



MARCHESI DI BAROLO
Antiche Cantine in Barolo

WINE & CULTURE



MARCHESI DI BAROLO

WE CULTIVATE VINEYARDS IN BAROLO, IN THE LANGHE, ROERO AND MONFERRATO NICESE. WE VINIFY AND REFINE IN THE ANCIENT CELLARS OF THE MARQUISES OF BAROLO WHERE WE WELCOME ENTHUSIASTS WHO WISH TO SAVOR THE HISTORY, THE SCENTS AND THE EXPRESSIONS OF THIS LEGENDARY WINE, BAROLO: THE KING OF WINES, THE WINE OF KINGS.

We have been producing Langhe wines for six generations

"Among the personalities linked with the name Barolo, some can be described as historic, veritable pioneers. First place goes to Commendator Pietro Abbona, the patriarch of Barolo, because he made the wine of his homeland known throughout the world. It was in his winery that Barolo took its first historic steps. His casks, some of which can still be admired in the cellar at Barolo, were inherited from the Marchesa Falletti. But he also inherited a tradition and a strong commitment to the vineyards, the winery and the wine itself. Because of his efforts, wine lovers in the most distant lands became familiar with his label showing the castles of Barolo and Serralunga. It is a pleasure to accord him the praise that he so richly deserves". Martinelli M., (1970), Il Barolo come lo sento io, La Bilancia, Genova.

Today with Ernesto and Anna, and their sons Valentina and Davide, we have reached the sixth generation of our family as wine producers who, with the purchase in 1929 of the Historical Cellars of the Marquises of Barolo, continue with commitment and passion the activity that the Marquises Falletti had started at the beginning of the nineteenth century, faithful interpreters of the diversity of places, vineyards and vines.

The knowledge about the territory, together with the respect of the uniqueness of the vines, pushed us to operate a specific agronomic management for each vineyard, vinifying grapes separately in order to keep their characteristics intact..



Historical Cellars

In the last two centuries, according to what has happened to grapes and wine, the cellars have been refined, partly transforming into welcoming places where to taste, enjoy and, at the same time, feed on history and culture.

The cellars where today we refine our wines are the same ones where Barolo was born, thanks to the intuition of Marquise Giulia Falletti Colbert.

After constant and meticulous restorations, the five "Botti della Marchesa" (Barrels of the Marquise), by now centuries old, are today still perfectly intact and efficient.

Lastly, an exclusive collection of Barolo reserves, from rare vintages of the end of the nineteenth century to the most recent ones, is kept with great care right in the place where the wines were born.



From the vineyard to the glass

Barolo, but also Barbaresco, Nebbiolo, Barbera, Dolcetto, Arneis and Moscato. For each wine we know the origin, the land, and all details of its journey from the vineyard to the glass and therefore, the precise personality which it crafts in the meantime. Among all of them, some represent us the most:

Our Barolo DOCG crus, Cannubi, Sarmassa and Coste di Rose, because they are the heart of our tradition.

Barolo del Comune di Barolo because it is a tribute to the great richness of this small town.

The Bric Amel because they encapsulate all our desire to experiment and innovate, with a view of sustainable cultivation.

Barolo Chinato, a wine that for us remains timeless and is a source of pride for the whole family.



THE HISTORY OF BAROLO: THE ALCHEMY OF A LOVE STORY

We can start the magic story of this wine at the imperial court of Versailles where Juliette Colbert de Maulévrier, great-granddaughter of the minister of finance of Louis XIV - Sun King - met Carlo Tancredi Falletti, Marquis of Barolo, Guard of Honor and Chamberlain of Napoleon Bonaparte.

1806

Juliette and Carlo Tancredi fall in love and get married in Versailles on August 18, crowning their love story.

