customised design



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