

Interview to: **MR *Alvise Lunardi***

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请详细介绍一下庄园的地理、气候和自然条件。

Please introduce the geography, climate, natural conditions etc about the winery detailed.

Barolo and more generally the Langhe, are located in an extremely particular geographic area: shielded by Alps mountain chain from Nord, West and South sides, and characterized by an environment with high biodiversity.

The weather conditions are particularly favorable for grape growing: temperate continental cold, characterized by well defined seasons, allowing the grapes to develop fine and intense aromas.

The Langhe hills were created from an ancient sea-bed that emerged in subsequent geological ages. During agricultural works, is still possible to uncover marine fossils making the enveloped hills rich in minerals and nutrient matter.

The town of Barolo rises in the middle of the Langhe. The Soil composition of each hill, even within close proximity of one another, differs widely. The hills are characterized by different and irregular shapes and profiles, but are always soft and harmonic.

The same goes for soil composition, where limestone, clay, quartzite sand and silt blend in very different percentages, creating hills with several structures and consistencies: older formations are characterized by more consistent soils, rich in clay and limestone. The more recent formations are composed by less consistent soils, generally more rich in quartzite sand and silt.

With the extreme diversity of soil types and the particular sub-Alpine micro-climate associated with it, the unique -- one might even say historic -- contribution of human experience has been able to unify each specific area of the region to a specific type of grapevine, thereby translating the special synthesis of place, climate and culture into the apex of quality and elegance.

The cellars of Marchesi di Barolo, has understood for two centuries this great harmony between the ground and the grapes. In the Barolo area, Marchesi di Barolo cultivates some of the most important and famous historical Cru's like the Cannubi, Sarmassa and Coste di Rose.

For each hill, for every single vineyard and every year, the Cellars of Marchesi di Barolo are able to adopt the ideal type of cultivation, wine making and fining techniques to transfer exactly each vineyard, grape variety and wines particularity, preserving its specific identity.

意大利酒是中国市场和消费者喜爱的葡萄酒之一。你认为意大利酒的优势有哪些？

As we known that Italy wine is most one of the well-popular in China market, and for your point, what's the advantage about the Italy wine?

Italian wine has been produced for thousands of years, Italy is in fact one of the oldest wine-producing regions in the world.

The main characteristic of Italian wine is the high number of indigenous grapes, this combined with the longitudinal position of Italy and the number of mountains, plans, hills and coasts makes it the most exciting wine producing country in the world.

While in other countries you can count the main grapes varieties to 15-20, and the ones you find

all over the world (Merlot, Chardonnay, Cabernet, Pinot, Sauvignon etc..), in Italy there are hundreds of original indigenous grapes that have their own peculiarities and characteristics and it is these different grapes that contribute to make some of the most delicious wines you can possibly find.

Therefore, in Italy there is a much wider choice for all tastes and all foods. Furthermore, Italian wines have a mild acidity and tend to have well blended tannins making them the ideal match for Asian cuisine.

Grapes are grown in every region of the country, a country that stretches from North to South for 1300 Kilometers (Italy is a peninsula surrounded by the sea) giving every region an incredible bio-diversity and making Italian vineyards so unique and interesting.

A whole world of wine to be discovered !

你认为，意大利葡萄酒近两年在中国市场的发展如何？如何看待它的未来发展？

How do you think the development of Italy wine in recently years? And for your point, how do you think it's development in China market in the future?

We are very happy that Italian wine has developed in Asia during the recent years, the Asian wine lover is more and more educated about the wine and has developed an appreciation for good wines.

We are witnessing that the prices and sales of French wine (the main imported wine in China) are going through a very tough period, this is because the prices of the best wines are very high and at the same time the cheap options are imported by the millions and also because the Chinese consumer wants to try something different, more exciting and challenging.

The excellence of Italian wine, in the meanwhile, is still affordable and on the less expensive end of the market you can still find very pleasant wines and we are seeing that the Chinese consumer is realizing this and he/she is getting day by day closer to Italian wine, more suitable for the Chinese taste and more reasonable in price.

I think the future for Italian wine is bright and, with the favour of the Chinese people, it will grow more and more.

Producers though have to be fair professional and honest with the Chinese consumers. If the wine cellars will maintain these rules for excellence the Italian wine will see a wonderful development in China.

The Chinese consumer needs to be demanding, they have all the rights to spend their money wisely and we as producers have the duty to deliver the best product we can and always strive for excellence.

One advice I have to give to the Chinese consumer is to look into the history of the producer.

A wine that has a long heritage is a guarantee of quality, so go and visit the websites of the wine you buy, ask questions about the family that produces the wine. Family is important in Asia as well as it is in Italy and if you have the chance, go to Italy and meet the producers. Visiting the place where your favourite wine is made. You can do this and it is a beautiful experience.

If the Italian wine producers keep producing beautiful wines, Chinese consumers will continue this journey of exploration and they will feel a little closer to Italy making us feel closer to China.

请介绍贵酒庄产品在中国市场的推广情况。

Please introduce the situation about your winery 's product in China market.

We are the cellar where Barolo was born nearly two hundred years ago and we are still a family winery, therefore we must focus on the wine before anything else. Its quality in fact must be excellent in order for it to leave our cellars and make the long trip to Asia and other far away countries giving us the prestige that we have obtained in all these years.

In China, we are represented by Amore Wines whose offices are in Shanghai. Amore Wines are a dynamic company where Italian and Chinese wine professionals blend and collaborate in an efficient and very productive way.

They are in Shanghai but they cover the whole country with their network of distributors.

In Shanghai we enjoy a very good reputation and you can find us in the best restaurants in town.

We also have a number of personal customers and friends like **Li Yongbo** who comes and visits us in our cellars in Barolo. We are very proud and honoured of our special friends in China.

Our most popular wines in China at the moment are the single vineyard Cru of Barolo **Cannubi**, our single vineyard of Dolcetto **Boschetti**, the Barolo and Barbaresco **Tradizione**, and our Barbera **Ruvei**.

A selection that shows the mature taste of the Chinese consumer who choose the excellent single vineyards as well as the more traditional Langhe wines and the Barbera Ruvei, our world's best seller wine that can be consumed every day.

We are confident that we will develop even further our presence in China because of our devotion to the quality of our wines, our synergy with our importer and with the Chinese distributors who frequently come over to Italy to enjoy our wines in Barolo, dining with us at our renowned restaurant above the cellar.

We also come to China very often to spend time with them and enjoy Chinese food and its beautiful traditions. It is important for us to understand Chinese culture because there cannot be collaboration and expansion if the producer does not understand the local customs and Marchesi di Barolo are very receptive to these important factors.

Chinese people know how family ties are close to everyone's heart and we are a family company that makes true and original Barolo wine, in the heart of Barolo.