1834

Giorgio Gallesio, public manager and distinguished botanist, buried among the illustrious men in the cloister of the Basilica of Santa Croce in Florence, in "I Giornali dei Viaggi" published by the Reale Accademia dei Georgofili, describes his visit to Barolo on September 19th: *"The wine of Barolo lasts many years and the Marquis of Barolo keeps it to send to the Court of Turin and others. In this country it is believed that in order to have a very fine wine it is necessary to make it from pure nebbiolo ... I visited the cellar of the Marquis Barolo: it is a large semi-subterranean with barrel vaults ..."*

1814

Juliette and Carlo Tancredi move to Turin, to Palazzo Barolo. Juliette takes her Italian name: Giulia. When she reached Barolo, pushed by that critical and enterprising spirit which will characterize her whole life, Giulia immediately understood that the vineyards surrounding the castle and the tiny village enjoyed, because of their soil and microclimate, a particularly favorable position, capable of exalting the peculiar characteristics of the grapes produced by an autochthonous vine already appreciated in those times: Nebbiolo. For this rich and precious grape, Giulia and Carlo Tancredi progressively enlarged Cascina del Pillone, equipping it with magnificent underground cellars, capable of holding all the grapes produced in their estates in order to vinify them in an ideal place, protected from the sudden changes in temperature typical of the rigid autumnal seasons of those times, in order to favor alcoholic fermentation and the complete transformation of sugars into alcohol, finally and systematically creating a dry, austere and enjoyable.

1864

The Marquise Giulia dies, leaving all of her properties - including the wineries in Barolo - to the Opera Pia Barolo, a non-profit organization founded by her.

1901

1901 The "Cavalier Felice Abbona e Figli" winery in Barolo wins gold medals and crosses of Great Merit for Barolo wine at the International Exhibitions of Paris, Lyon and Rome.

1929

Pietro Abbona acquires the Cantine dei Marchesi di Barolo, together with his brother Ernesto and sisters Marina and Celestina. They settle in the historical Cascina del Pillone, which becomes their home and place of work.

1996

La Foresteria restaurant is opened in the historical Marchesi di Barolo cellars.

1970

Massimo Martinelli describes Pietro Abbona in his book 'Il Barolo come lo sento io' ('Barolo as I feel it'): *"Among the personalities linked with the name Barolo, some can be described as historic, veritable pioneers. First place goes to Commendator Pietro Abbona, the patriarch of Barolo, because he made the wine of his homeland known throughout the world. It was in his winery that Barolo took its first historic steps. His casks, some of which can still be admired in the cellar at Barolo, were inherited from the Marchesa Falletti. But he also inherited a tradition and a strong commitment to the vineyards, the winery and the wine itself. Because of his efforts, wine lovers in the most distant lands became familiar with his label showing the castles of Barolo and Serralunga. It is a pleasure to accord him the praise that he so richly deserves"*.

2002

The 5 historical Barrels of Marquise Giulia, preserved for more than a century and a half, are restored and today are again used for the aging of Barolo.



BAROLO: TERROIR

Barolo and the Langhe

We are in Barolo, in the Langhe, in Piedmont, one of the most wine-producing areas in the world. These hills were recognized as a UNESCO World Heritage Site in 2014, along with parts of Roero and Monferrato. Our winery is located in the heart of Barolo, a small village surrounded by higher hills that protect it from weather patterns and excessive ventilation. This peculiarity, together with the predominantly silty and calcareous soil, creates the ideal conditions for the full expression of Nebbiolo grape, which here reveals with power and, at the same time, finesse, harmony, and elegance.

