



OUR HISTORY

Perda Rubia Wine Estates were founded back in 1949 from an idea of Comm. Mario Mereu who, among the first entrepreneurs in Sardinia, sensed the potential of the traditional Cannonau grape variety, cultivated in the territory of Ogliastra since ancient times. The Perda Rubia wine, produced in the historic winery in Cardedu, both from its own grapes and from grapes contributed by local farmers, quickly became appreciated even outside the island's borders, conquering the international public.

Renato Mereu, Mario's son, carried on the family business, planting new vineyards in 1971 with the application of a series of technical cultivation innovations that have been the company's trademark ever since. Perda Rubia, in fact, unique in its kind, is now produced "in purity" from single-vineyard Cannonau on "ungrafted", therefore not grafted on American vines.

In 2014, the company's ownership passed to the third generation of the Mereu family, who initiated a major renovation and relaunch by introducing the new product Naniha, with the aim of presenting Cannonau "in purity" on new international markets, while respecting the traditional processing methods, handed down over the seventy years of activity.

Today, the farm has about 600 hectares of land, all conducted organically, of which 20 hectares are devoted to vineyards and the remainder to the activities of olive growing, forestry and cultivation of ancient grains.

The company logo, found on all products, is the evolution of the historic Perda Rubia wine label, which, reworked and stylized, recalls the design of an ancient Sardinian fabric, long owned by the family.

GUIDED TOURS

TENUTE PERDA RUBIA

www.tenuteperdarubia.com
+39 3884250995



FOR VISITS AND TASTINGS,
RESERVATIONS ARE REQUIRED AT LEAST
ONE WORKING DAY IN ADVANCE

STANDARD TASTING

3 wines, plus tasting of local products

Duration 45 min, 25 euros per person

TASTING PLUS VISIT

3 wines, plus vineyard visit,
and tasting of local products

Duration 1 hour, 30 euros per person

APERITIF IN THE VINEYARD


A bottle of wine, plus tasting of local products

Duration 1 hour, (25 euros per person plus the cost of the chosen bottle)

FOR INFO AND RESERVATIONS

CALL MONDAY THROUGH SATURDAY
DURING THE FOLLOWING HOURS

9.00 - 13.00 / 15.00 - 18.00

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LANÙRA

Wine made from Vermentino grapes in steel
vats with very short maceration and use of
must flower only.

NANIHA

Single-vine Cannonau ungrafted.
Obtained from the pure processing
of grapes from Cannonau vines grown free-footed
(not grafted onto "American" vines).

PERDA RUBIA

Cannonau wine grown in purity (100%) ungrafted.
Only flower must is used and fermentation
takes place in contact with the pomace
for a short period of time.

