“U Must” Negramaro

Cantine Paradiso · 2025



REGION	Puglia
APPELLATION	IGP
GRAPE	Negramaro
TYPE	Red
ALCOHOL	14.5%
BOTTLE	750 ml

TASTING NOTES

Take me to a Date

FOOD PAIRINGS

Roasted Meats, Steaks, Lamb, Aged Cheese

PROFILE

Body	■■■■□
Acidity	■■■□□
Tannin	■■■■□
Fruit	■■■■□

ABOUT THE WINE

Discover the authentic character of Negroamaro from Puglia with Cantine Paradiso U’Must. This expressive Italian red wine comes from the vineyards around Cerignola in northern Puglia, where native grapes and traditional winemaking have been part of the local culture for generations. The name U’Must comes from the dialect of Cerignola and means “the must” — the freshly crushed grapes and their juice, ready to begin fermentation. For a winemaker, this is where everything begins. It is the moment when the grapes leave the vineyard and start their journey toward becoming wine. The name is a tribute to the heart of winemaking and to the land where this wine was born. Cantine Paradiso has been making wine in Cerignola since 1954, with a strong focus on the native grapes of Puglia. U’Must brings that tradition to life through Negroamaro, one of the region’s most important indigenous varieties. In the glass, U’Must shows a deep ruby-red color with rich aromas of ripe dark fruit, blackberry, plum, and cherry. As the wine opens, subtle notes of spice and toasted flavors add depth. The result is an inviting aroma with the warm and generous character of a Southern Italian red wine. On the palate, this Puglian Negroamaro is rich and full-bodied, with generous fruit, balanced acidity, and well-integrated tannins. It has depth and structure while maintaining a pleasant freshness. The finish is long and satisfying, with lingering notes of dark fruit and spice. Negroamaro is one of the great native grapes of Puglia, and U’Must is a true expression of its character. Even its name tells a story.