



New opportunity for VA.S.CO

VA.S.CO

valuable savours company

FONTANAFREDDA

Quality wines from Piedmont since 1878

ENVIRONMENT, LOCATION



Fontanafredda is located in Piedmont, just in the heart of **Langhe**, a world of hills dating back to very ancient times which has always been a prime growing area for great wines, particularly rich, powerful reds.

FONTANAFREDDA's ESTATE



FONTANAFREDDA'S VINEYARDS



FONTANAFREDDA: A BRIEF HISTORY

- In 1858 Vittorio Emanuele II, the first king of Italy, bought the Fontanafredda estate, a former hunting preserve, to produce Barolo (the wine called “king of the wines” and “wine of the kings”)



- In 1878 the commercial activity started, just after the death of the King, when Count Emanuele di Mirafiore, firstborn son of the King and Countess Rosa, inherited the property and decided to produce wines not only for the Court but also for the market.

FONTANAFREDDA: A BRIEF HISTORY

- In 1931 Count Gastone di Mirafiore, the son of Emanuele Alberto, because of financial difficulties, sold Fontanafredda to Monte dei Paschi di Siena Bank (the world's oldest bank, founded in 1472).

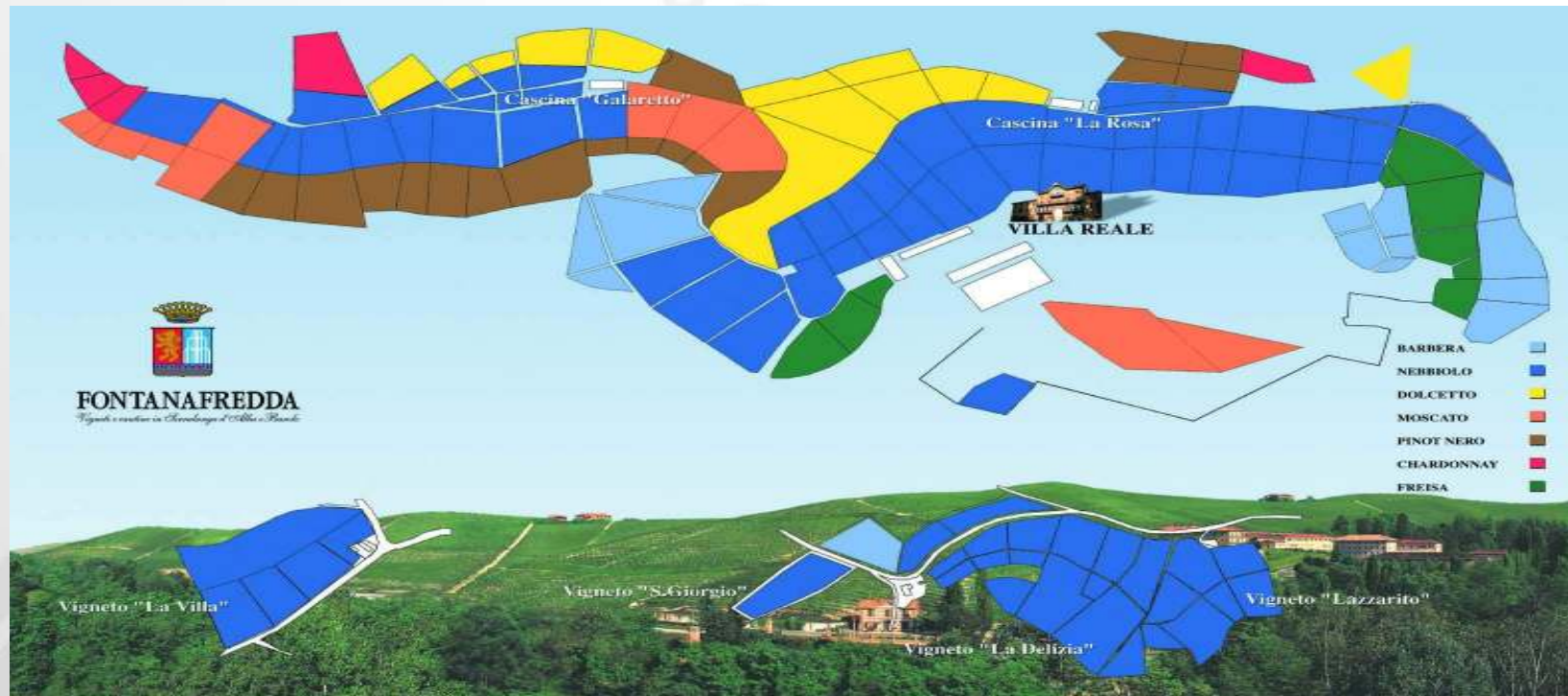


- In 2008 Oscar Farinetti, founder of “EATALY” - the gourmet market and restaurant chain - acquired the winery. The move recognized the enormous gains in quality that Fontanafredda has made in recent years.