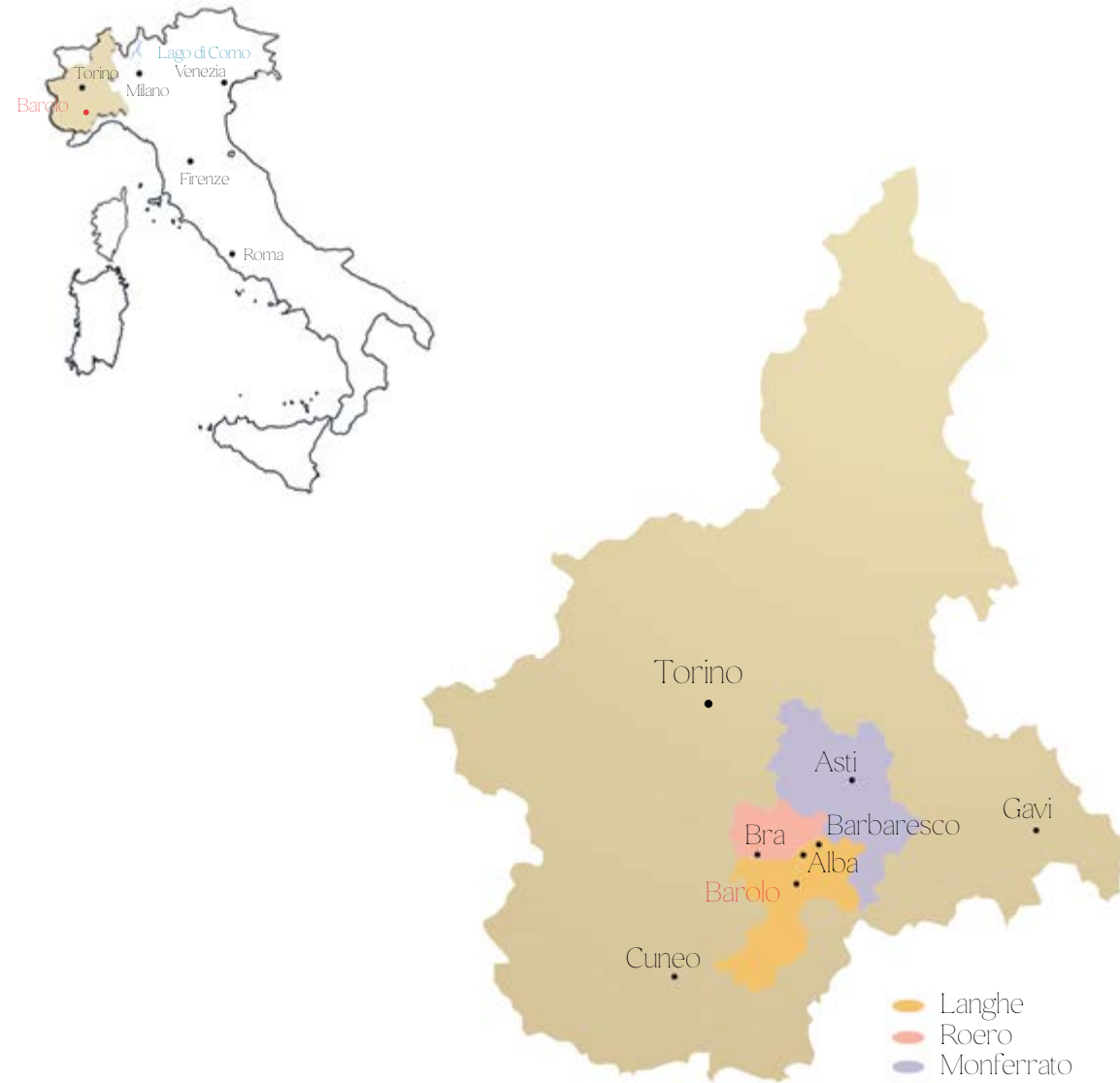


Our Vineyards

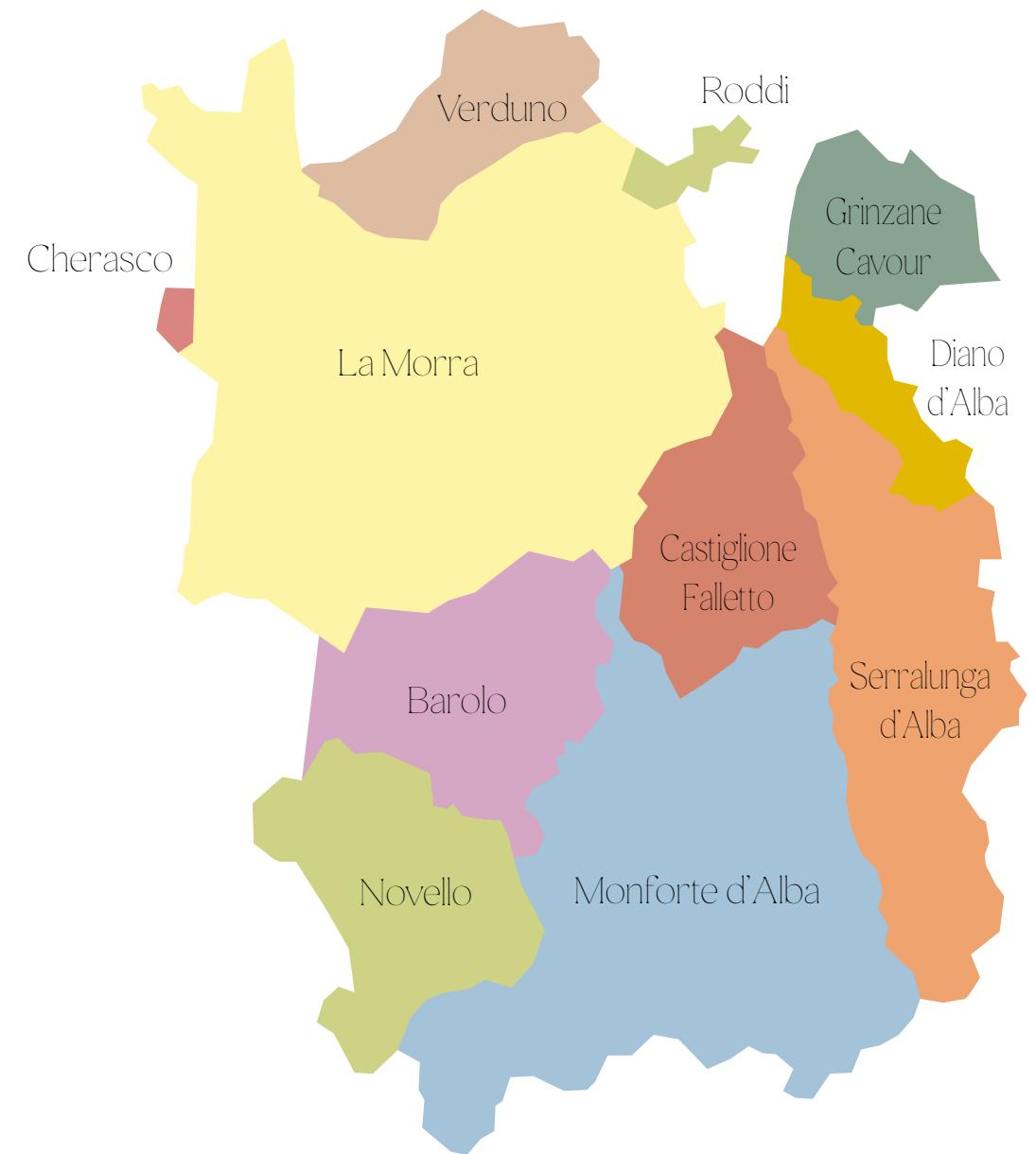
Our vineyards extend on the hills of Langa, Roero and Monferrato - areas which are limited but highly biodiverse. For this reason, every vineyard is vinified in purity, individually and, when necessary, because of variations in height and/or exposure, the harvest is carried out in different times in order to always obtain a perfect health and maturation of the grapes. Some Crus continue to be aged individually and bottled later on with the specific geographical mention added to the main appellation (Barolo Cannubi, Barolo Sarmassa, Barolo Coste di Rose and Barbaresco Serragrilli). In other cases they are gradually blended, completing each other, for our most classic labels, such as Barolo del Comune di Barolo, Barolo e Barbaresco Riserva, Barolo e Barbaresco Tradizione.



