

Michael Falco for The New York Times

AS IN MODENA William Mattiello owns Via Emilia, where lambruscos shine. His wife, Tomoe Nakamura, imports the wine.

Not So Fast:

Don't Dismiss Lambruscos

By ERIC ASIMOV

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SERIOUS image problems abound for many things that were popular in the 1970s. Platform shoes and polyester shirts? I pray I've burned all the pictures. Gremlins and Pintos? How long does rust last, anyway? Lambrusco? Who knew Bartles&Jaymes came from Italy? (.....)