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THE VINEYARDS' MAP



- Fontanafredda's estate stretches out over more than **120 hectares**
- The estate vineyards are located in the villages of **Serralunga d'Alba, Diano d'Alba and Barolo** and also 20 hectares in the Monferrato area.
- Fontanafredda crushes over 5,500 tons of grapes/year
- 84 hectares planted with the **nebbiolo, barbera, dolcetto and moscato** varieties.
- At each vintage, grapes are consigned to Fontanafredda by **nearly 400 growers** in the Langhe and Roero, whose loyalty to the company endures since generations.

WINE MAKING PHILOSOPHY

- **The traditional philosophy of the wine production in Piedmont is to produce quality wines (Doc and Docg appellations) from a single varietal.**
- **The soil, the climate (or, better, the micro-climate) and the interaction between vine (variety) and environment characterise Piedmont's wines in a unique way.**
- **We can produce limited quantities of each quality wine (Doc/Docg) only: because of this, there is an extreme attention to the quality and to the uniqueness and specificity of each varietal wine.**

THE PHILOSOPHY IN THE VINEYARD

122 HECTARES OF BIO-NATURE

84
Of vineyards

6
Of hazelnuts

13
Of woodland

2 Of grassland
& gardens

17 for the houses,
cellars and park

Zero chemical weed-killers

Zero chemical fertilizers

Our **clean** soil produces **clean** grapes for a great **clean** wine

FONTANAFREDDA'S BIONATURAL PROJECT

THE PEOPLE

The Fontanafredda hamlet houses 12 families of people who work on the Reserve in the cellars and vineyards.

THE ANIMALS

The Bio-reserve is home to peacocks, swans, pheasants, herons, mallards, partridges, foxes, badgers, squirrels, roe deer, hares, carp, tench, turtles and other species. All living in complete freedom.

THE TREES

The woods and gardens are home to sequoia, plane trees, walnuts, beeches, lindens, oaks, hornbeams, firs, cypresses, cherries, ashes and paulownias.

THE WATER

100% of the water used is then bio-treated and put back into the environment. The rainwater conveyed from the surrounding hills and park is collected in the lake and used for irrigation.

IN THE VINEYARDS

100% integrated, sustainable farming to obtain:
100% elimination of chemical weed-killers
100% elimination of chemical fertilizers
60% reduction in plant protection products
Target: 0 (zero) residue in grapes

IN THE WINERY

3-year target:
Drastic reduction in added yeasts, and the use of wild indigenous yeasts.
50% reduction in the sulphites permitted in the wines.
100% recyclable, biodegradable packaging.
"Volumi Bollati" bottles produced from 85% recycled glass.

FONTANAFREDDA'S CELLARS

- The total capacity of the Fontanafredda cellars is about 10,2 million liters:
 - **1,8 million liters in wood (Slavonian and French oak)**
 - **7,1 million liters in stainless steel vats**
 - **1,3 million liters in concrete tanks**
- Ageing wines: about 6 million liters (average/year)