WHERE WE ARE



BAROLO PRODUCTION AREA



HISTORICAL CRUS



Coste di Rose



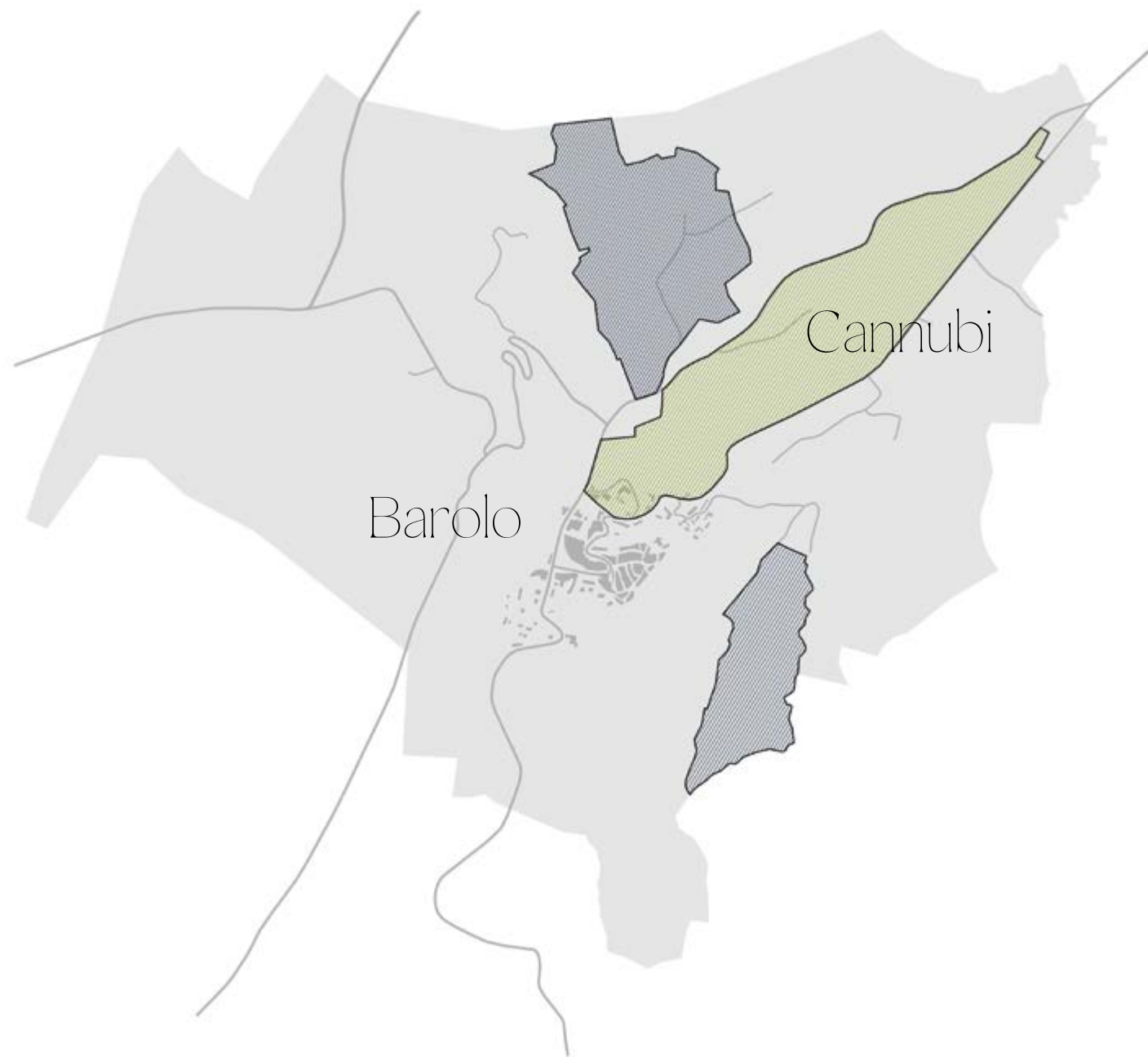
Nebbiolo 100%

Production area: Barolo
Altitude: 280-310 meters a.s.l.
Exposure: E
Average age: 35-45 years
Breeding: vertical trellis, Guyot pruning
Plants per hectare: 4500
Soil: marine sedimentary origin, sandy fossil St. Agatha marls (sand 35% - silt 38% - clay 27%), Tortonian, 10 million years old
Characteristics: evolved medium-textured soil, with a high* proportion of sand, limestone (7% active limestone), high water retention and high fertility



* Considering the average values between the three different types of St. Agatha fossil marls (laminated 10-25% - typical 15-20% - sandy 29-35%).

