

Cerasuolo d’Abruzzo Is a Rosé for Red Wine Lovers

Excellent quality, low prices, and a signature, deep-pink color make Cerasuolo d’Abruzzo a must-stock for Dallas sommelier Tiffany Tobey



Abruzzo’s red Montepulciano wine has become increasingly popular among consumers in recent years, thanks to its rich flavor, round body, and affordable price point. But it’s the region’s *rosatos* that pique the interest of Tiffany Tobey, a Dallas sommelier who was most recently the wine director of the [Tower Club of Dallas](#). Not only does Cerasuolo d’Abruzzo deliver on taste and quality, she says, but “it is such an overlooked style of rosé that it is an easily intriguing sale.”

The Cerasuolo d’Abruzzo DOC covers the same area as Montepulciano d’Abruzzo, and like its red counterpart, Cerasuolo d’Abruzzo must be made with at least 85 percent Montepulciano grapes (though many are made entirely with Montepulciano). Though winemakers employ a short maceration for Cerasuolo d’Abruzzo wines—typically less than a day—the highly pigmented Montepulciano skins imbue the rosé wines with a lot of color during that short period of time, giving the wines their cherry-like color—hence the name *Cerasuolo*, which means cherry.

“These wines have been a bit obscure in the United States,” says Tobey, “but have begun to flourish over the past few years with the heightened quality and exposure.” Though the color is typically deeper than the pale-pink shade that most U.S. consumers gravitate toward, Tobey uses Cerasuolo d’Abruzzo’s distinctive hue to start a conversation. “It is so vibrantly pigmented that people are instantly intrigued,” she says.

Selling Points for Cerasuolo d'Abruzzo

- Many consumers are already familiar with Montepulciano d'Abruzzo, offering an introduction to this lighter style from the same grape and region.
- Tobey points to “the friendly price points coming out of this region,” making it “a hugely profitable placement on any wine list or by-the-glass program.”
- This style of wine is appealing to the majority of people who walk in the door, says Tobey. “I often get red wine-only drinkers that are anti ‘pink wine,’ and I thoroughly enjoy changing their minds,” she says, noting that most Cerasuolo d'Abruzzos can be served chilled or warm, depending on the guest's preference.

3 Cerasuolo d'Abruzzo Wines to Watch

- Masciarelli 'Villa Gemma' Cerasuolo d'Abruzzo: One of Tobey's favorites from the region, the Villa Gemma is “so vibrant and full of fruit and acidity—one that you can chill and drink by the pool or bring to the dinner table.”