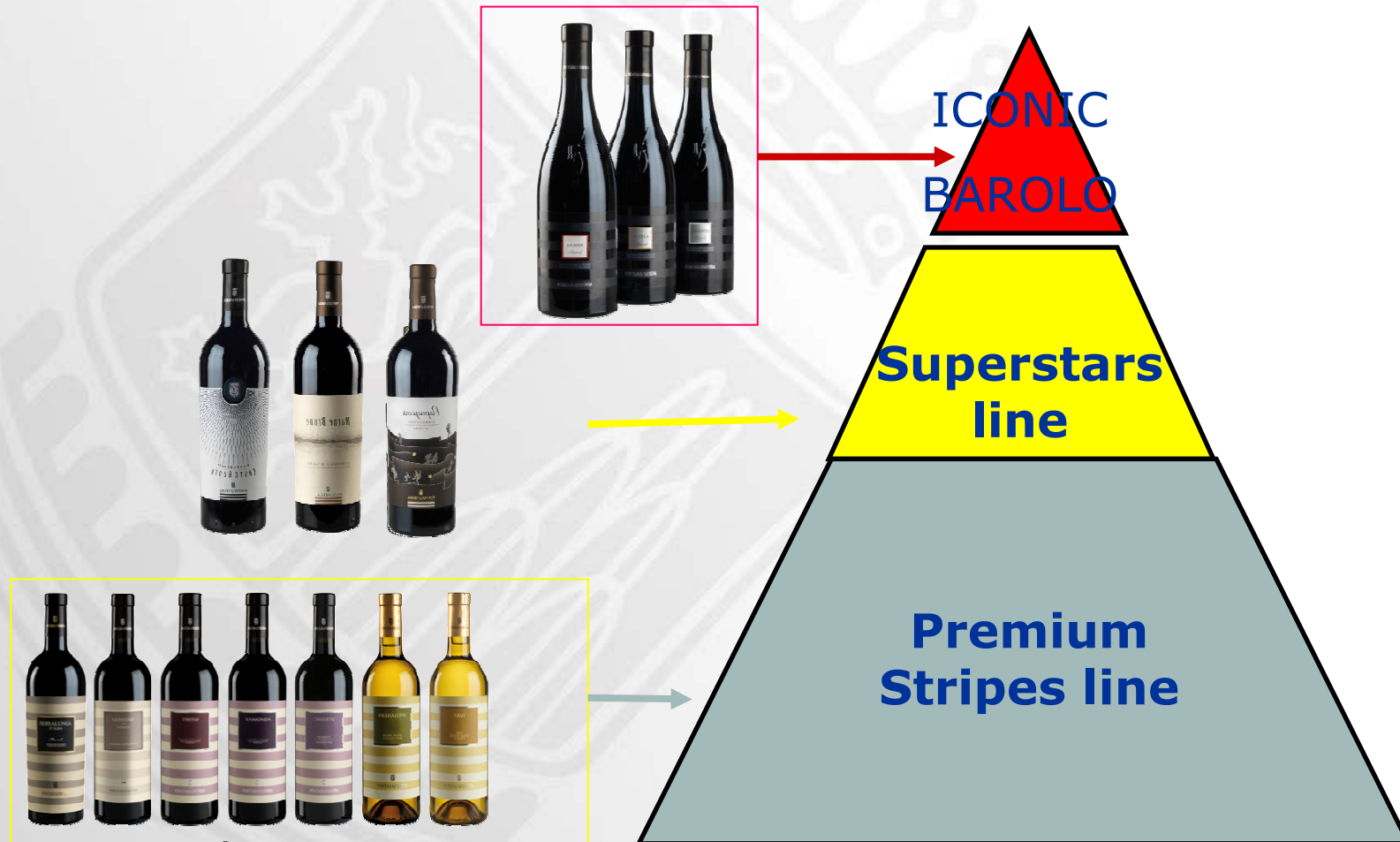


FONTANAFREDDA'S PROFILE

- **THE WINERY PRODUCES AROUND 650.000 CASES OF WINE PER YEAR**
- **FOR A TOTAL TURNOVER EXCEEDING 40 MILLION EUROS.**
- **PRODUCTION**
- **.300,000 CASES OF SPARKLING WINES**
- **(MAINLY MOSCATO D'ASTI DOCG AND ASTI SPUMANTE DOCG)**
- **.350,000 CASES OF RED AND WHITE STILL WINES (40.000 CASES BAROLO).**

FONTANAFREDDA'S WINES RANGE

Fontanafredda has worked hard to obtain **a real diversification of the range**. The production of red and white wines is today organized into **three lines**, based on the dimension of the geographical area of origin and on the quantity of bottles produced.



FONTANAFREDDA'S WINES RANGE

The Premium "Stripes" Line



Serralunga D'alba Barolo Docg
Raimonda Barbera d'Alba Doc
Pradalupo Roero Arneis Docg
Gavi del Comune di Gavi Docg

- Produced from grapes cultivated in more restricted areas of Piedmont, in most cases these wines carry on the label the name of the village of origin
- they represent the perfect combination of **tradition** and **innovation in wine making**
- have a **modern** eye-catching **packaging**
- Clearcut personality and **high profile wines**

FONTANAFREDDA'S WINES RANGE

The Superstars line



Coste Rubin Barbaresco Docg
Marne Brune Nebbiolo Doc
Papaghena Barbera d'Alba Doc Superiore

- from the best vineyards excellent wines only
- means **prestige, exclusivity** and limited availability
- these wines are positioned in the **premium price** segment of the market

FONTANAFREDDA'S WINES RANGE

*The **ICONIC BAROLO***



THE BAROLO "SINGLE-VINEYARD":

- represents the **top** of the range
- is obtained from the estate vineyard "La Rosa", **highly selected** for **Barolo** production
- **is released only in the best vintages.**
- expresses **prestige** and **exclusivity**
- highlight the unique relation between **vine, soil** and **micro climate**
- is sold on **allocation only**

THE ROYAL VILLA



HOSPITALITY AT FONTANAFREDDA

HISTORIC CELLARS

We continue to mature and age the fine wines of the Piedmontese tradition in our 19th-century cellars. They can be visited, combining a guided tour with a wine tasting.

"FONDAZIONE E. DI MIRAFIORE"

A place where it is possible to buy, taste, eat and learn wine and food... A restaurant, a wine shop, a book shop and a theatre all together in one place inside of the estate.

GARDEN GRILL

A maxi barbecue designed for serving grilled seasonal produce on the banks of the lake.

GUESTHOUSE "VILLA CONTESSA ROSA"

Eleven rooms named after our vineyards rather than being numbered. A delightful hotel looking out onto the grounds of the Royal Villa.

WOOD OF THOUGHTS

A trail of meditation amid trees, vineyards and hazelnut groves, through the last wood to remain intact on the hills of Barolo area. A way of reclaiming time and silence.



FONTANAFREDDA “KEY WORDS”: CLAIM

✓ **HISTORY AND LEGACY**

✓ **BIONATURAL RESERVE**

✓ **CLASSIC MODERN
WINEMAKING**

✓ **PASSION**

**THANKS TO HAVE SHARED MY NEW
PASSION FROM PIEMONTE !**

TERRA

**Lets go to discover
FONTANAFREDDA World**

With this video

V.A.S.CO

valuable savours company