HISTORICAL CRUS



Cannubi



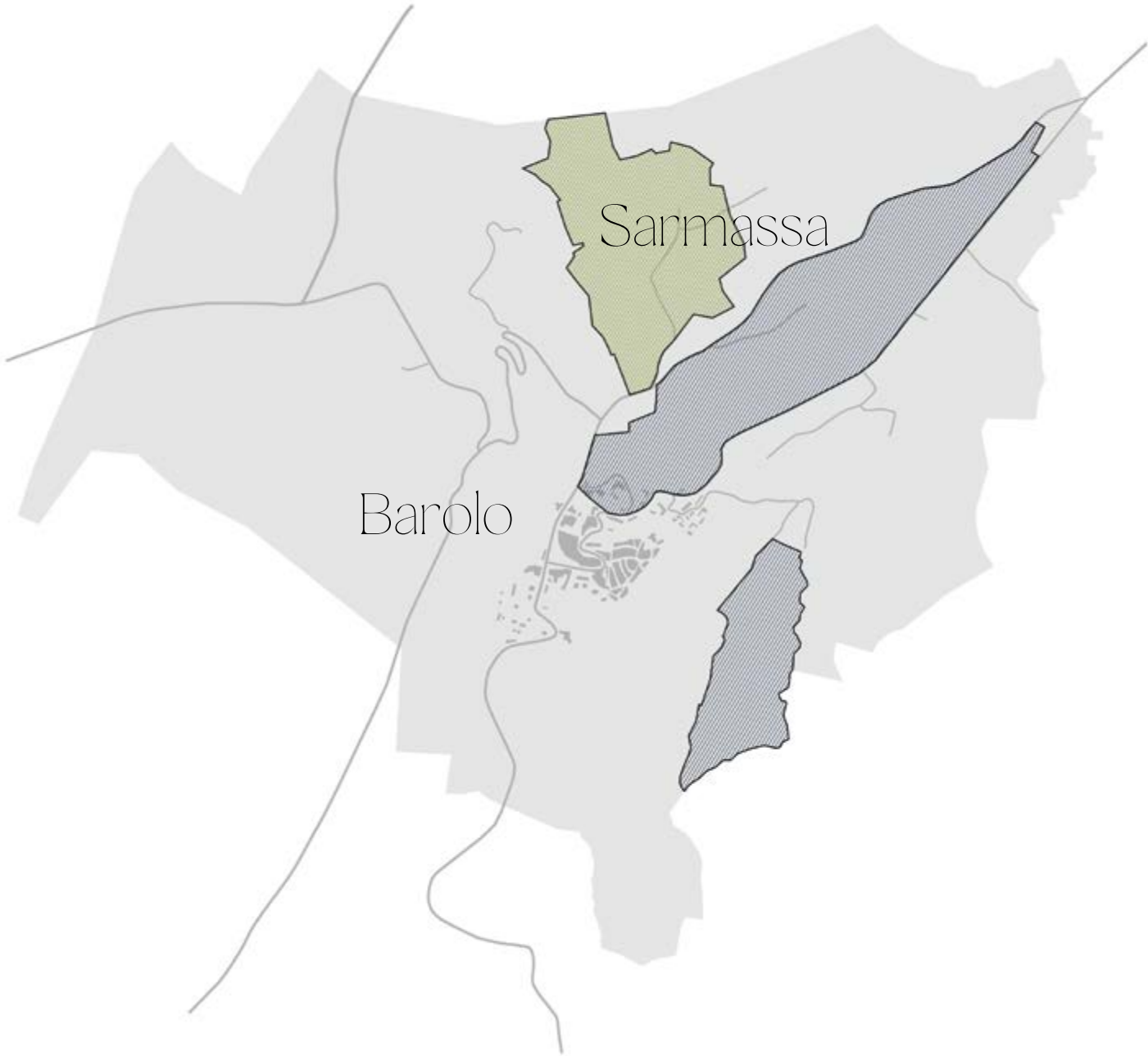
Nebbiolo 100%

Production area: Barolo
Altitude: 275-320 meters a.s.l.
Average age: 35-40
Exposure: E - SE - S
Breeding: vertical trellis, Guyot pruning
Plants per hectare: 4500
Soil: marine sedimentary origin, sandy St. Agatha marls (sand 29% - silt 46% - clay 25%), Tortonian, 10 million years old
Characteristics: young medium-textured soil, with a good proportion of sand, calcareous (10% active limestone), with average water retention and average fertility

Also available in Magnum ml 1500



HISTORICAL CRUS



Sarmassa



Nebbiolo 100%

Production area: Barolo
Altitude: 270-285 meters a.s.l.
Exposure: SE
Average age: 40 years
Breeding: vertical trellis, Guyot pruning
Plants per hectare: 4500
Soil: marine sedimentary origin, typical St. Agatha marls (sand 15% - silt 60% - clay 25%), Tortonian, 8-10 million years
Characteristics: young medium-textured soil, low sand, calcareous (11% active limestone), with high water retention and medium fertility

Also available in Magnum ml 1500

LIMITED EDITION 10 YEARS
The qualities of the soil of this vineyard guarantee an incredible longevity to the wine born from the grapes grown here.
For this reason, a part of Barolo Sarmassa is jealously guarded in the cellar, to be presented 10 years after its harvest, when its maturity is more expressed and it is possible to fully appreciate what nature has created and man has shaped.





BAROLO DEL COMUNE DI BAROLO

BAROLO
Denominazione di Origine Controllata e Garantita
DEL COMUNE DI BAROLO
Nebbiolo 100%

This Barolo is the signature wine of the family: the grapes come exclusively from the winery's Cru Storici, located in the municipality of Barolo. The village, which gave the name to the "King of Wines", is in the heart of the production area and it is surrounded by the high hills of the other towns, which guarantee an exceptional microclimate. Central to the other subzones, Barolo is characterized by an extraordinarily rich variety of soils. Vineyards are selected every year in order to obtain the ideal cuvée to represent Barolo. Thanks to the contribution of the peculiar characteristics of each Crus, Barolo del Comune di Barolo shows a great power well balanced by crispness.

