



ESTER CANALE ROSSO

Podere dell'Antica Vigna Rionda

Foglio di Mappa n. 8 - Particella n. 251 P

Proprietà della Famiglia Canale dal 1934

SERRALUNGA D'ALBA (Piemonte)

www.giovannirosso.com

VIGNA RIONDA: UPHOLDING A FAMILY TRADITION

The 2011 vintage of Barolo Vigna Rionda is the first one that we have made, and we decided to launch not only this vintage, but this wine, as a Future. We will have around 1,800 bottles of Barolo Vigna Rionda 2011 and our vision is that, through our importers, it will be offered to private clients only – this was the tradition of Tommaso Canale and his father, Aldo.

These two cousins of ours, proud custodians of Vigna Rionda for many years, farmed the treasured plot that was first acquired by Ester Canale Rosso's grandfather. Also called Tommaso Canale, he bought the vineyard in 1934, the same year that he helped to found the Barolo Consorzio.

For over 40 years, from 1970, it was owned by cousin Aldo and his son, before it returned to the ownership of Ester and her son, Davide Rosso, on April 23rd 2011 - along with many vines planted by Ester's grandfather in 1946, from which our Barolo Vigna Rionda 2011 is produced.

With such a limited quantity of wine available from this revered vineyard, Davide and his mother, Ester, had in mind the idea to offer this wine to those who appreciate that some things are worth more than money: time, place, a symbiotic relationship between a family and its land.

Futures is a way of selling that is almost untried here in the Langhe, but more than that, we hope that it will create a new, even closer, relationship between Vigna Rionda and those who buy and drink it.



===== FUTURES =====





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WHY BUY A 'WINE FUTURE' ?

The classic reason to buy in this way is to ensure that you secure wine which may be available in very limited quantities. The two regions most closely linked with this system are Bordeaux and Burgundy, the latter associated, like Barolo, with single-vineyard wines made in tiny quantities – perhaps no more than a few hundred cases. Production of Vigna Rionda is even more limited than most of the great Burgundies – circa 150 cases in total: around half that of Romanée-Conti – and buying as a Future is the only way to secure any stock from this legendary Cru. Any wine unsold following the Futures offer will remain in the Canale family's cellar as historic stock, perhaps for future generations to enjoy.

HOW IS VIGNA RIONDA FUTURES DIFFERENT ?

Our Barolo Vigna Rionda is being offered in this way in order to ensure the future of this great vineyard. Barolo Vigna Rionda Futures will help to pay for the replanting and maintenance of the land and the vines for the next decade or more before the young vines are ready to produce Barolo Vigna Rionda. This is our commitment to the next generation and beyond. Using Futures, we are writing the next chapter in Vigna Rionda's history – a chapter that will have at its core the customers who will buy this wine: the true friends of Vigna Rionda and of the Canale family.



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THE WINE: VIGNA RIONDA 2011

Denomination: Barolo D.O.C.G. VIGNA RIONDA
Grape Variety: 100% Nebbiolo
Alcohol: 14.50 % by vol
Production: Not more than 2,000 bottles

Vineyard Characteristics

Soil, Aspect, Elevation & Locality: Calcareous with typical langa tufo grey marl, fully-South facing, 320m above sea level. Located in the very heart of Serralunga d'Alba, overlooked by the 14th century castle

Wine-Making

Grape-Harvest: Harvested by hand
Fermentation: Vinification in cement tanks with ambient yeasts. Fermentation over 30 - 35 days with *Remontages*, *Delestages* and daily punching-down of the cap
Ageing: Ageing is taking place in a large Slavonian oak cask, built especially for this wine, for 36 months
Bottling: The wine will be bottled without filtration

For further information please contact our importer in your country – go to www.giovanniroso.com and click on 'Distributori' / 'Distributors'



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THE VINTAGE: VIGNA RIONDA 2011

The growing season in 2011 in Serralunga d'Alba was an early one, but not a shortened one. The preceding winter was cold, with snow falling in November 2010 and remaining until early March, with regular snow falls over this period.

Spring, as seems to be the norm in Piemonte these last 20 years or so, was a shortened season, with summer warmth arriving in April and each of the three months of March, April and May being warmer than usual. This resulted in bud-break, flowering and fruit-set all being early – around 3 weeks in Vigna Rionda. The precocity of these could have been a problem had there been any hail or a late frost, but the weather continued to be fine during each stage. In early June, the heat abated and there followed 2 months of warm, as opposed to hot, weather, with some cloud cover. This had the effect of prolonging the growing season, and allowing the 65-year-old vines in Vigna Rionda the time to develop not only the sugars and tannins, but the unique aroma and flavour compounds that this vineyard delivers, as well as maintaining fresh acidity.

In August, the heat returned, with temperatures regularly between 30 and 35 °C (86 – 95 °F), but with cooler nights. September was cooler, with a little light rain which helped to preserve the freshness in the grapes and prevented hydric stress in the vines. The picking for Vigna Rionda 2011 was carried out on 29th September – around 3 weeks earlier than in 2010 – in beautiful conditions, as this video shows:

<http://www.youtube.com/watch?v=nDG6yk0780Y>

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