Production area: Barolo
Altitude: 235-435 meters a.s.l.
Exposure: E – SE – S – SW – W
Average age: 30 years
Breeding: vertical trellis, Guyot pruning
Plants per hectare: 4500
Soil: marine sedimentary origin, sandy, typical, laminated St. Agatha marls and Diano sandstones, lower Tortonian/Messinian, 6.3-10 million years old



Bottle ml 750



Magnum ml 1500



Jeroboam ml 3000



Mathusalem ml 6000



LE RISERVE

BAROLO

Denominazione di Origine Controllata e Garantita

RISERVA

Nebbiolo 100%

The most classic expression of Barolo, produced in the "great vintages" characterized by excellent meteorological conditions. Grapes come from estate vineyards particularly rich in clay and limestone, also known as Terre Bianche, which give grapes and wines an important structure and a heritage of tannins capable of ensuring longevity. In order to take advantage of this richness, Barolo Riserva ages in traditional oak barrels, the same chosen in ancient times as ideal for this slow evolution of the wine and ends its long aging in bottle. A wine fully expressed and capable of an exceptionally long life.



LA TRADIZIONE

BAROLO

Denominazione di Origine Controllata e Garantita

TRADIZIONE

Nebbiolo 100%

It is the result of an ancient soil, rich in clay, limestone and sometimes stones, whose sandy component has been greatly washed away over time. Grapes come from vineyards located on hills of good slope which give the wine a solid structure, a vigorous but balanced personality with a particularly wide bouquet. It ages for at least 18 months in traditional oak casks in order to transform this power into elegance. A further aging in bottle allows the aromas to open up and present themselves in all their elegance.



Bottle ml 375

Bottle ml 750

Magnum ml 1500







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